

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	642,156	593,083	525,557	1,760,796	3,425,826
*Growth rate%	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		928,729					4,354,555
*Growth rate%	-21.08%	-44.12%							7.45%

Unit:NT\$K

Product Categories									
Item/Month	Jan.	Feb.	Mar.	1Q	Apr.	May	Jun.	2Q	1H
MultimediaIC	605,460	405,278	635,472	1,646,210	633,996	579,152	513,861	1,727,009	3,373,219
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	642,156	593,083	525,557	1,760,796	3,425,826
Item/Month	Jul.	Aug.	Sep.	3Q	Oct.	Nov.	Dec.	4Q	2010 ytd
MultimediaIC	502,554	408,675		911,229					4,284,448
Others	8,752	8,748		17,500					70,107
Total	511,306	417,423		928,729					4,354,555