

Pou Chen announces monthly sales for March 2013

Date: April 10, 2013

Pou Chen Corporation (“Pou Chen”, Ticker: 9904.tw) today announced its unaudited sales for March 2013 was NT\$17,305 million on a consolidated basis. Pou Chen’s unaudited consolidated sales for January through March 2013 totaled NT\$50,785 million.

The aforesaid consolidated sales was unaudited, prepared by Pou Chen in conformity with the same accounting period. In addition, Pou Chen’s 49.98% owned major subsidiary, Yue Yuen Industrial (Holdings) Limited (“Yue Yuen”, Ticker: 551.hk), changed its financial year end date from September 30 to December 31 since FY2012, which meant that FY2012 of Yue Yuen covered a period of 15 months from 2011/10/01~2012/12/31. Due to the aforesaid change of Yue Yuen’s financial year end date and Taiwan Stock Exchange’s regulations, the basis for preparing Pou Chen’s consolidated monthly sales of FY2012 will be different from that of FY2013. For example, Pou Chen’s consolidated sales for March 2013 included Yue Yuen’s monthly sales for March 2013; and Pou Chen’s consolidated sales for March 2012 included Yue Yuen’s monthly sales for December 2011.

Pou Chen Consolidated Sales Report

(NTD ‘000)

The Period of Consolidated Sales	Amount
March 2013	17,305,079
February 2013	14,390,331
M-o-M Change	+20.3%
January through March 2013	50,784,530

Note:

1. All figures were unaudited.

Yue Yuen, Pou Sheng Sales Report

(USD '000)

The Period of Sales	Yue Yuen	Pou Sheng
March 2013	575,652	140,735
March 2012	567,577	136,395
Y-o-Y Change	+1.4%	+3.2%
February 2013	486,509	134,705
M-o-M Change	+18.3%	+4.5%
January through March 2013	1,709,523	430,673
January through March 2012	1,698,802	416,292
Y-o-Y Change	+0.6%	+3.5%

Note:

1. All figures were unaudited.
2. Pou Chen held 49.98% ownership of Yue Yuen at the end of March 31, 2013.
3. Yue Yuen held 61.80% ownership of Pou Sheng at the end of March 31, 2013; Pou Sheng's monthly sales was included into Yue Yuen's monthly sales.

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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