

Sunplus Sales Breakdown of 2011

Unit:NT\$K

Sales Breakdown									
Month	Jan.	Feb.	Mar.	1Q	Apr.	May	Jun.	2Q	1H
Sales	421,187	206,007	406,524	1,033,718	389,528	373,573	271,754	1,034,855	2,068,573
MoM/QoQ	(4.52)%	(51.09)%	97.33%	(21.29)%	(4.18)%	(4.10)%	(27.26)%	0.11%	
YoY	(31.09)%	(49.80)%	(36.82)%	(37.92)%	(39.34)%	(37.01)%	(48.29)%	(41.23)%	(39.62)%
Month	Jul.	Aug.	Sep.	3Q	Oct.	Nov.	Dec.	4Q	2011 ytd
Sales	215,140	210,419	277,705	703,264	288,250	283,464	256,195	827,909	3,599,746
MoM/QoQ	(20.83)%	(2.19)%	31.98%	(32.04)%	3.80%	(1.66)%	(9.62)%	17.72%	
YoY	(57.92)%	(49.59)%	(39.84)%	(49.42)%	(34.33)%	(34.58)%	(41.92)%	(36.96)%	(41.27)%

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Product Catagories									
Item/Month	Jan.	Feb.	Mar.	1Q	Apr.	May	Jun.	2Q	1H
MultimedialC	417,191	201,783	401,451	1,020,425	383,837	367,915	267,025	1,018,777	2,039,202
Others	3,996	4,224	5,073	13,293	5,691	5,658	4,729	16,078	29,371
Total	421,187	206,007	406,524	1,033,718	389,528	373,573	271,754	1,034,855	2,068,573
Item/Month	Jul.	Aug.	Sep.	3Q	Oct.	Nov.	Dec.	4Q	2011 ytd
MultimedialC	210,225	205,271	272,812	688,308	283,625	280,647	252,541	816,813	3,544,323
Others	4,915	5,148	4,893	14,956	4,625	2,817	3,654	11,096	55,423
Total	215,140	210,419	277,705	703,264	288,250	283,464	256,195	827,909	3,599,746