



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

Unit: NT\$ Million	2012 / 12	Rev(%)	MoM	YoY	2012 /1-12	Rev(%)	YoY
Power BG	1,112	37%	4%	-5%	14,833	46%	-13%
Consumer BG	852	28%	18%	-33%	13,150	41%	-23%
System BG	1,045	35%	223%	120%	4,171	13%	0%
Net Sales	3,013	100%	42%	3%	32,185	100%	-16%

Sales for December of 2012 were NT\$3,013 million, increasing 42% month over month. Sales in 2012 decreased 16% from the same period of 2011.

Power BG

- ◆ Sales in December 2012, accounting for 37% of total sales, increased 4% MoM mainly due to expanded shipment (up 5% MoM) in motors. Motor sales in 2012 achieved double digit growth from 2011.
- ◆ Increased demand and surged copper price enhanced sales in cables in the period. We have formed an international business division to hunt for offshore system integration projects, which is expected to help expand market scope and enhance sales growth in the future.

Consumer BG

- ◆ Sales in December 2012, accounting for 28% of total sales, increased 18% MoM. We plan to concentrate on the high-margin niche product and to sprint for the energy-saving businesses in 2013.
- ◆ We have seen growth momentum in consumer products by strong marketing campaigns in December; we will continue to make sales focus on smart home and energy-saving product lines. Together with effective marketing approaches by discount coupon, low-price 55" LED TV, etc., we expect to boost market demand and thereby enhance business performance in 2013.

System BG

- ◆ Sales in December 2012, accounting for 35% of total sales, increased 223% MoM and 120% YoY. This was mainly because big awarded projects were executed along with contracted progress with the associated sales mostly being realized at the year end. The 2nd-phase low voltage AMI project was successfully completed in December.
- ◆ We will integrate group resources to participate in major LED projects in all regions of Taiwan. Moreover, we will actively seek for the strategic partners to effectively capture the energy-saving 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.