

Aurora Announces June Consolidated Sales of NT\$1.09 Billion Revenue to Maintain Stable Momentum

TAIPEI, Taiwan, July 10, 2012 – Aurora Corp. (Ticker: 2373 TT / 2373 TW) today announced consolidated net sales for June 2012 of NT\$1.09 billion, up 1% from May and flat from the same month last year. For the first six months of the year, Aurora reported consolidated net sales of NT\$6.64 billion, a 6% increase from the year-ago period.

Parent-only net sales in June decreased 7% from May and 6% from the same month a year ago to NT\$226 million. For the first six months of the year, parent-only sales of NT\$1.39 billion was flat compared with the same period a year ago.

In China, thanks to increased orders for OA (office automation) and office furniture, net revenue went up by 4% to 119 million RMB from May, but declined 1% from the same month last year. The China region accounted for 50% of total consolidated sales. For the first six months of the year, China net revenue came in at 692 million RMB, up 4% from a year ago. By business segment, the OA, office furniture and equipment revenue registered year-over-year changes of 1%, 17% and -13% for the six-month period, respectively.

For the first half of the year, the company's competitive positioning in document technology remained strong, while its office furniture business in China grew rapidly. The momentum behind the China furniture business has been supported by the re-alignment of manufacturing and distribution resources through the establishment of six centers for design, engineering, quality control, product exhibition, logistics and educational training. These initiatives have enabled the company to reap greater efficiency and productivity gains.

Meanwhile, the company continues to be recognized for its creative excellence in office furniture, furnishing and accessories by internationally renowned awards like the iF Design Award. In April, Aurora's "Pleese" lounge seating series was selected to showcase in "Slow Seating—Contemporary Chinese Design Exhibition" in Milan for its artistic integration of form, interaction, and function. In July, 2 Point, a multifunctional magnet created by Aurora Design Center, won a silver 2012 International Design Excellence Award in the office and productivity segment. Thanks to its products' premium quality and inspirational design, Aurora is able to maintain its leadership position in China's mid-range to high-end office furniture market.

For more information on the award-winning 2 Point multifunctional magnet, please visit <http://idsa.org/2-point-0>

Parent Company Sales (mn NT)	2012	2011	MoM%	YoY%
June	226	241	(7%)	(6%)
January – June	1,387	1,405	-	(1%)

Consolidated Sales (mn NT)	2012	2011	MoM%	YoY%
June	1,086	1,081	1%	0.4%
January – June	6,643	6,239	-	6%

China Sales (mn RMB)	2012	2011	MoM%	YoY%
June	119	119	4%	(1%)
January – June	692	664	-	4%

Sales by Region (%)	Taiwan	China
June	50%	50%
January – June	52%	48%

Note: All figures provided herein were unaudited and prepared in accordance with ROC GAAP.

For further information, please contact

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