

Pou Chen announces monthly sales for June 2010

Date: July 9, 2010

Pou Chen Corporation (“Pou Chen”, Ticker: 9904.tw) today announced its sales for June 2010 was NT\$18,675 million on a consolidated basis and NT\$1,143 million on an unconsolidated basis, respectively.

Pou Chen Consolidated Sales Report

(NTD ‘000)

Consolidated Sales	Amount
June 2010	18,674,859
June 2009	14,360,712
Y-o-Y Change	+30.0%
May 2010	17,782,919
M-o-M Change	+5.0%
January through June 2010	98,925,498
January through June 2009	87,407,155
Y-o-Y Change	+13.2%

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 June 30, 2010.

Yue Yuen, Pou Chen Sales Report

	Yue Yuen	Pou Chen
	(USD '000)	(NTD '000)
June 2010	544,234	1,142,878
June 2009	411,341	876,111
Y-o-Y Change	+32.3%	+30.4%
May 2010	523,415	1,100,809
M-o-M Change	+4.0%	+3.8%
January through June 2010	2,886,785	6,577,503
January through June 2009	2,455,250	4,990,848
Y-o-Y Change	+17.6%	+31.8%

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 June 2010 was totaled US\$20.62 million, around NT\$658 million. (DDL's accumulated sales for January through June 2010 was totaled US\$60.33 million, around NT\$2,024 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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