



## TATUNG (2371.TT) announces net sales for October of 2012.

Unit: NT\$ Million	2012 / 10	Rev(%)	MoM	YoY	2012 /1-10	Rev(%)	YoY
Power BG	1,187	51%	-6%	-14%	12,647	47%	-14%
Consumer BG	804	34%	-7%	-46%	11,603	43%	-20%
System BG	341	15%	-15%	19%	2,802	10%	-18%
Net Sales	2,332	100%	-8%	-26%	27,052	100%	-17%

Sales for October of 2012 were NT\$2,332 million, decreasing 8% month over month. Sales in the first 10 months of 2012 decreased 17% from the same period of 2011.

### Power BG

- ◆ Sales in October 2012, accounting for 51% of total sales, increased 11% MoM, mainly due to expanded shipment in motors.
- ◆ Despite that shipment of fiber cables continued to grow, sales of cable and wire dropped slightly from this month due to declined copper price and reduced Capex of Taipower in the period. We have established an international business division to hunt for offshore business, this is expected to help enhance sales growth in the future.

### Consumer BG

- ◆ Sales in October 2012, accounting for 34% of total sales, decreased 7% MoM. This was mainly caused by strategic adjustment of product portfolio and reduction of low-margin ODM business. We will focus on high-margin productions for margin enhancement.
- ◆ Sales in home appliance increased 11% as compared to that of previous month. In response to increasing petro and electricity price, we will concentrate on the energy saving sector by promoting LED lighting, inverter refrigerators, inverter washing machines to the market. Along with the launch of a series of new energy saving products in November 2012, we expect to boost market demand and thereby enhance business performance.

### System BG

- ◆ Sales in October 2012, accounting for 15% of total sales, decreased 15% from the previous month. This was mainly because big awarded projects had been executed along with contracted progress with the associated sales mostly realized at the year end. The 2<sup>nd</sup>-phase low voltage AMI project is scheduled to be completed in Q4, which is expected to inject a positive stroke to business performance.
- ◆ We will integrate group resources to explore energy-saving related businesses and to target energy-saving management system market, to utilize our competitive advantages in power system supplies to capture more business opportunities in energy-saving integrations from enterprises.

This announcement is drawn up in Chinese and English. If there should be any discrepancy or contradiction in between, the Chinese version will be prior to the English one.