

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

Unit: NT\$ Thousand	2009/07	Rev (%)	MoM (%)	YoY (%)	2009/1~7	Rev (%)	YoY (%)
Digital Consumer Business	1,072,290	39.87%	-0.02%	-2.44%	7,125,290	41.73%	-28.79%
Home Appliance	426,179	15.85%	12.73%	-4.10%	2,300,224	13.47%	-21.36%
Industrial Appliance	682,746	25.39%	-3.78%	-5.21%	4,633,770	27.14%	3.56%
Wire and Cable	508,019	18.89%	1.58%	-27.94%	3,013,632	17.65%	-35.12%
Net Sales	2,689,234		1.09%	-9.42%	17,072,916		-22.57%

Revenue in July reached NT\$2,689 million. It was increased by 1.09% from last month and down by 9.42% from the same period in 2008.

Digital Consumer Business

Sales of Digital Consumer business composed 39.87% of total revenue in July. July revenue was NT\$1,072 million. However, it still decreased 2.44% from the same period last year, mainly resulting from the delayed shipment and the orders were not as expected. In addition to implementing cost down strategy to enhance competitiveness, development of new business and customers are strongly explored.

Home Appliance

Home Appliance accounted for 15.85% of the revenues. July revenue reached NT\$426 million. To boost the sales, we launched a series of promotion programs island-wide at present, resulting in the increase of July sales by 12.73% from last month, though it was still down by 4.1% from the same period last year. To catch the growth potential in the peak season, we strive to maintain the stable supplies of products. Moreover, to support the growth in sales and profits, we strengthen the development of high value-added brand-new product.

Industrial Appliance

Industrial Appliance was about 25.39% of the total sales. July revenue totaled NT\$683 million, which was down by 3.78% from last month, resulting from the delayed shipments. However, due to the impact from reduction in domestic projects, sales declined by 5.21% from the same period last year, given the domestic market demand declined from last year. With the economic uncertainty, we will focus on better operation management to shelter stable revenues and earnings.

Wire and Cable

Sales in Wire and Cable represented 18.89% of the total sales. July revenue totaled NT\$508 million. Wire and Cable business tends to grow stably, sales in July was increased 1.58% from last month. However, sales suffered from continuous drop in the copper price since the last Q4, revenue decreased 27.94% from the same period last year. Though the copper price of this month tends up than last month, the average price of copper in this year still down by 46.91% from the same period last year. We are now still endeavoring to get the contracts positively to ensure the stable order price and quantity.

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