



Tatung Company

(2371 TT)

Integrity, Honesty, Industry, Frugality

Nov 10, 2011



Agenda

1

Tatung performance highlight

2

Group synergies

3

Energy saving and green energy as group focus

4

Key subsidiary update

5

Unlock asset value

1 Improving Corporate Governance

Nominated independent directors

Set up auditing committee

Established remuneration committee

Reinforced internal control

Participated corporate governance evaluation

TWSE evaluation on information transparency: A Grade

Renewed company website

1 Tatung Financial Highlight

NT\$ Thousand

	2010, Q1~Q3 (Parent)	2011, Q1~Q3 (Parent)
Sales	29,217,425	29,392,723
Gross Profits	2,415,011	2,471,391
Operating Profits	185,611	447,012

1 2011 Key Achievements



Reorganized the company from 7 business units to 3 business groups



Tatung brand entered South China market to expand consumer product business



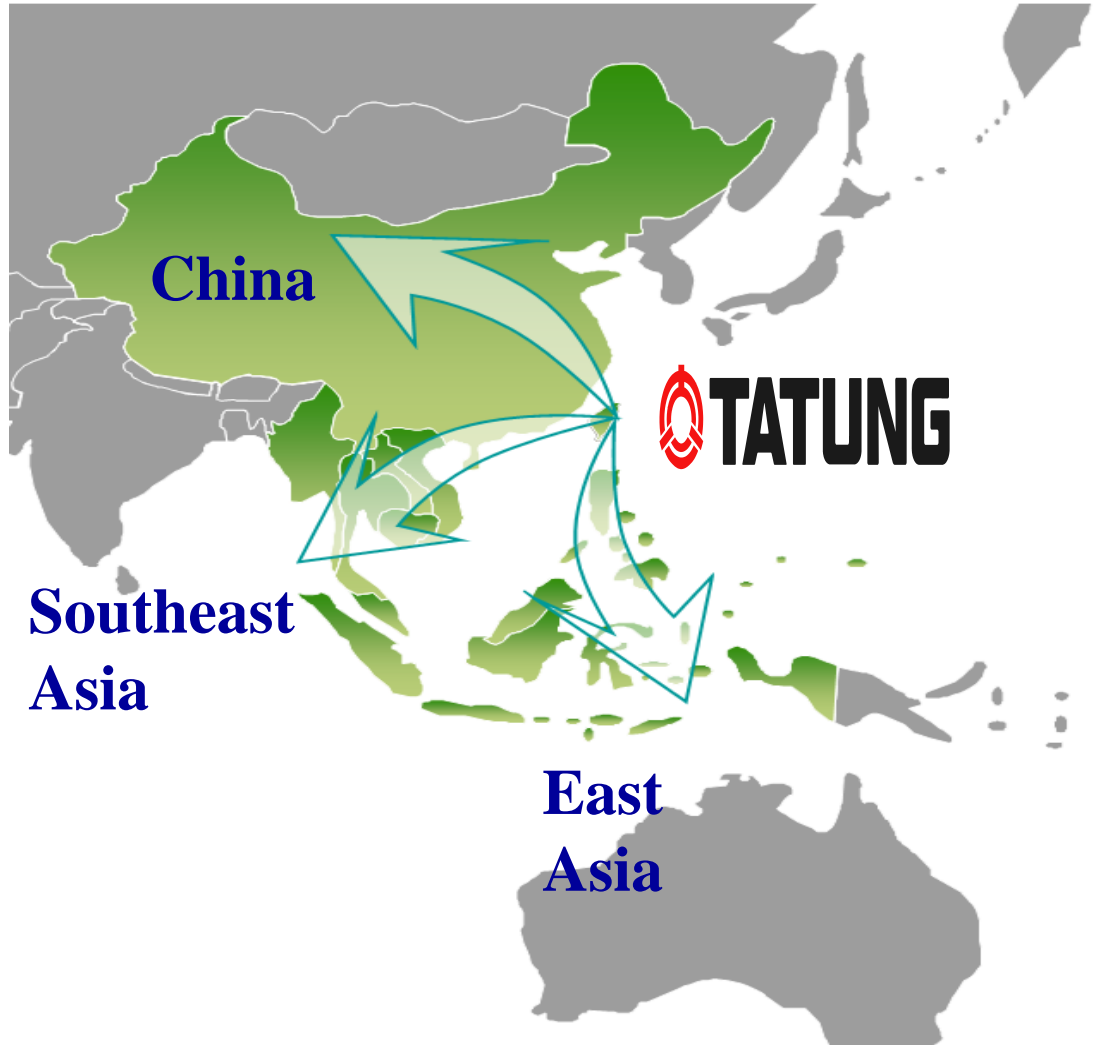
Technology transfer of transformers in Oman as entry into Middle East



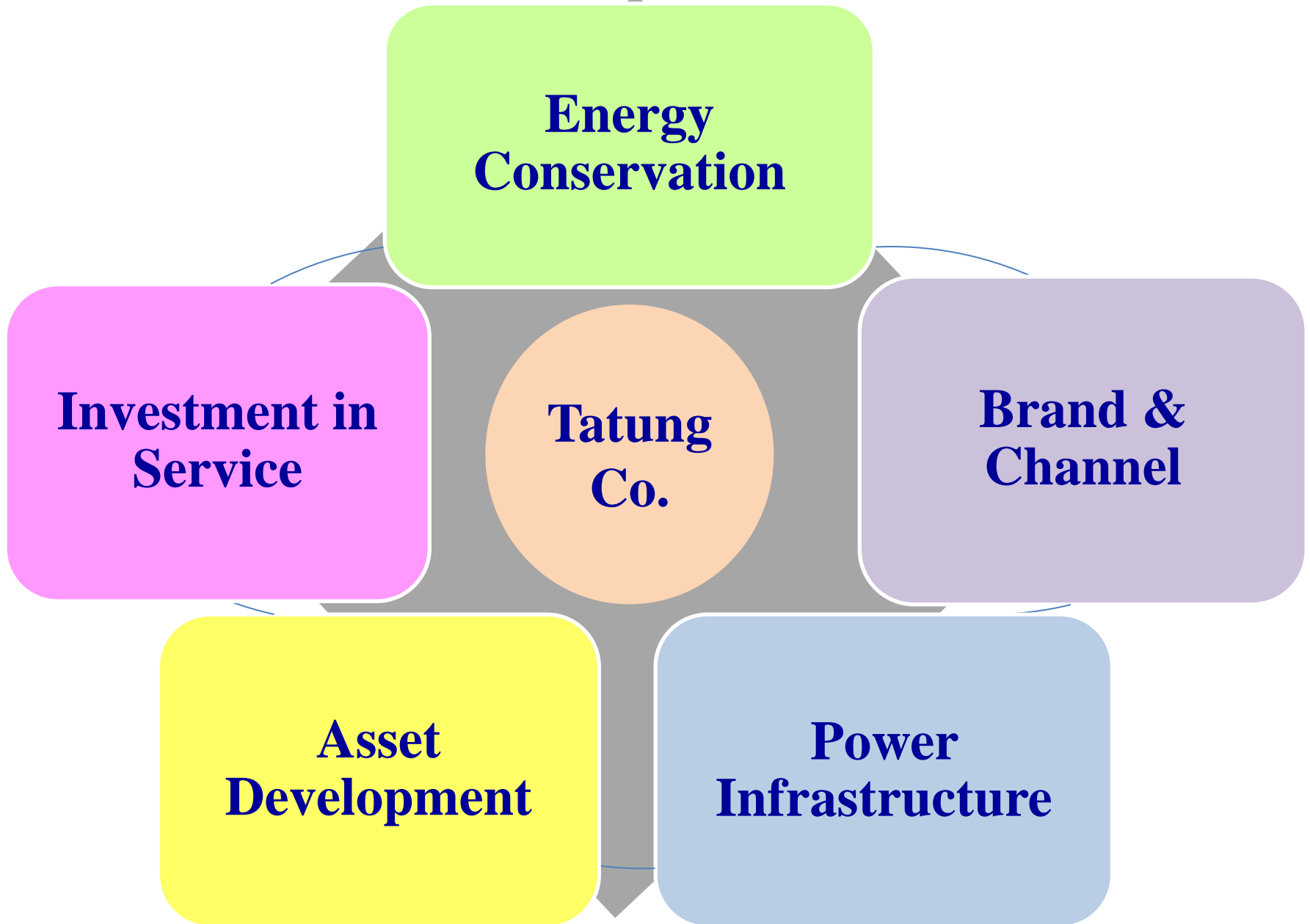
Captured orders from Tai-Power Co. for high voltage AMI projects

1 Expand into Asian Markets

**Growing
into high-
potential
Asian
markets**



2 Group Synergies



3 Group Focus-

Energy Saving and Green Energy

■ Energy integration solutions

■ Strengthen Tatung brand with environmental protection image

■ Expand high-margin and synergetic products

■ Leverage talent pool through cooperation with Tatung University

■ Emphasis on R&D driven and high value-added environmental protection products

④ Key Subsidiaries Update

Chunghwa Picture Tubes (CPT; 2475TT)

- ④ To expedite change in product mix from IT to smart phone, e-book and tablet PC for better margins: 350M pcs/YR in 2010 to 500M pcs/YR in 2011 (Oct. 52M pcs)
- ④ Disposed idle assets to gain cash
- ④ Keep reducing bank debt
- ④ Depreciation is decreasing year by year

④ Key Subsidiary Update

Green Energy Technology (GET; 3519TT)

San Chih Semiconductor Cop. (SCSC; 3579TT)

- Ⓢ Due to oversupply and global economic recession, Solar and LED industries ASP have dropped sharply since Q2.
- Ⓢ GET is still confident on long term growth in solar but expects a conservative market momentum in 2012.
- Ⓢ SCSC believes back light and lighting will be the major application of LED which may recover next year.
- Ⓢ GET and SCSC will focus on cost and expense control and keep enhancing their technologies to maintain core competencies.

5 Asset Development Strategies

**Yield
Enhancement**



■ **Optimize rental income and gain regular income streams**

**Urban Renewal
Application**



■ **Maximize GFA incentives**

**Strategic
Rezoning**



■ **Substantially increase asset value**

**Top Notch Design
and Construction**



■ **Maximize ASP**



Maximum Profits



**Increase
Shareholder
Value!**



The Brand Which Best Represents Taiwan
(China Times Survey, Sept. 10, 2007)

Thank you!

