

Sunplus Sales Breakdown of 2010

Unit:NT\$K

Sales Breakdown									
Month	Jan.	Feb.	Mar.	1Q	Apr.	May	Jun.	2Q	1H
Sales	611,199	410,391	643,440	1,665,030	642,155	593,083	525,557	1,760,795	3,425,825
MoM/QoQ	-13.65%	-32.85%	56.79%	-31.87%	-0.20%	-7.64%	-11.39%	5.75%	
YoY	187.15%	58.76%	40.56%	79.21%	13.97%	2.82%	-10.67%	1.86%	28.90%
Month	Jul.	Aug.	Sep.	3Q	Oct.	Nov.	Dec.	4Q	2010 ytd
Sales	511,306	417,423	461,643	1,390,372	438,965	433,281	441,141	1,313,387	6,129,584
MoM/QoQ	-2.71%	-18.36%	10.59%	-21.04%	-4.91%	-1.29%	1.81%	-5.54%	
YoY	-21.08%	-44.12%	-45.88%	-38.15%	-51.82%	-47.48%	-37.67%	-46.26%	-16.60%

Unit:NT\$K

Product Catagories									
Item/Month	Jan.	Feb.	Mar.	1Q	Apr.	May	Jun.	2Q	1H
MultimedialC	605,460	405,278	635,472	1,646,210	633,995	579,152	513,861	1,727,008	3,373,218
Others	5,739	5,113	7,968	18,820	8,160	13,931	11,696	33,787	52,607
Total	611,199	410,391	643,440	1,665,030	642,155	593,083	525,557	1,760,795	3,425,825
Item/Month	Jul.	Aug.	Sep.	3Q	Oct.	Nov.	Dec.	4Q	2010 ytd
MultimedialC	502,554	408,675	452,002	1,363,231	431,661	425,863	434,037	1,291,561	6,028,010
Others	8,752	8,748	9,641	27,141	7,304	7,418	7,104	21,826	101,574
Total	511,306	417,423	461,643	1,390,372	438,965	433,281	441,141	1,313,387	6,129,584