

NIVS



NIVS IntelliMedia Technology Group, Inc.

September 2009 NYSE Amex: NIV

Forward-Looking Statements



This presentation may contain “forward-looking statements” within the meaning of the “safe-harbor” provisions of the Private Securities Litigation Reform Act of 1995. Such statements involve known and unknown risks, uncertainties and other factors that could cause the actual results of NIVS IntelliMedia Technology Group, Inc. (the “Company”) to differ materially from the results expressed or implied by such statements. Accordingly, although the Company believes that the expectations reflected in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. The Company has no obligation to update the forward-looking information contained in this presentation.

Capital Market Summary



- NYSE Amex: NIV
- Price: \$2.22 (as of 9/01/2009)
- Market Cap: \$90.3 million
- Shares outstanding: 40.7 million shares
- Public float: 23,8 million shares
- Record 6 months end 2009 financial performance
 - § Revenue up 35.8% YoY to \$70.1 million
 - § Net income up 9.7% YoY to \$6.9 million



(US\$ millions)	2005	2006	2007	2008	June 2009
Revenue	\$ 22.0	\$ 37.7	\$ 77.6	\$143.6	\$70.1
Net Income	\$ 2.0	\$ 5.2	\$ 8.7	\$13.0	\$6.9

Investment Highlights



Strong Demand

- Rapid economic growth in China;
- Rising middle class with increasing spending power in China;
- Strong demand for consumer electronics

Branded Leader

- Worldwide distribution
- Expanding brand and channels
- State-of-the art manufacturing facilities

Innovative R&D

- Innovative R&D focus on Chinese speech technologies
- Research lab joint venture with Chinese Academy of Science
- Significant intellectual property portfolio

Solid Business

- 85% YoY revenue growth and 53% YoY income growth in 2008
- Steady profit margins
- Experienced management team

Company Overview



NIV designs, manufactures, markets and distributes a full range of intelligent audio and video products:

LCD Televisions

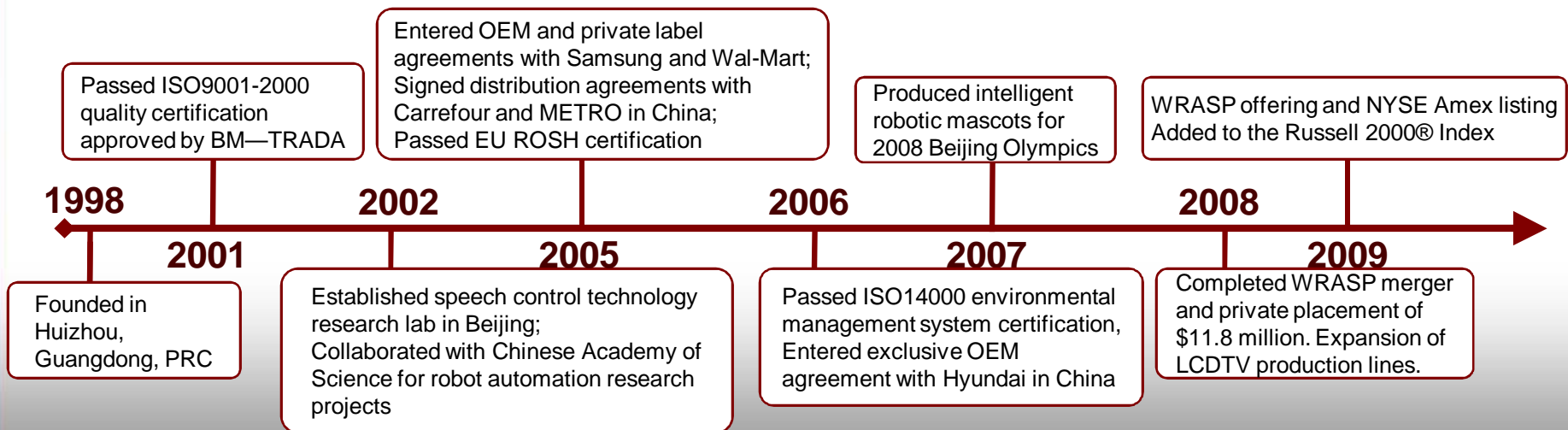
Digital Set-top Boxes

Stereo Systems

DVD Players

GPS Systems

MP3 / MP4 players



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Rapid Economic Growth in China



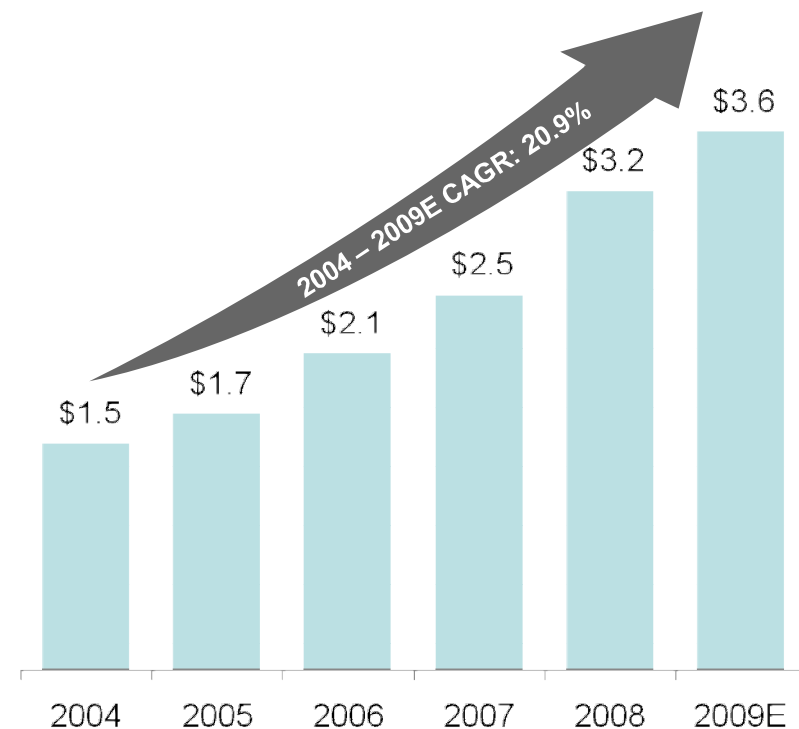
Positive Trends

- § 2004 - 2008 GDP CAGR of 21%
- § 2008 - 2011 GDP projected CAGR of 12%
- § Government commitment to continued economic growth
- § Favorable government policies
- § Rapid urbanization resulting in faster growth in consumer spending
- § Continued growth of disposable income

Rapid Economic Growth

(\$ thousands)

GDP per Capita



Attractive growth and favorable economic environment

Source: International Monetary Fund World Economic Outlook Database 2008

Rising Middle Class with Increasing Spending Power in China

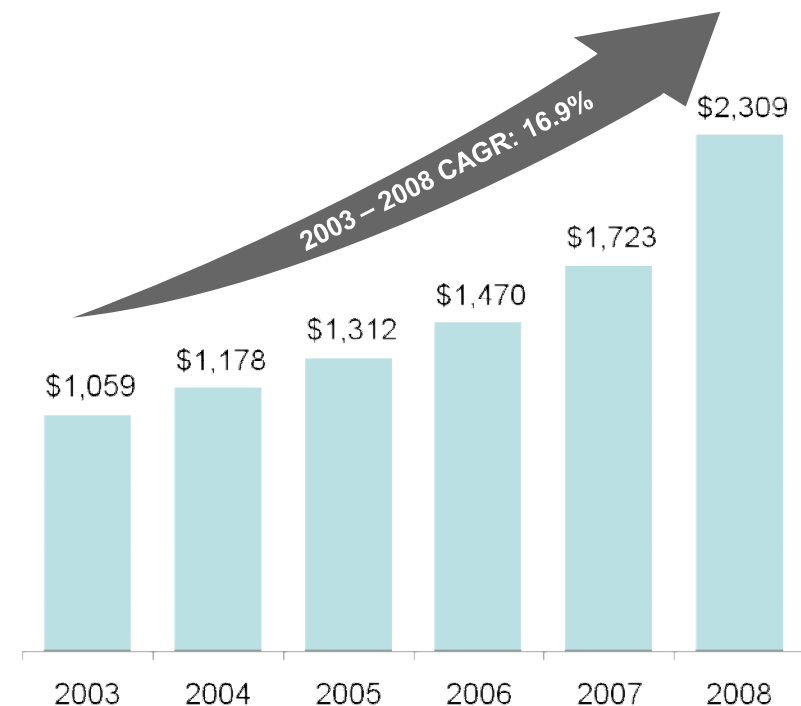


Favorable Dynamics

- § Large population and higher disposable income support demand
- § 2007 - 2011 disposable income CAGR of 8%⁽¹⁾
- § Rapid growth of the middle class⁽²⁾
 - § By 2015, China will have more than 4 million households with annual income above 250,000 RMB (\$37,000)
 - § 76% of population becomes middle class by 2025 (1 billion of population).
- § Steady expansion of disposable income
 - § Urban: 14.5% Y/Y increase in 2008⁽³⁾

Increasing Purchasing Power

Urban Disposable Income per Capita \$



Source: National Bureau of Statistics of China.

(1) Economist Intelligence Unit
(2) Macquarie Research, April 2008
(3) McKinsey & Co.

Strong Demand for Consumer Electronics

- In 2012, the global consumer electronics market is forecast to reach \$261 billion, an increase of 30.6% from 2007⁽¹⁾.
- **China's consumer electronics market** increased at a CAGR of 11.71% during 2002-2006 and is **expected to grow at a CAGR of 12%** during the forecasted period (2007-2011)⁽²⁾.
- Among the E7 developing countries, China is ranked as the most attractive consumer electronics market from investment point of view ⁽²⁾.

(1) Consumer Electronics: Global Industry Guide by Datamonitor

(2) Research and Markets, 2008

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Worldwide Distribution

China Domestic

- 8,000+ points of sale covering the entire country
- 300+ service centers
- 24/7 telephone hotline support
- Covers major cities and majority of municipal and county-level cities



International

- Global distribution covering 60+ countries
- 23 regional service centers in Europe, Southeast Asia and North America



Expanding Brand and Channels

- Successfully developed NIVS brand name in China through cooperating with well-known retailers and online distributors
- OEM and private label distribution agreements with significant brands including Samsung, Hyundai, Haier, TCL and others:



HYUNDAI



AIRIS



TG삼보컴퓨터



Haier



State-of-the-Art Manufacturing



- 2.7 million sq. ft. facility with 1.1 million sq. ft. production area
- Highly-educated design team with 13+ years average experience
- Integrated manufacturing process
- International accreditations validates quality assurance, manufacturing controls and safety standards:
 - ISO 9001:2000
 - ISO 14000
 - European Union RoHS



Broad Product offering



Leading manufacturer of 230 products

- Packaged home theater systems
- Tower, stand-alone and on-wall speaker systems
- LCD TVs from 17" to 52"
- DVD players and digital receivers
- Hi-Fi multi-media
- MP3/MP4 players



Innovative Research and Development



- Established modernized speech lab in 2002
- Introduced first speech-controlled product in 2007
- R&D focused on Mandarin speech technologies, based on robotics research conducted by Chinese Academy of Science
- Joint venture with Institute of Automation, Chinese Academy of Sciences (IACAS) with 100 dedicated R&D professionals
 - 6 senior technology researchers
 - 15 core researchers
- Strong IP portfolio of 43 patents, 19 patent applications, and 4 registered trademarks



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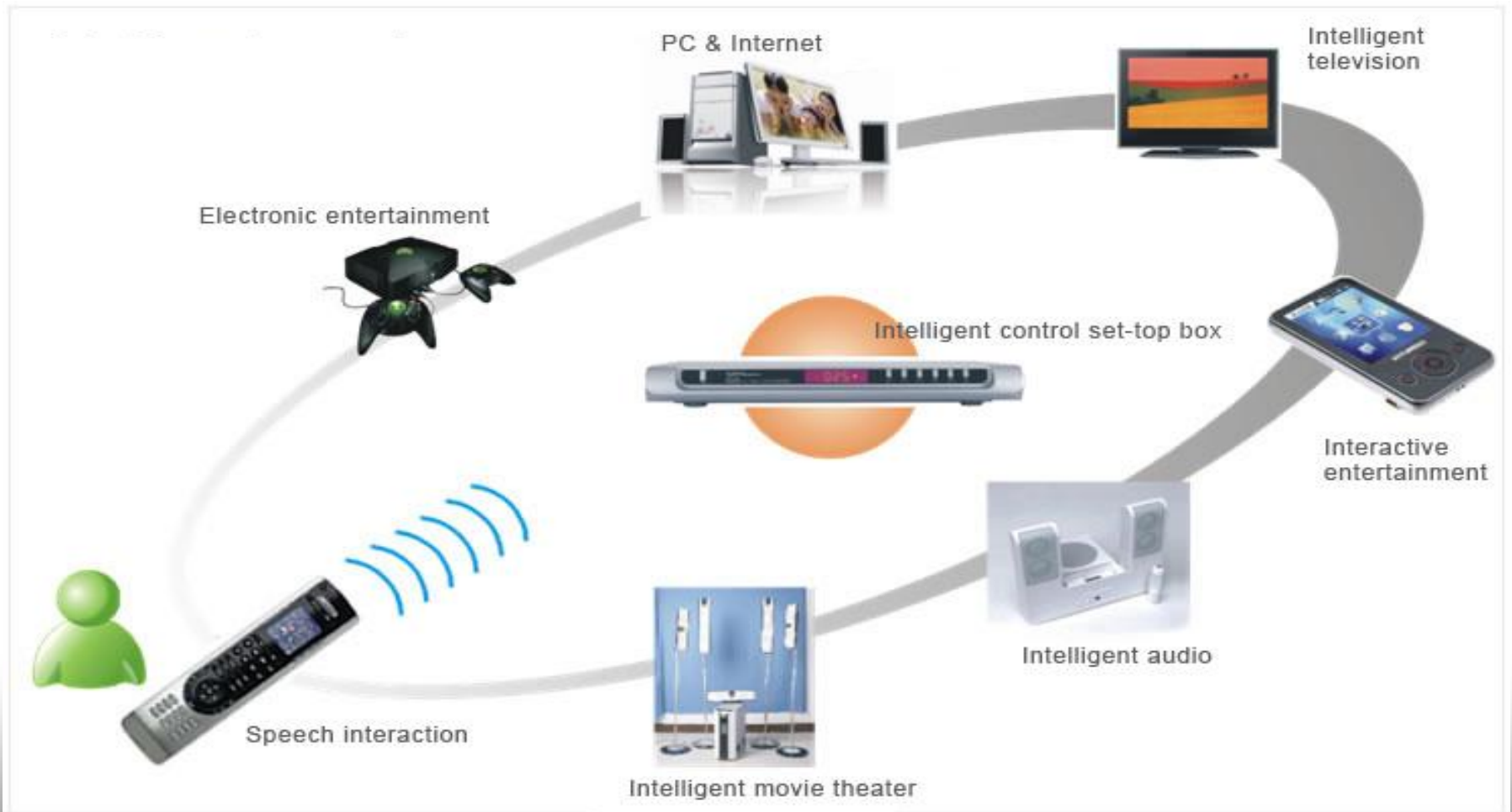
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Integrated Intelligent AV System



Leading-Edge Intelligent AV Industry

- Emerging market for speech-based interface controlled products
- Potential for voice-powered interaction to increase ease of use and produce unique capabilities
- Market for Chinese language products less developed than Western language products
 - Mandarin continuous speech recognition complicated by language complexity
- Intelligent AV expected to be one of top ten new technologies to influence daily human activities

Leader in Intelligent AV Products



- Portfolio of 20 product lines, including voice interaction platform for LCD TVs, speaker systems, DVD players, GPS systems
- Voice activation platform controls household appliances
- Software based on embedded real-time LINUX operating system
- Higher gross margins compared to standard AV products

Intelligent TV



Intelligent voice recognition system, full HD format

Intelligent Audio



Elegant style, intelligent technology

On-board Bluetooth



Multitask speech controlled mobile phone system

Intelligent Set-Top Box



Source sharing, intelligent memory expansion

Intelligent Speech Remote Control System



Multi-channel universal RF remote control

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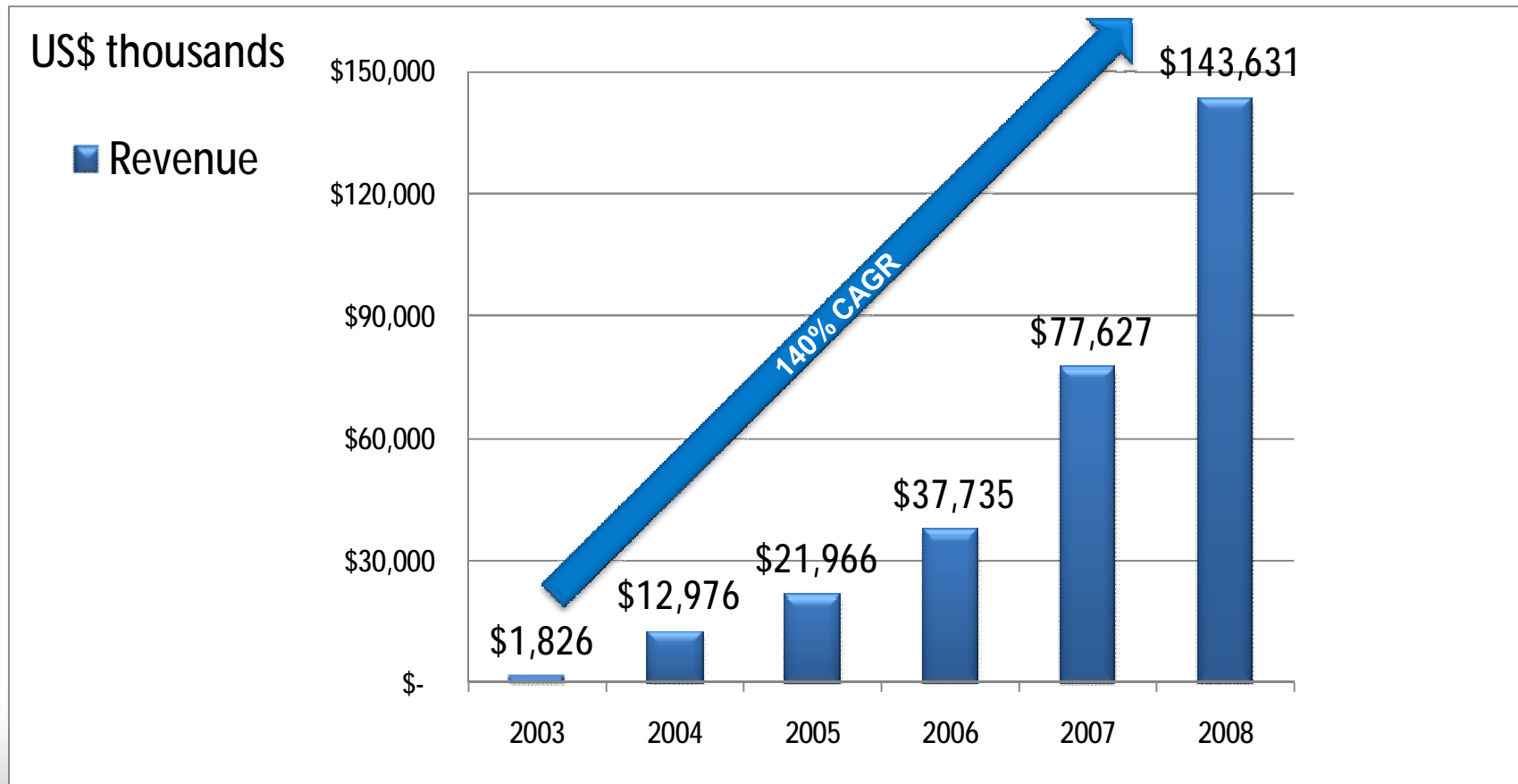
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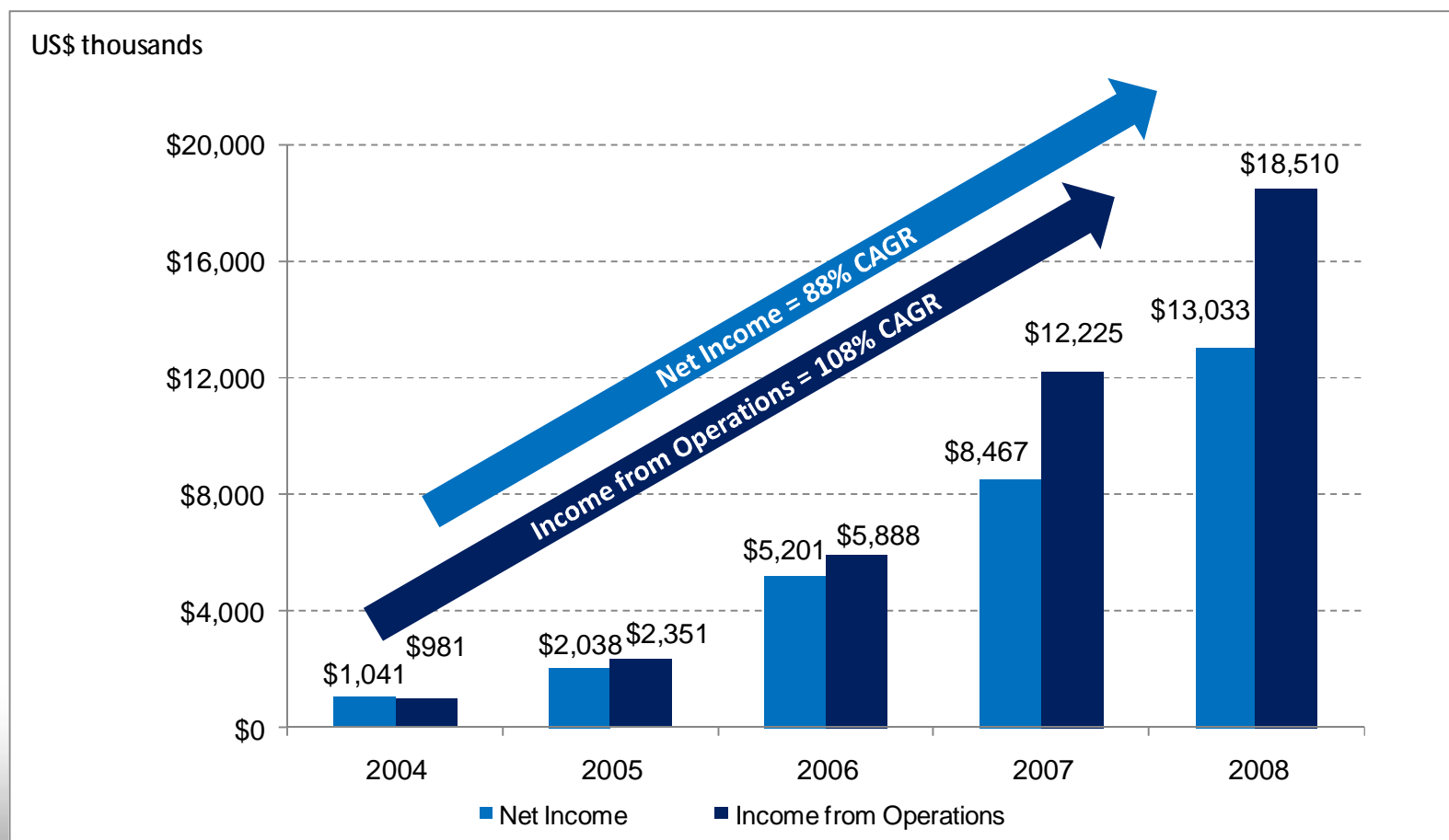
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Robust Revenue Growth



Sustainable Profitability



Experienced Management Team



Name and Title	Years in Industry	Experience
Tianfu Li Chairman and CEO	19 years	Founder NIVS PRC, Sino-European (Huizhou) Electronics
Simon Zhang Interim CFO	18 years	Yinlips Technology, Evergreen Investment, Kapila Corporation
Dongquan Zhang Chief Technology Officer	8 years	NIVS BVI
Gengqiang Yang Chief Operating Officer	12 years	NIVS BVI
Wei Lin Director	19 years	Shenzhen Techo Telecom Ltd, Wukuang Securities Co, Ltd, S&P Pharmaceutical Co
Lu Liu Director	13 years	Shenzhen Techo Telecom Ltd, Huizhou Liqi Jewelry Group Ltd
Yucai Zhang Director	19 years	Siemens VDO Automotive Ltd, Middle Europe Electronic and Technology Ltd

Growth Strategy



- **Expand speech-controlled product lines**
 - Introduce new products with enhanced functionality
- **Build partnerships with new and existing OEM and private label customers**
 - Develop new alliances for NIVS Mandarin speech interactive technology for mobile phones, entertainment devices and GPS navigation
- **Strengthen marketing and promotion efforts**
 - Integrated marketing campaign including intensive advertising on CCTV, nationwide product roadshows and press conferences
 - Expand participation at electronics trade shows
- **Increase global distribution channels and sales networks**
 - Broaden relationships with wholesalers, retailers, online distributors and resellers to expand market availability across China
 - Seek new export market opportunities

Undervalued vs. Peer Comparisons



Ticker	Company Name	Share Price (as of 07/29/09)	Market Cap (\$ in millions)	EPS (\$)			Sales (\$ in millions)			P/E			
				2008A	2009E	2010E	2008A	2009E	2010E	2008A	2009E	2010E	
NIV	NIVS IntelliMedia Technology Group Inc	\$2.29	93.1	0.41	0.44*	n/a	144	179 **	n/a	5.6x	5.2x	n/a	
<i>Peers</i>													
DEER	Deer Consumer Products Inc	\$11.44	123.0	0.39	0.86	0.96	44	81	106	29.3x	13.3x	11.9x	
HAR	Harman International Industries Inc	\$23.87	1,654.9	1.73	-1.05	-0.63	4,113	2,892	2,655	13.8x	n/a	n/a	
MSN	Emerson Radio Corp	\$0.76	20.6	-0.18	-0.09	-0.10	201	217	222	n/a	n/a	n/a	
KOSS	Koss Corp	\$14.27	52.7	0.54	n/a	n/a	38	n/a	n/a	26.4x	n/a	n/a	
VOXX	Audiovox Corp	\$7.37	168.5	-3.11	0.25	0.35	603	n/a	n/a	n/a	29.5x	21.1x	
UEIC	Universal Electronics Inc	\$20.35	277.1	1.09	1.19	1.49	287	307	332	18.7x	17.1x	13.7x	
										Avg	22.0x	20.0x	15.6x

(1) Sources: Bloomberg, Thomson .

(2) *EPS 2009E is based on current sharecount as of June 30, 2009; **Sales 200E is the middle point of the company revenue project in 2009

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Branded Leader

- Products distributed in China under NIVS and OEM brand names
- Partnering with largest retailers and online distributors in China, and strong global OEM and private label distributors
- Demonstrated cost-savings and performance advantage

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Contacts



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