



TATUNG (2371.TT) announces its net sales for March of 2010.

Unit: NT\$ Million	2010/03	Rev (%)	MoM (%)	YoY (%)	2010/1~3	Rev(%)	YoY (%)
Digital Consumer Business	1,270	42%	6%	1%	3,726	42%	19%
Home Appliance	398	13%	18%	46%	1,138	13%	29%
Industrial Appliance	659	22%	0%	8%	1,992	22%	-3%
Wire and Cable	699	23%	18%	62%	2,016	23%	81%
Net Sales	3,026		9%	18%	8,872		23%

Sales for March of 2010 were NT\$3,026 million, increasing 9% sequentially and surged by 18% from the same period of 2009.

Digital Consumer

- ◆ Sales in March 2010, accounting for 42% of total sales, were increased by 6% MoM and 1% YoY mainly due to increased orders from government and schools.
- ◆ We will enlarge production output for LCD monitor to achieve market expansion domestically; and our service will be transformed from a hardware-only one to a combination of hardware and software, in order to provide more integrated services to our clients.

Home Appliance

- ◆ Sales in March 2010, accounting for 13% of total sales, were up by 18% MoM mainly due to upward sales in air conditioner.
- ◆ Sales in March 2010 were increased by 46% YoY mainly because of increased effort made for acquisition of new orders for exports and OEM along with economic recovery.
- ◆ Our product development will focus on energy-saving, healthy, eco-friendly, life and high-tech for enhancing competitive advantage over rivals.

Industrial Appliance

- ◆ Sales in March 2010, accounting for 22% of total sales, were up by 8% YoY mainly benefited from certain projects that recognized sales along with completion progress in the month.
- ◆ We will continue to develop new products and gain relevant certifications for facilitating business enhancement; smart grid related business would also be a development focus.

Wire and Cable

- ◆ Sales in March 2010, representing 23% of total sales, were increased by 18% MoM due to shipment coming back to the normal level from the Chinese Lunar Year.
- ◆ Sales in March 2010 were up by 62% YoY along with the increase in copper price (up by 85% YoY, helping sales in March to increase by 61%).
- ◆ We have successfully acquired long-term sales contracts from customers to not only secure stable orders but also avoid adverse impacts from copper price fluctuation.

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