



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

Unit: NT\$ Million	2010/05	Rev (%)	MoM (%)	YoY (%)	2010/1-5	Rev(%)	YoY (%)
Digital Consumer	1,520	45%	-1%	67%	6,780	43%	36%
Home Appliance	384	12%	-9%	15%	1,942	13%	30%
Industrial Appliance	712	21%	0%	21%	3,411	22%	5%
Wire and Cable	746	22%	1%	63%	3,505	22%	75%
Net Sales	3,362		-1%	47%	15,638		33%

Sales for May of 2010 were NT\$3,362 million, decreasing 1% sequentially and surged by 47% from the same period of 2009.

Digital Consumer

- ◆ Sales in May 2010, accounting for 45% of total sales, were down by 1% MoM mainly due to decreased shipments of LCD monitor during low season.
- ◆ Sales in May 2010 were increased by 67% YoY, mainly due to increased sales in LCD monitors and expanded orders from government and schools.
- ◆ We will enlarge production output for large-sized LCD monitor to achieve market expansion; in the meantime, we will continue making efforts on cost down for margin improvements.

Home Appliance

- ◆ Sales in May 2010, accounting for 12% of total sales, were down by 9% MoM mainly because of decreased export orders in medical device and weaker demand due to raining season.
- ◆ Sales in May 2010 were increased by 15% YoY, mainly due to upward sales resulting from economic recovery.
- ◆ We will focus on healthy, eco-friendly, energy saving in our products for raising competitiveness; also, we will expand business coverage to overseas market to achieve revenue growth.

Industrial Appliance

- ◆ Sales in May 2010, accounting for 21% of total sales, were up by 21% YoY, mainly benefiting from upward sales along with market pick-up.
- ◆ We will continue to develop new products, gain relevant certifications, and explore energy-related business for business expansion.

Wire and Cable

- ◆ Sales in May 2010, representing 22% of total sales, were increased by 1% MoM due to upward demand.
- ◆ Sales in May 2010 were up by 63% YoY mainly because of surged copper price(45% YoY) and market recovery.
- ◆ We have successfully acquired long-term sales contracts from major customers to avoid adverse impacts from copper price fluctuation. We will continue to make all efforts to capture business opportunities for growing sales.

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