

Pou Chen announces monthly sales for March 2012

Date: April 10, 2012

Pou Chen Corporation (“Pou Chen”, Ticker: 9904.tw) today announced its sales for March 2012 was NT\$17,869 million on a consolidated basis and NT\$1,115 million on an unconsolidated basis, respectively.

Pou Chen Consolidated Sales Report

(NTD ‘000)

Consolidated Sales	Amount
March 2012	17,869,075
March 2011	17,258,405
Y-o-Y Change	+3.5%
February 2012	16,190,215
M-o-M Change	+10.4%
January through March 2012	53,025,161
January through March 2011	50,001,778
Y-o-Y Change	+6.0%

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. USD/NTD=29.52 in March, 2012; USD/NTD=29.50 in March, 2011.
4. Pou Chen held 49.98% ownership of Yue Yuen as of March 31, 2012

Yue Yuen, Pou Chen Sales Report

	Yue Yuen	Pou Chen
	(USD '000)	(NTD '000)
March 2012	567,577	1,114,770
March 2011	536,608	1,427,857
Y-o-Y Change	+5.8%	-21.9%
February 2012	518,461	876,821
M-o-M Change	+9.5%	+27.1%
January through March 2012	1,698,802	2,554,869
January through March 2011	1,599,739	3,369,495
Y-o-Y Change	+6.2%	-24.2%

Note:

1. All figures were unaudited, prepared by Yue Yuen and Pou Chen, respectively.
2. The above figures of Pou Chen are unconsolidated.

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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