

## News-Press

### **AURORA Announces September Consolidated Sales of NT\$1.07 billion** **AURORA was recognized as the most competitive Chinese brand in the category of multi-functional printers.**

TAIPEI, Taiwan, October 9, 2012 – AURORA Corp. (Ticker: 2373 TT / 2373 TW) today announced consolidated net sales for September 2012 of NT\$1.07 billion, up 6% from August. For the first nine months of the year, AURORA reported consolidated net sales of NT\$9.7 billion, a 2% increase from the year-ago period.

Parent-only net sales in September increased 1% from August to NT\$225 million. For the first nine months of the year, parent-only sales of NT\$2.06 billion was down 3% compared with the same period a year ago.

In China, net revenue in September was 105 million RMB, up 2% from August, to represent 45% of company's total sales. For the first nine months of the year, China revenue of 997 million RMB, down 2% from a year ago. By business segment, the office automation, office furniture and equipment revenue recorded year-over-year changes of -6%, 11% and -22% for the nine-month period, respectively.

#### **Recent AURORA's glory**

In September, AURORA was recognized as the most competitive Chinese brand in the category of multi-functional printers. It was also ranked as the most reliable energy-efficient office product for government procurement in a national ranking for energy-saving office products and suppliers. This highly regarded ranking was jointly compiled by bidding-in-chin.com and the China Private Enterprise Network.

In October, AURORA was rated by event participants as one of the top 10 most popular exhibitors at the Taiwan Business Bazaar & Expo in recognition of its premium quality products and reliable after-sales services. Held between October 3rd and 8th, the Taiwan Business Bazaar & Expo is a business-to-business and business-to-consumer marketing, promotional, sales and networking event sponsored by 30 mainland Chinese provinces, 65 municipalities and dozens of Taiwanese vendors. The event gives Taiwanese businesses an opportunity to market, promote and sell their products or services to a diverse audience with the goal of gaining visibility, establishing contacts and increasing sales flow through networking and direct business marketing.

<b>Parent Company Sales</b> (mn NT)	2012	2011	MoM%	YoY%
September	225	242	1%	(7%)
January – September	2,057	2,126	-	(3%)

<b>Consolidated Sales</b> (mn NT)	2012	2011	MoM%	YoY%
September	1,071	1,118	6%	(4%)
January – September	9,702	9,495	-	2%

<b>China Sales</b> (mn RMB)	2012	2011	MoM%	YoY%
September	105	127	2%	(17%)
January – September	997	1,022	-	(2%)

<b>Sales by Region</b> (%)	Taiwan	China
September	55%	45%
January – September	53%	47%

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

**For further information, please contact**

Ernest Ma, Spokesperson

+886-2-2345-8088

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AURORA Corp.