

Pou Chen announces monthly sales for April 2010

Date: May 10, 2010

Pou Chen Corporation (“Pou Chen”, Ticker: 9904.tw) today announced its sales for April 2010 was NT\$16,588 million on a consolidated basis and NT\$1,298 million on an unconsolidated basis, respectively.

Pou Chen Consolidated Sales Report

(NTD ‘000)

Consolidated Sales	Amount
April 2010	16,587,762
April 2009	15,261,568
Y-o-Y Change	+8.7%
March 2010	15,543,051
M-o-M Change	+6.7%
January through April 2010	62,467,720
January through April 2009	57,956,873
Y-o-Y Change	+7.8%

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 April 30, 2010.

Yue Yuen, Pou Chen Sales Report

	Yue Yuen	Pou Chen
	(USD '000)	(NTD '000)
April 2010	485,560	1,297,594
April 2009	424,965	949,907
Y-o-Y Change	+14.3%	+36.6%
March 2010	447,621	1,283,986
M-o-M Change	+8.5%	+1.1%
January through April 2010	1,823,885	4,333,816
January through April 2009	1,611,702	3,370,187
Y-o-Y Change	+13.2%	+28.6%

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 April 2010 was totaled US\$17.24 million, around NT\$550 million. (DDL's accumulated sales for January through April 2009 was totaled US\$38.32 million, around NT\$1301 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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