



TATUNG (2371.TT) announces net sales for March of 2012.

Unit: NT\$ Million	2012/03	Rev(%)	MoM	YoY	2012/1-3	Rev(%)	YoY
Power BG	1,324	44 %	12%	-17%	3,565	42 %	-15%
Consumer BG	1,446	49 %	6%	-3%	4,033	48 %	2%
System BG	209	7 %	-21%	-52%	844	10 %	-31%
Net Sales	2,979	100 %	6%	-15%	8,442	100 %	-10%

Sales for March of 2012 were NT\$2,979 million, increasing 6% month over month. Sales in the first 3 months of 2012 decreased 10% from the same period of 2011.

Power BG

- Sales in March 2012, accounting for 44% of total sales, increased 12% MoM because demand for motors and cable & wire remained growing for two consecutive months; sales in industrial appliances maintained stable. Due to copper price decreased 15.82% compared to last year and slow economic condition, total net sales declined 17% YoY.
- Sales in cable & wire picked up gradually because of new orders. Sales in motors are expected to increase due to expanding demands. We will work closely with domestic consulting firms to hunt for business opportunities from offshore major power plant constructions to achieve growth in sales and profits.

Consumer BG

- ◆ Sales in March 2012, accounting for 49% of total sales, increased 6% MoM. The increase was benefited from growing sales of home appliances.
- ◆ To satisfy different customer preferences, we will diversify our product mix and launch new products timely. Other than our regular channels, we expand to on-line shopping partners to provide customized products and services to increase sales. Exports for home appliances are extended to oversea markets such as China and Southeast Asia. ODM BU focuses on LCD TVs, refrigerators and digital accessories. We also reduce sales of low margin Monitor products to improve margins.

System BG

- Sales in March 2012, accounting for 7% of total sales, decreased 21% from last month. Sales were down dramatically from last year due to two factors:

- (1) Government budget postponement caused new project delay.
- (2) Awarded projects can't record sales until completion.

Sales are expected to increase along with project completion in the second half of this year. We have so far obtained several big projects around NT\$ 1 billion.

- We are leading in Taiwan Smart grid market and have obtained certifications worldwide to expand into international market. We anticipate some breakthroughs in this year. The increase in Oil price and electronic bills in Taiwan is making energy saving absolutely urgent and necessary. Tatung energy saving and energy management system solutions are well positioned to acquire new business opportunities.

This announcement is drawn up in Chinese and English. If there should be any discrepancy or contradiction in between, the Chinese version will be prior to the English one.