UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934

Filed by the Registrant o

Filed by a Party other than the Registrant þ

Check the appropriate box:

o Preliminary Proxy Statement

o Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

o Definitive Proxy Statement

o Definitive Additional Materials

þ Soliciting Material Pursuant to §240.14a-12

Supertex, Inc.

(Name of Registrant as Specified In Its Charter)

Microchip Technology Incorporated

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

þ No fee required.

o Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

o Fee paid previously with preliminary materials.

o Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

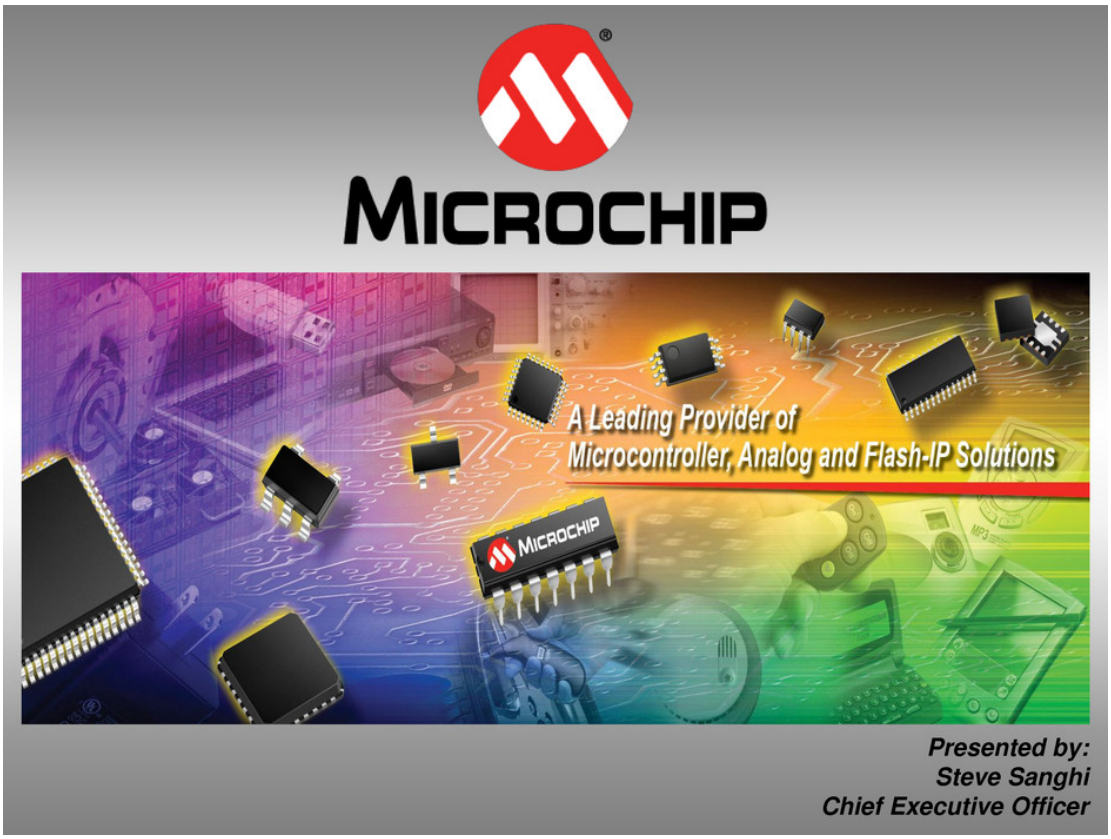
(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

Filed by Microchip Technology Incorporated
Pursuant to Rule 14a-12
of the Securities Exchange Act of 1934
Subject Company: Supertex, Inc.
Commission File No.: 000-012718

Microchip Technology Incorporated plans to use the following materials in one or more presentations to the employees of Supertex, Inc. (Supertex) in connection with Microchip's acquisition of Supertex. Such materials may also be made available to such employees in electronic or paper form.



- **Cautionary Statement:**

  Statements about the expected timing, completion, benefits and effects of the proposed transaction, and other statements in this presentation that are not historical facts, are forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements involve risks and uncertainties that could cause actual results to differ materially, including, but not limited to the actual timing of the closing of the acquisition, the satisfaction of the conditions to closing in the acquisition agreement, any termination of the acquisition agreement, the effect of the acquisition on Microchip's and Supertex's existing relationships with customers and vendors and their operating results and businesses; the costs and outcome of any litigation involving Microchip, Supertex or the acquisition transaction; general economic, industry or political conditions in the U.S. or internationally; and the risks described from time to time in SEC reports including filings on Forms 10-K, 10-Q and 8-K. You can obtain copies of such Forms 10-K, 10-Q and 8-K and other relevant documents for free, as applicable, at Microchip's website (www.microchip.com) , at Supertex's website (www.supertex.com), the SEC's website (www.sec.gov) or from commercial document retrieval services. You are cautioned not to place undue reliance on our forward-looking statements, which speak only as of the date such statements are made. We do not undertake any obligation to publicly update any forward-looking statements to reflect events, circumstances or new information after the date hereof.

- **Additional Information and Where to Find It**

  Supertex intends to file a proxy statement in connection with the acquisition transaction. Investors and security holders are urged to read the proxy statement when it becomes available because it will contain important information about the transaction. Investors and security holders may obtain free copies of these documents (when they are available) and other documents filed with the SEC at the SEC's web site at www.sec.gov. Microchip, Supertex and their directors and executive officers may be deemed to be participants in the solicitation of proxies from the stockholders of Supertex in connection with the acquisition transaction. Information regarding the special interests of these directors and executive officers in the transaction will be included in the proxy statement described above. Additional information regarding the directors and executive officers of Microchip is also included in Microchip's proxy statement for its 2013 Annual Meeting of Stockholders, which was filed with the SEC on July 11, 2013. Additional information regarding the directors and executive officers of Supertex is also included in Supertex's proxy statement for its 2013 Annual Meeting of Stockholders, which was filed with the SEC on July 2, 2013. These documents are available free of charge at the SEC's web site at www.sec.gov and as described above.c

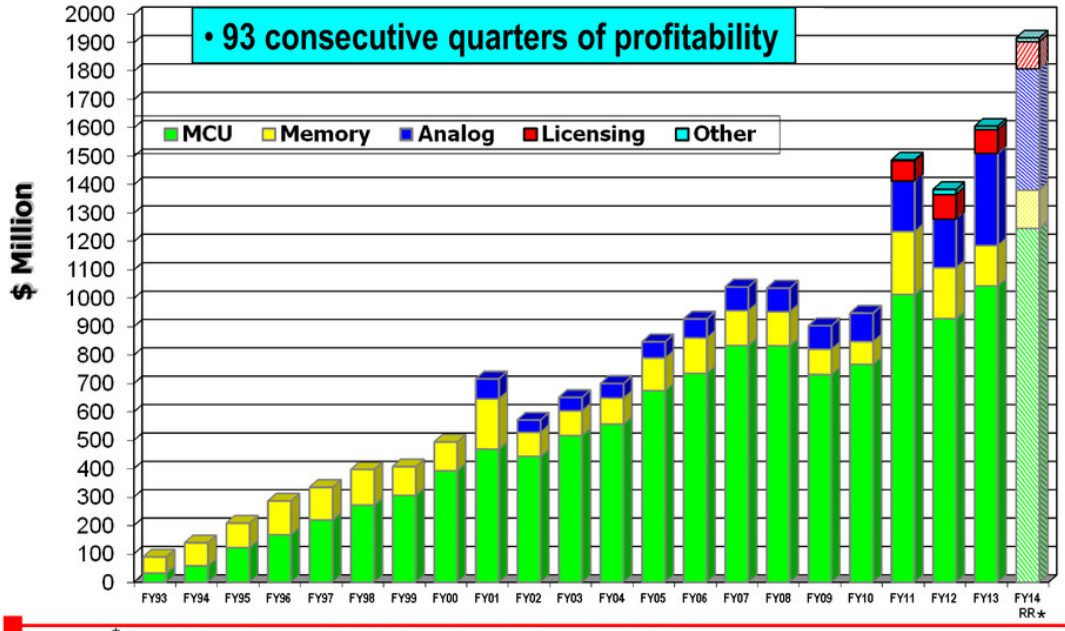
Welcome to Microchip!!!

Corporate Overview

- Leading semiconductor provider of:
  - High-performance, field-programmable, 8-, 16- & 32-bit Microcontrollers
  - Analog & Interface products
  - Wi-Fi, RF, USB, Ethernet products
  - Automotive Information Systems products
  - Related Memory products
  - Flash-IP Solutions
- Over $1.9B in sales run rate
- More than 8000 employees
- Headquartered near Phoenix in Chandler, AZ

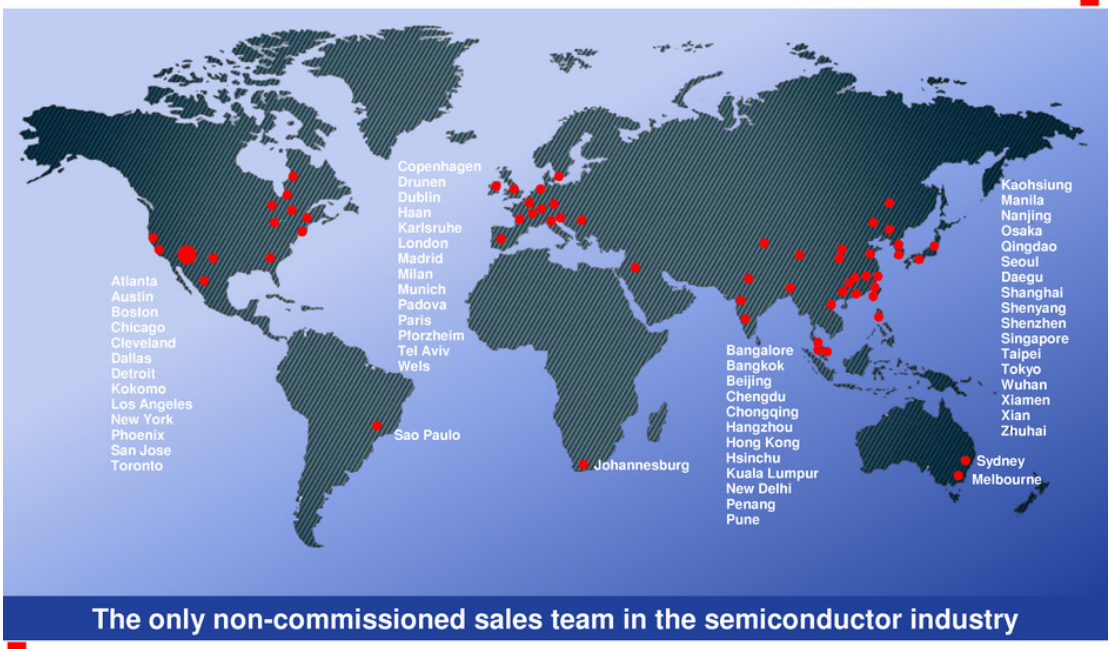
"The Silicon Desert"

Annual Net Sales Growth



* Run rate based on results for the 9 months ended December 31st, 2013

Worldwide Technical Support Centers



The only non-commissioned sales team in the semiconductor industry

Global Development Centers

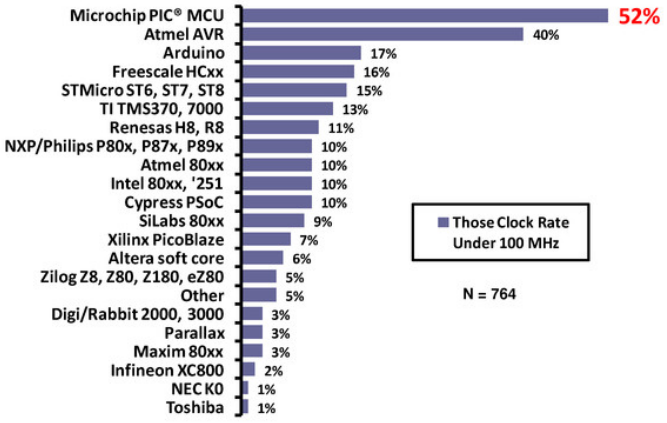
Worldwide Manufacturing

Worldwide 8-Bit Microcontroller Market Share (Dollars)

No.	1991 Rank	1996 Rank	1998 Rank	2001 Rank	2005 Rank	2006-9 Rank	2010 Rank	2012 Rank
1	Motorola	Motorola	Motorola	Motorola	Motorola	Microchip	Renesas	Renesas
2	Intel	NEC	NEC	Hitachi	Renesas	NEC	Microchip	Microchip
3	Philips	Philips	ST-Micro	NEC	Microchip	ST-Micro	Atmel	Atmel
4	Mitsubishi	Hitachi	Philips	Microchip	NEC	Freescale	ST-Micro	ST-Micro
5	NEC	Mitsubishi	Hitachi	ST-Micro	ST-Micro	Atmel	Samsung	NXP
6	Hitachi	Toshiba	Mitsubishi	Philips	Atmel	Renesas	Freescale	Freescale
7	Toshiba	Matsushita	Microchip	Toshiba	Toshiba	NXP	NXP	Samsung
8	Siemens	SGS-Thomson	Toshiba	Atmel	Philips	Cypress	Cypress	Cypress
9	TI	Intel	Siemens	Matsushita	Fujitsu	Sony	Panasonic	Si Labs
10	Matsushita	Microchip	TI	Sanyo	Infineon	Fujitsu	Fujitsu	Panasonic
11	National	Siemens	Fujitsu	Samsung	Sanyo	Panasonic	Datang	Fujitsu
12	SGS-Thomson	Fujitsu	Sanyo	Mitsubishi	Samsung	Toshiba	NEC (1Q)	Sony
13	Ricoh	TI	Matsushita	Infineon	Matsushita	Samsung	Sony	Toshiba
14	MHS	Sony	Atmel	Sony	Sony	Datang	Toshiba	Holtek
15	IIT	Zilog	Zilog	TI	Sunplus	Si Labs	Si Labs	MELFAS
16	Sharp	Sharp	Sharp	Fujitsu	Micronas	Holtek	JSC	CEC Huada
17	Fujitsu	Temic	Sony	Sunplus	Novatek	Infineon	Holtek	JSC
18	Oki	Sanyo	Intel	Zilog	Intel	Elan	Infineon	Datang
19	Zilog	National	National	Novatek	Holtek	Winbond	Sonix	Infineon
20	Sony	Oki	LG Semi	Micronas	Winbond	Denso	Elan	Elan
23	Microchip							

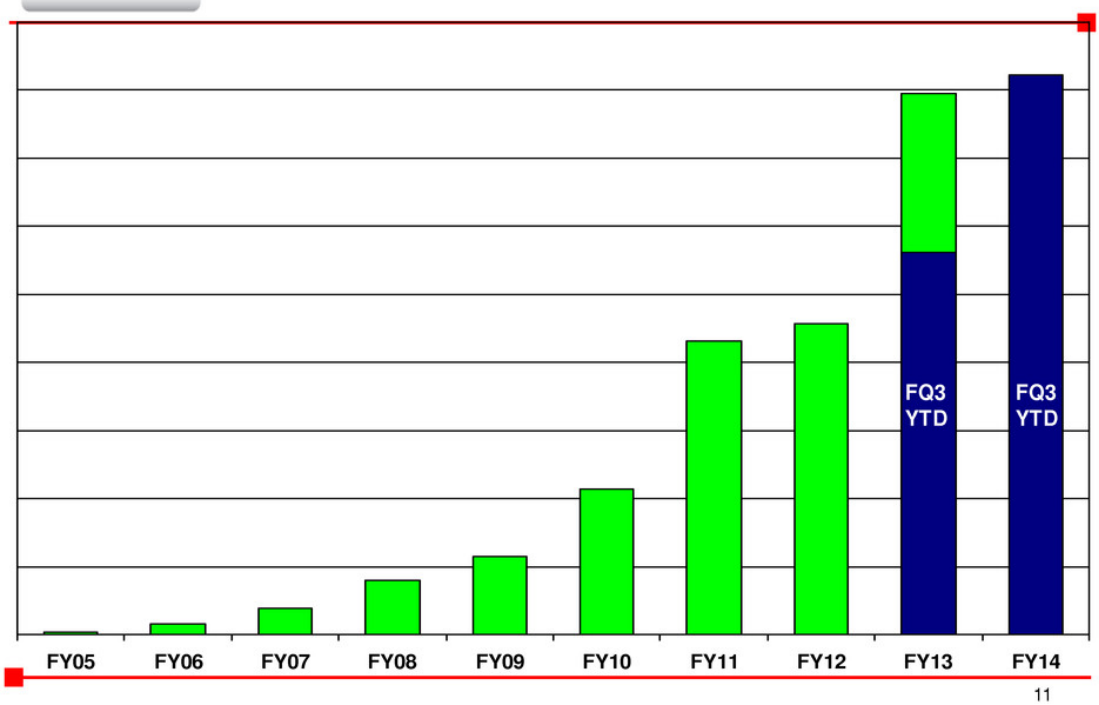
Based on dollar shipment volume 1991-2012, Source: Gartner and Microchip

Which of the following 8-bit chip families would you consider for your next embedded project?



Source: UBM 2013 Embedded Market Study

16-bit Revenue

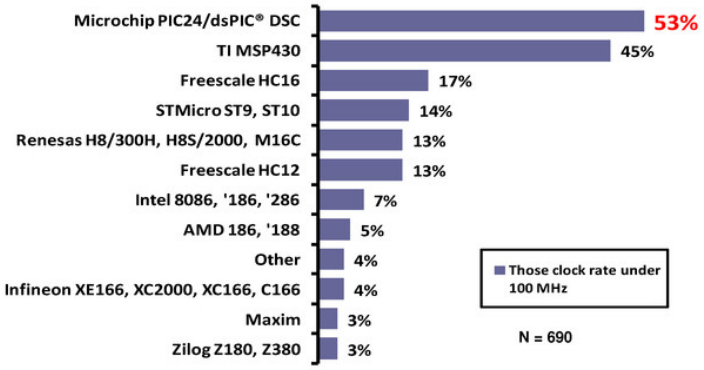


Worldwide 16-Bit Microcontroller Market Share (Dollars)

No.	2004 Rank	2006 Rank	2008 Rank	2009 Rank	2010 Rank	2011 Rank	2012 Rank
1	Renesas	Renesas	Renesas	Renesas	Renesas	Renesas	Renesas
2	Infineon	Infineon	Infineon	Infineon	Infineon	Infineon	Infineon
3	Freescale	Freescale	Samsung	TI	TI	TI	TI
4	TI	Fujitsu	TI	Samsung	Samsung	Freescale	Freescale
5	NEC	TI	Freescale	Fujitsu	Freescale	Fujitsu	Fujitsu
6	Matsushita	Intel	Fujitsu	Freescale	Fujitsu	Toshiba	Samsung
7	Toshiba	Toshiba	Toshiba	Toshiba	Toshiba	Samsung	Microchip
8	Fujitsu	NEC	Intel	NEC	Microchip	Microchip	Toshiba
9	Intel	Sunplus	NEC	Intel	Intel	Intel	Intel
10	STMicro	Sony	Sony	Microchip	Sony	Sony	INSIDE
11	Oki	NXP	Panasonic	Panasonic	JSC Sitronics	JSC	Sony
12	Sony	Micronas	NXP	Sony	Sunplus I	Winbond	CEC Huada
13	Micronas	Winbond	Winbond	Winbond	Winbond	Ixys	JSC
14	Sunplus	Matsushita	Microchip	Sunplus I	NXP	Micronas	EM Micro
15	Winbond	Microchip	Micronas	Micronas	Micronas	Seiko Epson	Shanghai Fudan
16	Microchip	Samsung	Sunplus I	NXP	Sunplus MM	Shenzhen St	Sunplus
17	Samsung	Oki	Sunplus MM	Sunplus MM	Seiko Epson	Sunplus	Datang
18	Philips	National	Sharp	Seiko	Panasonic	Rohm	Winbond
19	Magnachip	Sharp	Rohm	Sharp	Rohm	Panasonic	Ixys
20	Sharp	STMicro	Seiko	Rohm			Seiko Epson

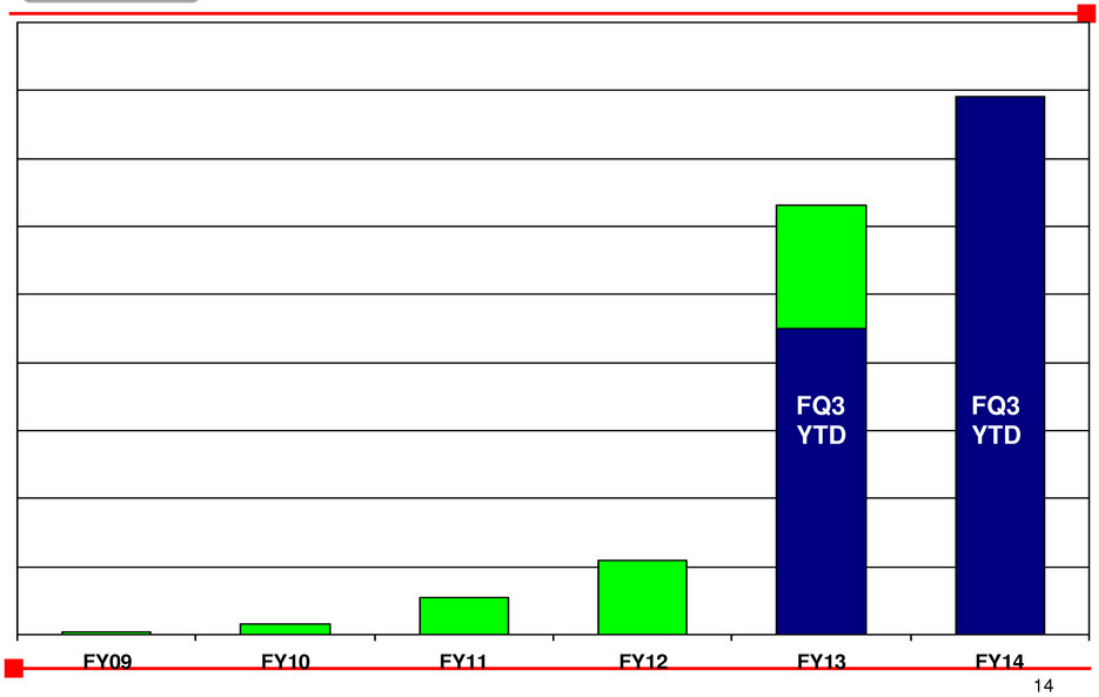
Based on dollar shipment volume 2004-2012, Source: Gartner and Microchip

Which of the following 16-bit chip families would you consider for your next embedded project?



Source: UBM 2013 Embedded Market Study

32-bit Revenue

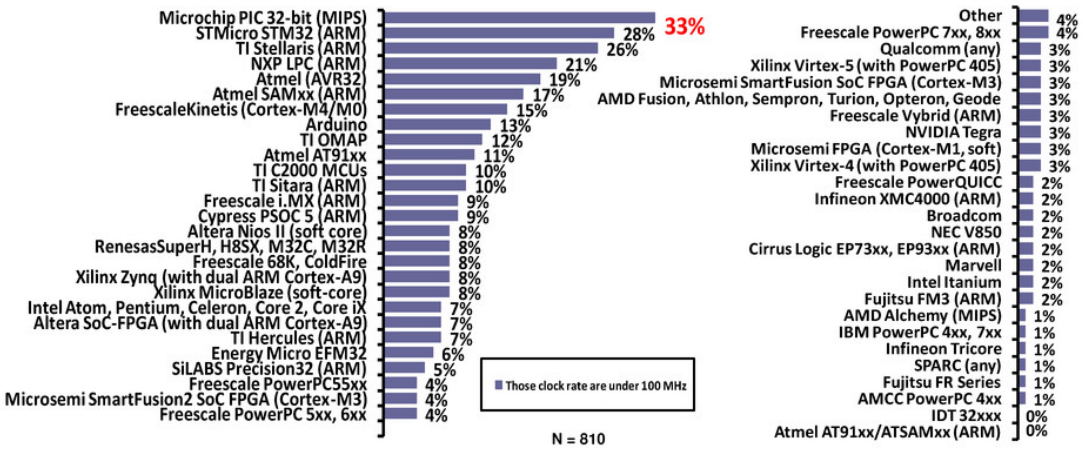


Worldwide 32-bit Microcontroller Market Share (Dollars)

No.	2010 Rank	2011 Rank	2012 Rank
1	Renesas	Renesas	Renesas
2	Freescale	Freescale	Freescale
3	TI	TI	ST-Micro
4	ST-Micro	ST-Micro	TI
5	Denso	NXP	Atmel
6	Fujitsu	Denso	Denso
7	NXP	Atmel	Infineon
8	Atmel	Fujitsu	NXP
9	Toshiba	Infineon	Toshiba
10	Infineon	Toshiba	Fujitsu
11	Panasonic	Panasonic	Panasonic
12	EM Micro	EM Micro	Microchip
13	Rohm	Rohm	MELFAS
14	JSC	JSC	Samsung
15	Shenzhen St	Microchip	Rohm
16	Huahong	Shenzhen St	Energy Micro
17	Seiko Epson	Huahong	CEC Huada
18	Winbond	Winbond	Nationz
19	Microchip	Seiko Epson	Shanghai Fudan
20	Samsung	Samsung	Cypress

Based on dollar shipment volume 2010-2012, Source: Gartner and Microchip

Which of the following 32-bit chip families would you consider for your next embedded project?



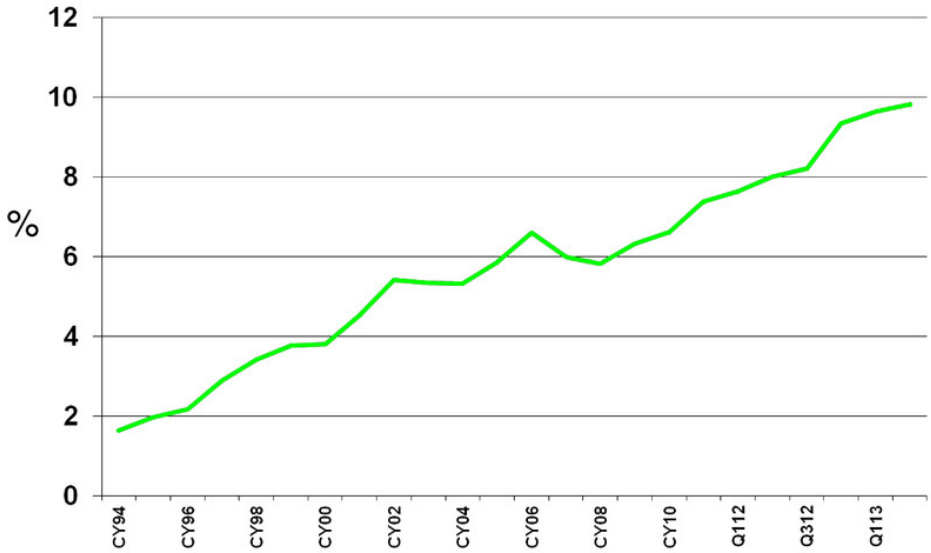
Source: UBM 2013 Embedded Market Study

Worldwide Microcontroller Market Share (Dollars)

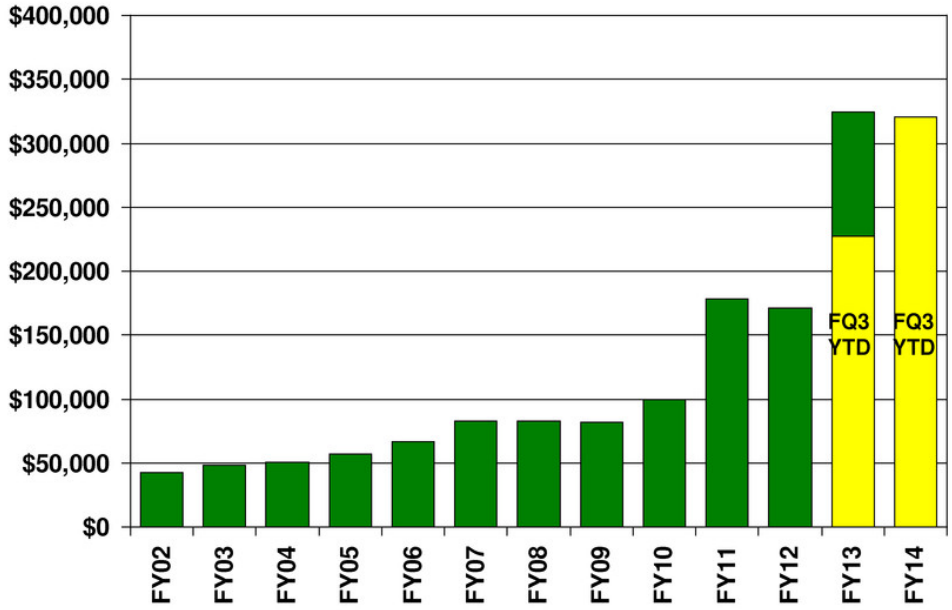
No.	2003 Rank	2008 Rank	2009 Rank	2010 Rank	2011 Rank	2012 Rank
1	Renesas	Renesas	Renesas	Renesas	Renesas	Renesas
2	Motorola	NEC	NEC	Freescale	Freescale	Freescale
3	NEC	Freescale	Freescale	Samsung	TI	Infineon
4	Matsushita	Infineon	Samsung	Microchip	Microchip	Microchip
5	Infineon	Samsung	Microchip	Atmel	ST-Micro	ST-Micro
6	Fujitsu	Microchip	TI	TI	Atmel	TI
7	Toshiba	ST-Micro	Infineon	Infineon	Infineon	Atmel
8	Microchip	TI	ST-Micro	ST-Micro	Fujitsu	NXP
9	Samsung	Fujitsu	Fujitsu	Fujitsu	Toshiba	Fujitsu
10	ST-Micro	NXP	NXP	NXP	Samsung	Samsung
11	Atmel	Toshina	Atmel	Toshiba	NXP	Toshiba
12	TI	Atmel	Toshiba	Denso	Denso	Cypress
13	Sanyo	Panasonic	Panasonic	Cypress	Sony	Denso
14	Philips	Denso	Denso	Panasonic	Panasonic	Panasonic
15	Intel	Sony	Cypress	Sony	Cypress	Sony
16	Sony	Cypress	Sony	Datang	JSC Sitronics	Si Labs
17	Micronas	Intel	Datang	JSC Sitronics	Datang	CEC Huada
18	Oki	Micronas	Intel	Si-Labs	Intel	MELFAS
19	Sunplus	Winbond	Si-Labs	Intel	Huahong	JSC
20	Winbond	Si-Labs	Rohm		Si Labs	INSIDE

Based on dollar shipment volume 2003-2012, Source: Gartner and Microchip

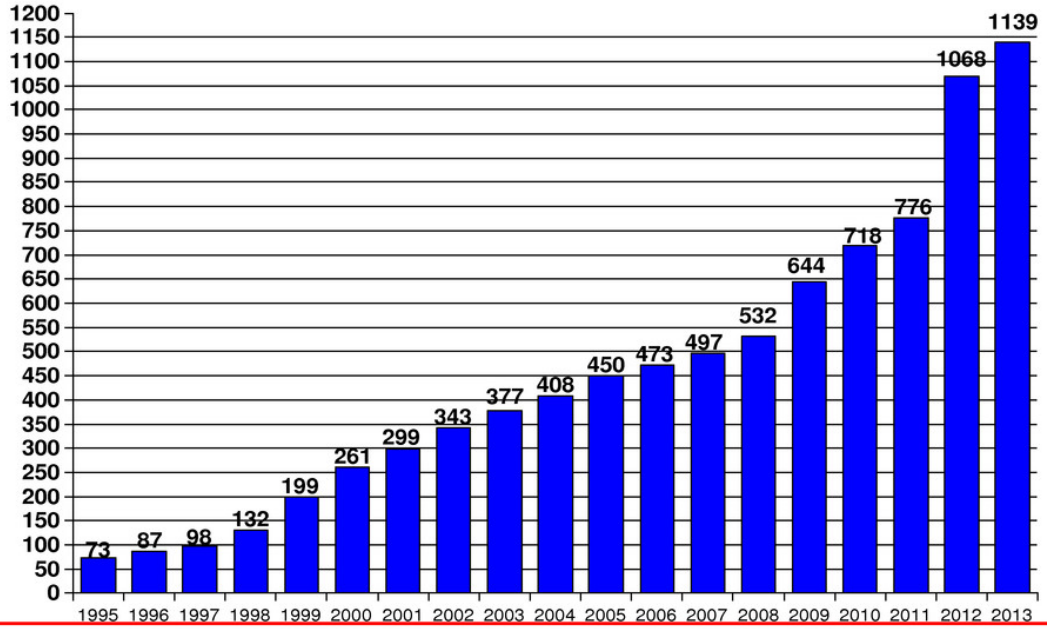
Total MCU (8/16/32) Market Share %



Analog Yearly Revenue (k$)



Microchip Analog Product Portfolio Growth

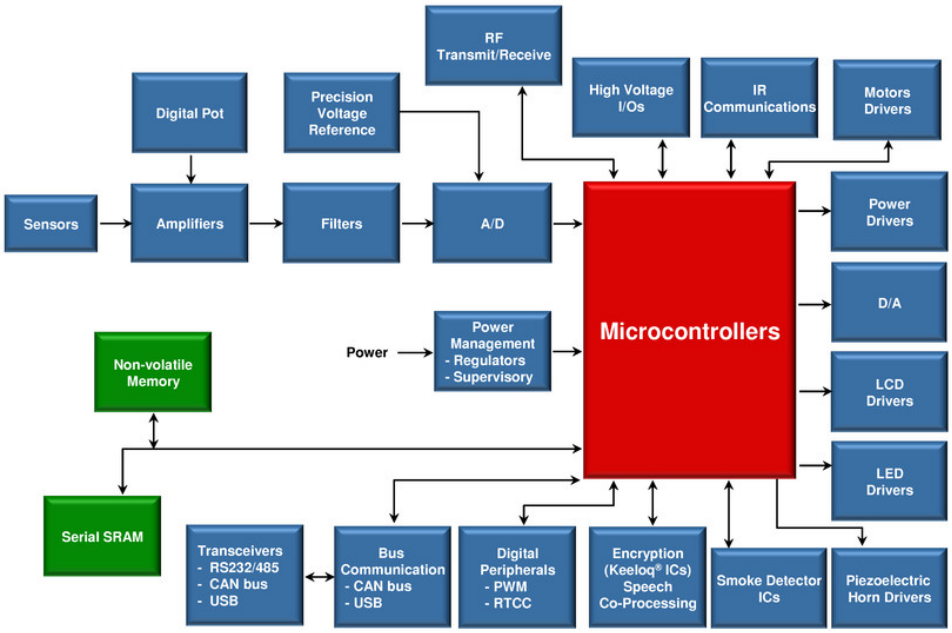


Microchip's Stand-Alone Analog Customer Growth (6 month rolling)

Analog and Interface Products

THERMAL MANAGEMENT	POWER MANAGEMENT	MIXED SIGNAL	INTERFACE/ CONNECTIVITY
Temperature Sensors	Linear Regulators	Delta-Sigma A/D Converters	CAN/LIN
Fan Control and Hardware Management	Switching Regulators	SAR A/D Converters	USB Hubs/PHYs/ Switches
	Digitally-Enhanced & PWM Controllers	Energy Measurement ICs	Ethernet Controller/ Switches/Bridges/PHYs
LINEAR	Charge Pump DC/DC Converters	Current/DC Power Measurement ICs	Wireless
Single Supply CMOS Op Amps	Battery Management	Dual Slope/Display A/D Converters	Real Time Clock/Calendar
Comparators	USB Port Power Controller/ Power Delivery	D/A Converters	I/O Expanders
RF Power Amplifiers, PGA, SGA	System Supervisors Voltage Detectors	Digital Potentiometers	**SAFETY AND SECURITY**
MOTOR DRIVER ICs	Power MOSFET Drivers	V/F and F/V Converters	Smoke Detector ICs
Stepper and DC/ 3Φ Brushless DC	High-Speed Power MOSFETs	Voltage References	Piezoelectric Horn Drivers

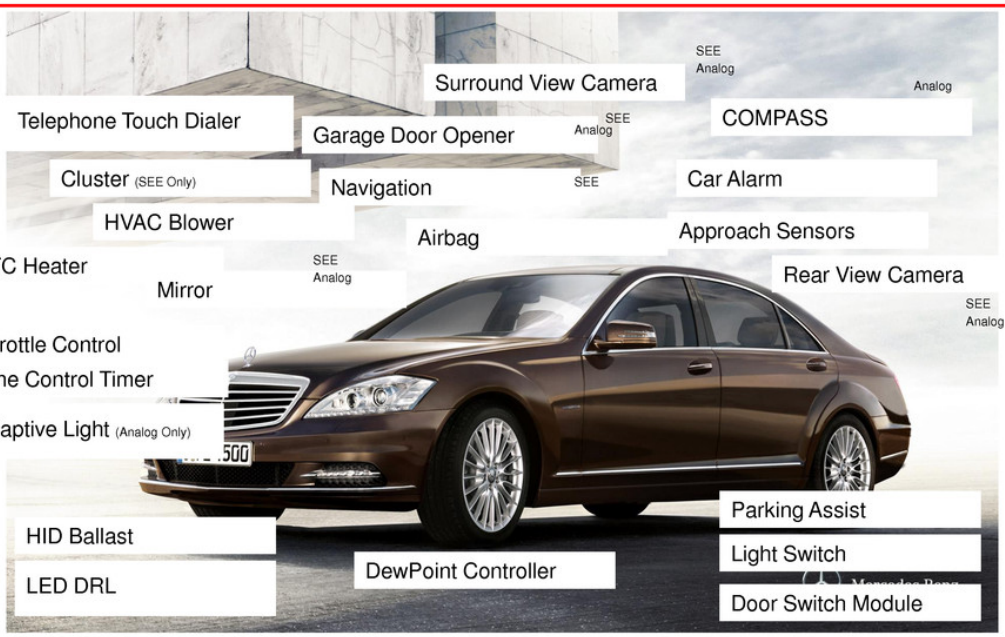
Our Analog & Memory Enables Providing Complete Solutions



SAM Expansion Focus Areas

- eXtreme Low Power
- Infotainment in Cars
- Touch Sense
- Touch Screen
- Advanced Graphics
- USB Interface
- Ethernet Connectivity
- Wireless Connectivity
- Advanced Analog
- AC/DC Power Supplies
- Wireless Audio
- Computing Embedded Controllers
- Motor Control
- Digital Power Supplies
- Energy Efficient Lighting
- Energy Harvesting and Monitoring
- Made for iPod and iPhone
- Medical Solutions

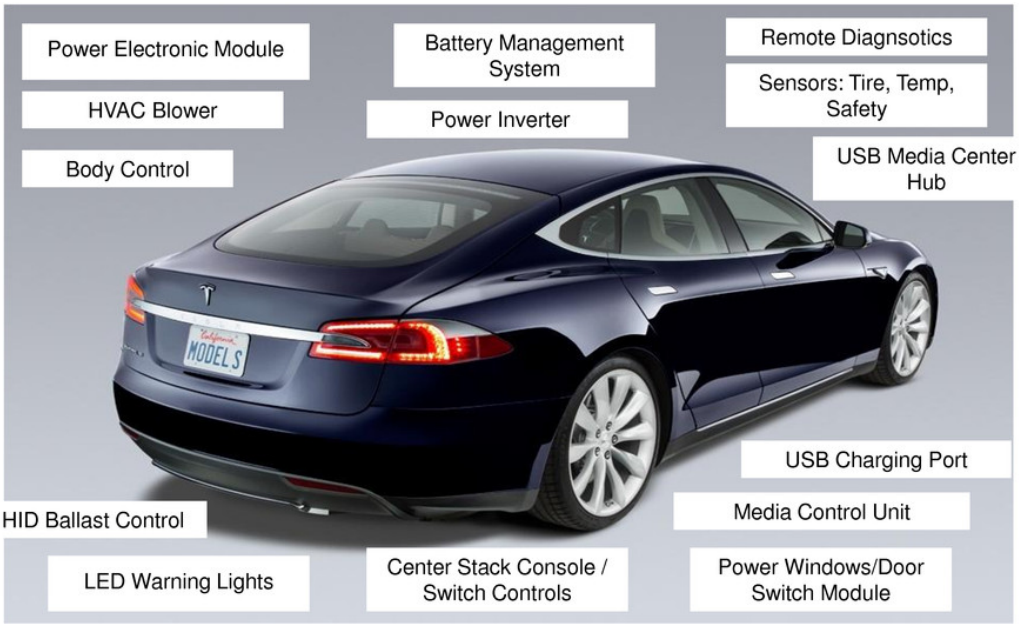
MCHP Applications in S-Class
26 MCUs / 6 Analog / 6 Memory



MCHP Applications in S-Class
6 MOST / 5 KLEER

MCHP Content in Tesla Model - S

5 MCU / 9 Analog / 1 Memory / 2 USB

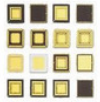



MICROCHIP
Incremental Growth
Through Acquisitions

Broadening Microchip Solutions Through Acquisitions

Hampshire	R&E	HI-TECH	ZeroG	SST	Adv Silicon Products
					
Oct '08	Apr '09	Mar '09	Jan '10	Apr '10	Oct '10
Touch Screen Controllers	Security/ Life-Safety ASICs	Development Tools/ Compiler	Low Power Embedded Wi-Fi®	High-Density Flash/IP	Motor Drive Products

Broadening Microchip Solutions Through Acquisitions

MMT	LSS	Ident	Roving Networks	SMSC
				
Feb ‘11	Oct ‘11	Feb ‘12	Apr ‘12	Aug ‘12
Assembly & Test Capacity Expansion	High-Speed ADC	Gesture Recognition and Proximity	Bluetooth® and Wi-Fi® Solutions	MOST® USB & Ethernet Wireless Audio PC Controllers

Broadening Microchip Solutions Through Acquisitions

Novocell	EqcoLogic
	
Jun ‘13	Nov ‘13
Non-Volatile-Memory IP	Equalizer and Coaxial Transceiver Products

Our Vision: *Be The Very Best Embedded Control Solutions Company Ever*

Mission

- *Microchip Technology Incorporated is a leading supplier of field-programmable embedded control solutions by delivering the popular PIC® microcontrollers, a broad spectrum of innovative analog products, related non-volatile memory products and Flash-IP solutions.*

- *In order to contribute to the ongoing success of customers, shareholders and employees, our mission is to focus resources on high value, high quality products and to continuously improve all aspects of our business, providing an industry leading return on investment.*

Guiding Values

- *Quality comes first*
- *Customers are our focus*
- *Continuous improvement is essential*
- *Employees are our greatest strength*
- *Products and technology are our foundation*
- *Total cycle times are optimized*
- *Safety is never compromised*
- *Profits and growth provide for everything we do*
- *Communication is vital*
- *Suppliers, representatives and distributors are our partners*
- *Professional ethics are practiced*

Values are not what we say – they are what we practice

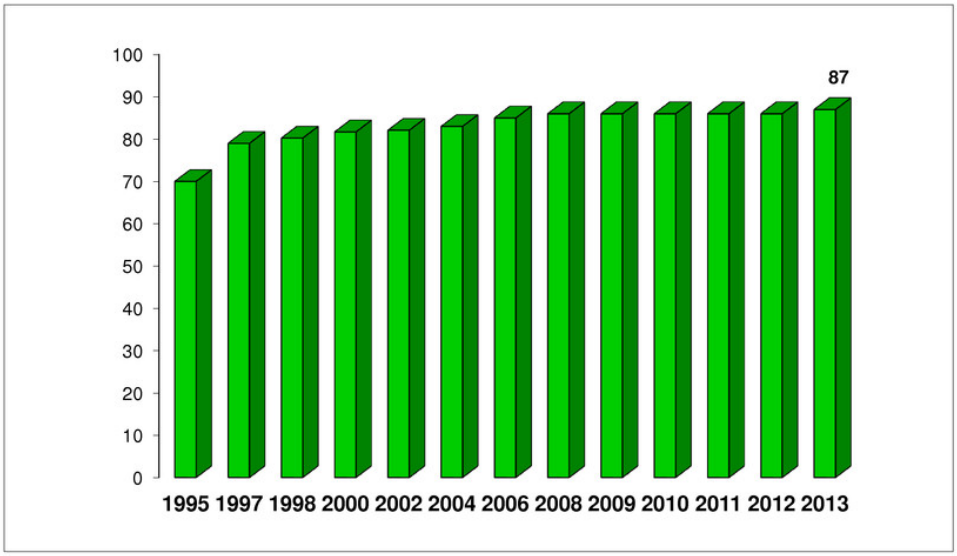
Average % of Time MCHP Practices the Guiding Values Rated by Entire Employee Population

Values (Goal is 80%)	All 2013 Mean	Classic 2013 Mean	Classic 2012 Mean	Classic 2011 Mean
Quality Comes First	86.0%	86.4%	86.3%	87.0%
Customers Are Our Focus	89.4%	89.7%	89.8%	90.0%
Continuous Improvement Is Essential	85.7%	86.1%	85.7%	86.2%
Employees Are Our Greatest Strength	79.7%	80.2%	80.2%	82.0%
Products And Technology Are Our Foundation	86.2%	87.0%	86.8%	87.1%
Total Cycle Times Are Competitive	83.0%	83.7%	84.1%	84.3%
Safety Is Never Compromised	90.6%	90.8%	89.8%	90.3%
Profits And Growth Provide For Everything We Do	89.7%	90.0%	89.0%	89.8%
Communication Is Vital	84.7%	84.6%	84.3%	85.1%
Suppliers And Distributors Are Our Partners	86.8%	87.0%	87.3%	86.7%
Professional Ethics Are Practiced	87.2%	87.2%	86.7%	86.7%

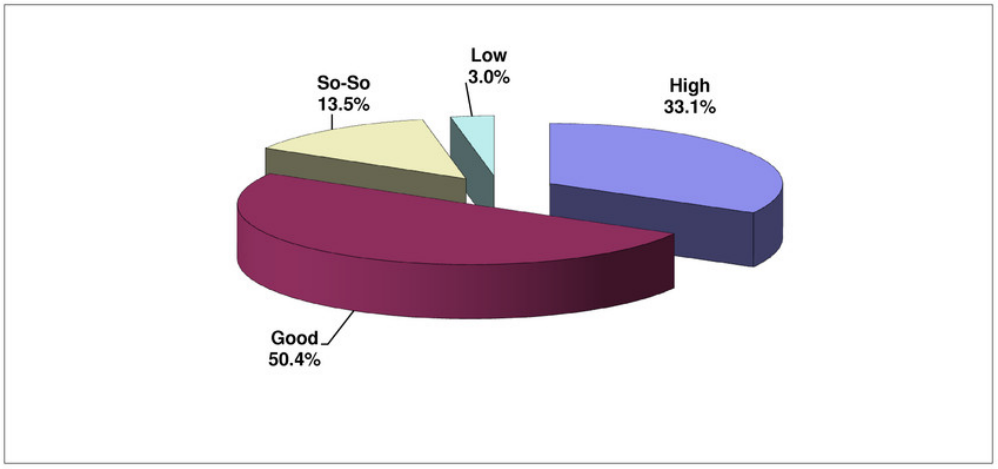
Mode % of Time MCHP Practices Guiding Values Rated by Entire Employee Population

Values (Goal is 90%)	All 2013 Mode	Classic 2013 Mode	Classic 2012 Mode	Classic 2011 Mode
Quality Comes First	90.0%	90.0%	90.0%	90.0%
Customers Are Our Focus	100.0%	100.0%	100.0%	100.0%
Continuous Improvement Is Essential	100.0%	90.0%	90.0%	100.0%
Employees Are Our Greatest Strength	100.0%	100.0%	100.0%	100.0%
Products And Technology Are Our Foundation	100.0%	100.0%	100.0%	100.0%
Total Cycle Times Are Competitive	90.0%	90.0%	90.0%	90.0%
Safety Is Never Compromised	100.0%	100.0%	100.0%	100.0%
Profits And Growth Provide For Everything We Do	100.0%	100.0%	100.0%	100.0%
Communication Is Vital	100.0%	100.0%	100.0%	100.0%
Suppliers And Distributors Are Our Partners	90.0%	90.0%	90.0%	90.0%
Professional Ethics Are Practiced	100.0%	100.0%	100.0%	100.0%

Percent of Time Employee's Direct Supervisor Practices the Guiding Values Expressed in Mean Scores Over Time



Job Satisfaction
Rated by Entire Employee Population



High & Good Combined: 83.5% (2012: 83%)

Compelling Strategic Rationale

- Adds proprietary high voltage (50V to 1000V) analog and mixed signal products to our portfolio
- Adds high voltage process technologies and know how that will enable new solutions for our current businesses
- Expands our footprint in the long life cycle Medical and Industrial market segments
- Expands our position in fast growing LED and general lighting applications
- Microchip's strong manufacturing and sales channel strengths can extend the reach of Supertex's solutions into new applications and markets
- Adds strong patent portfolio to Microchip IP portfolio

Next Steps

- Microchip and Supertex executives will work towards completing the acquisition expeditiously.
- We expect to close transaction in CQ2, 2014.
- We will form an integration team consisting of employees from both companies who will outline the integration strategy in areas of IT, HR, finance, legal, operations, product lines and sales.

Some Answers in the HR area

- Your vested stock options will be cashed out at $33 stock price.
- Your unvested stock options will be assumed by Microchip adjusted for the exchange ratio.
- # of options = Current number of options x $33/MCHP stock price
- Option price= Current option price x MCHP stock price/$33
- The vesting schedule will remain the same

Answers– contd.

- Supertex's ESPP will be terminated and employees can join Microchip's ESPP
- Microchip's U.S. ESPP plan has a two year look back period and is therefore more favorable than Supertex's ESPP plan.
- Our international ESPP plan is similar to Supertex's ESPP plan.
- Supertex's 401K plan will be frozen and employees can enroll into Microchip's 401K plan.
- Supertex's 401K plan will undergo IRS audit. Once proven compliant, all the funds will roll over into Microchip's 401K plan.

Microchip Community Awards

WHEN WORK WORKS
Bringing Research on
Workplace Effectiveness and Workplace Flexibility
into Business and Community Practice

2011 Microchip Again Wins Alfred P. Sloan Award for Workplace Flexibility *For Fifth Consecutive Year, Company Receives National Recognition for Business Practices*

Business Journal Best Places to Work 2011 WINNER

Microchip Technology has been selected as one of Arizona's "100 Best" Companies! 2011

Dec 2010 Microchip Named Phoenix Business Journal's "Best Place to Work" for Fourth Straight Year

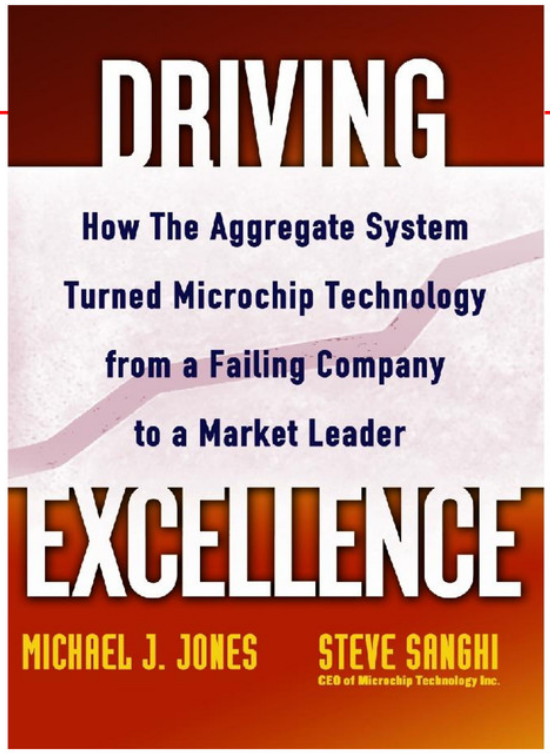
TOP WORK PLACES 2012

Bay Area News Top Workplaces Program 2012


Best Employers in Thailand 2009
Hewitt
Hewitt
Best Employers
in Thailand
2009
This is to certify that
Microchip Technology
(Thailand) Co., Ltd.
has been named a Hewitt Best Employer in Thailand 2009
Presented by Hewitt Associates on March 23, 2009
Hewitt
Sasin
Microchip Technology
(Thailand) Co., Ltd.

Microchip Training Awards

- **Criteria**
  - Strategic application of training to drive business objectives
  - Robust, formal training program
  - Training budget, resources and tuition reimbursement
  - Hours of training per employee
- **Top 50 in 2001 (Rank # 18)**
- **Top 100 in 2002 (Rank # 39)**
- **Top 125 in 2007 (Rank # 93)**
- **Top 125 in 2012 (Rank # 116)**



Source: Driving Excellence
John Wiley and Sons,
April 2006

Microchip Summary

- Leading provider of embedded control solutions
- Leadership position shaped by our vision, unique culture and guiding values
- Dedicated to the success of our customers, investors and employees
- Excited to have Supertex join the team!


MICROCHIP
Thank You!