

Pou Chen announces monthly sales for March 2010

Date: April 09, 2010

Pou Chen Corporation (“Pou Chen”, Ticker: 9904.tw) today announced its sales for March 2010 was NT\$15,543 million on a consolidated basis and NT\$1,284 million on an unconsolidated basis, respectively.

Pou Chen Consolidated Sales Report

(NTD ‘000)

Consolidated Sales	Amount
March 2010	15,543,051
March 2009	13,855,865
Y-o-Y Change	+12.2%
February 2010	13,329,062
M-o-M Change	+16.6%
January through March 2010	45,879,958
January through March 2009	42,695,305
Y-o-Y Change	+7.5%

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 and Yue Yuen Industrial (Holdings) Limited (“Yue Yuen”), 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 and its subsidiaries held 49.98% ownership of Yue Yuen at the end of March 31, 2010.

Yue Yuen, Pou Chen Sales Report

	Yue Yuen	Pou Chen
	(USD '000)	(NTD '000)
March 2010	447,621	1,283,986
March 2009	377,288	905,541
Y-o-Y Change	+18.6%	+41.8%
February 2010	391,832	762,152
M-o-M Change	+14.2%	+68.5%
January through March 2010	1,339,194	3,036,222
January through March 2009	1,186,701	2,420,280
Y-o-Y Change	+12.9%	+25.4%

Note:

1. All figures were unaudited, prepared by Yue Yuen and Pou Chen, respectively.
2. On March 24, 2010, Pou Chen and its subsidiaries' ownership of Global Brands Manufacture Limited ("GBM") decreased from 49.37% to 9.28%. Due to such change of ownership, GBM's sales would not be consolidated into Pou Chen's consolidated sales thereafter.
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 March 2010 was totaled US\$14.89 million, around NT\$475 million. (DDL's accumulated sales for January through March 2009 was totaled US\$24.35 million, around NT\$831 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/>

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