

Pou Chen announces monthly sales for February 2010

Date: March 09, 2010

Pou Chen Corporation (“Pou Chen”, Ticker: 9904.tw) today announced its sales for February 2010 was NT\$15,620 million on a consolidated basis and NT\$762 million on an unconsolidated basis, respectively.

Pou Chen Consolidated Sales Report

(NTD ‘000)

Consolidated Sales	Amount
February 2010	15,620,198
February 2009	15,426,149
Y-o-Y Change	+1.3%
January 2010	19,830,670
M-o-M Change	-21.2%
January through February 2010	35,450,867
January through February 2009	32,417,967
Y-o-Y Change	+9.4%

Note:

1. All figures were unaudited, prepared by Pou Chen. The basis for calculating the above consolidated figures was according to the same calendar period; however, they would be different from the audited consolidated figures, as the audited consolidated figures were prepared in conformity with the same accounting period.
2. The consolidated figures only included the sales of Pou Chen, Yue Yuen Industrial (Holdings) Limited (“Yue Yuen”) and Global Brands Manufacture Limited (“GBM”), not all sales of Pou Chen’s subsidiaries. Yue Yuen’s net sales were restated to New Taiwan Dollars at the average exchange rate of the current year.
3. Pou Chen held 49.98% ownership of Yue Yuen at the end of February 28, 2010.
4. Pou Chen held 49.37% ownership of GBM at the end of February 28, 2010.

Yue Yuen, GBM, Pou Chen Sales Report

	Yue Yuen	GBM	Pou Chen
	(USD '000)	(NTD '000)	(NTD '000)
February 2010	391,832	2,291,136	762,152
February 2009	371,003	1,913,753	802,761
Y-o-Y Change	+5.6%	+19.7%	-5.1%
January 2010	502,451	2,822,824	990,085
M-o-M Change	-22.0%	-18.8%	-23.0%
January through February 2010	893,332	5,113,960	1,752,236
January through February 2009	809,209	3,578,527	1,514,739
Y-o-Y Change	+10.4%	+42.9%	+15.7%

Note:

1. All figures were unaudited, prepared by Yue Yuen, GBM and Pou Chen, respectively.
2. GBM's figures were on a consolidated basis, and the internal sales were already eliminated.
3. The above figures of Pou Chen are unconsolidated. Pou Chen has changed its business model and transferred TFT-LCD business to its 100% owned subsidiary, DDL, since April 2006. DDL's accumulated sales for January through February 2010 was totaled US\$10.62 million, around NT\$340 million. (DDL's accumulated sales for January through February 2009 was totaled US\$12.56 million, around NT\$426 million).

For more information, please refer to the following websites:

- Pou Chen: <http://www.pouchen.com/>
- Yue Yuen: <http://www.yueyuen.com/>
- Pou Sheng: <http://www.pousheng.com/>
- GBM: <http://www.gbm.com.tw/>

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