



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

Unit: NT\$ Million	2012 / 11	Rev(%)	MoM	YoY	2012 /1-11	Rev(%)	YoY
Power BG	1,074	51%	-10%	-13%	13,721	47%	-12%
Consumer BG	723	34%	-10%	-50%	12,326	42%	-22%
System BG	324	15%	-5%	13%	3,126	11%	-16%
Net Sales	2,121	100%	-9%	-20%	29,173	100%	-17%

Sales for November of 2012 were NT\$2,121 million, decreasing 9% month over month. Sales in the first 11 months of 2012 decreased 17% from the same period of 2011.

Power BG

- ◆ Sales in November 2012, accounting for 51% of total sales, increased 11% MoM mainly due to the adjustment of customer demand in motors. Though sales of motors decreased 8% MoM, its accumulated sales maintained at the same level of last year.
- ◆ Sales of cables decreased along with reduced domestic demand. With expected recovery of global economy in 2013, the revenue of cables is expected to go back to the historical level. Moreover, we have reorganized an international business division to hunt for offshore business for system integration bid, which is expected to help expand market scope and enhance sales growth in the future.

Consumer BG

- ◆ Sales in November 2012, accounting for 34% of total sales, decreased 10% MoM mainly due to planned adjustment of product portfolio and reduction of low-margin ODM business. We have completed the reorganization this month to concentrate on the high-margin niche product and to facilitate the future growth of new business unit.
- ◆ Sales of home appliance decreased 5% MoM, due to the low season starting from Q4 and the associated government subsidies expired; we will concentrate on the energy saving sector by promoting LED lighting, inverter refrigerators, large size LED TV to the market. Along with the launch of a series of new energy saving product lines and flexible marketing strategies, we expect to boost market demand and thereby enhance business performance in 2013.

System BG

- ◆ Sales in November 2012, accounting for 15% of total sales, decreased 5% MoM mainly because big awarded projects were executed along with contracted progress with the associated sales mostly being realized at the year end. The 2nd-phase low voltage AMI project is also scheduled to be completed in December, which is expected to inject revenue of December.

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.