

TATUNG (2371.TT) announced its net sales in January 2009.

Unit: NT\$ Thousand	2009/01	Rev (%)	MoM (%)	YoY (%)	2009/1-12	Rev (%)	YoY (%)
Digital Consumer Business	1,038,529	41.32%	-23.17%	-47.44%	1,038,529	41.32%	-47.44%
Home Appliance	342,880	13.64%	20.30%	-28.84%	342,880	13.64%	-28.84%
Industrial Appliance	806,650	32.09%	16.01%	32.87%	806,650	32.09%	32.87%
Wire and Cable	321,782	12.80%	5.46%	-49.33%	321,782	12.80%	-49.33%
Net Sales	2,513,516		-18.69%	-32.09%	2,513,516		-32.09%

Revenue in December reached NT\$2,514 million. It was down by 18.69% and 32.09% from last month and January in 2008 respectively.

Digital Consumer Business

Sales of Digital Consumer business composed 41.32% of total revenue in January, down from 52.74% in the 4th quarter of 2007. Because of the worldwide financial crisis and subsequent economic recessions, most of the new projects were pushed out and down-sized by customers. Continuous drops in ASP also pulled down the revenue. Coupled with the traditional low season in the first quarter, January sales was NT\$1,039 million, down by 23.17% from last month, but profit margins rose due to the continued improvements in cost structure. In order to further improve the revenue and profit growth, not only effective cost-down strategies are implemented, but aggressive explorations into new customers and sales channels are also employed.

Home Appliance

Home Appliance accounted for 13.64% of the revenues, compared to that of 12.63% in Dec. 2007. Chinese New Year stimulated the domestic consumer market. In addition, distribution channels reached the reasonable inventory level. January sales increased by 20.30% from last month. As the result of the impact from capacity movement to Vietnam factory as well as the compressor manufacture and sales to China, January sales declined 28.84% from the same period last year.

Industrial Appliance

Industrial Appliance was about 32.09% of the total sales, up from 16.64% in Dec. 2007. The average prices increased in industrial market this year. Moreover, enterprise customers are less affected than consumer market. Meanwhile, new orders were received in the late 2nd quarter, which started shipment from the end of 2008. Sales climbed 16.01% and 32.87% from last month and from the same period a year ago respectively.

Wire and Cable

Sales in Wire and Cable represented 12.80% of the total sales, down from 17.95% in Dec. 2007. Wire and Cable business tends to grow stably. Though shipments continued to grow, the sales decline suffered from continuous drop in the copper price over 50% since November from the same period last year. Revenue in January was up 5.46% MoM, but down 49.33% YoY. Though revenue will fluctuate with copper price, operating risks are less prejudiced, for market prices are reflected on the consumer contracts.

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