

## Segment Information

### 1. Business Segments

Year ended March 31, 2007

(Millions of yen)

	Electronics	Electronic components and others	Total	Elimination or unallocated amount	Consolidated
I Net sales and operating income					
Net sales					
(1) Outside customers	527,216	93,553	620,769		620,769
(2) Inside Group	673	34,648	35,321	(35,321)	
Total	527,889	128,201	656,090	(35,321)	620,769
Costs and expenses	473,998	128,986	602,984	(30,289)	572,695
Operating income (loss)	53,891	(785)	53,106	(5,032)	48,074
II Total assets, depreciation and capital expenditures					
Total assets	287,998	124,427	412,425	113,058	525,483
Depreciation	23,692	7,520	31,212	401	31,613
Capital expenditures	29,331	14,225	43,556	1,197	44,753

Year ended March 31, 2008

(Millions of yen)

	Electronics	Electronic components and others	Total	Elimination or unallocated amount	Consolidated
I Net sales and operating income					
Net sales					
(1) Outside customers	526,652	96,398	623,050		623,050
(2) Inside Group	366	28,185	28,551	(28,551)	
Total	527,018	124,583	651,601	(28,551)	623,050
Costs and expenses	480,481	127,842	608,323	(23,026)	585,297
Operating income (loss)	46,537	(3,259)	43,278	(5,525)	37,753
II Total assets, depreciation and capital expenditures					
Total assets	252,316	90,182	342,498	109,337	451,835
Depreciation	25,418	7,866	33,284	675	33,959
Capital expenditures	24,687	3,853	28,540	496	29,036

Notes: 1. Business segments are classified by the application or nature of each product, method of manufacturing and sales, profit management and related assets.

2. Major products in each business segment:

(1) Electronics

Electronic calculators, Label printers, Electronic dictionaries, Digital cameras, Electronic musical instruments, Digital watches, Analog watches, Clocks, Cellular phones, Handy terminals, Electronic cash registers (including POS), Office computers, Page printers, Data projectors

(2) Electronic components and others

LCDs, BUMP processing consignments, TCP assembly and processing consignments, Carrier tape, Factory automation, Molds, Toys, etc.

3. Elimination or unallocated amounts of costs and expenses principally consist of administrative expenses and R&D expenses for fundamental research of the parent company, which amounted to 5,032 million yen, 5,525 million yen for the years ended March 31, 2007 and 2008, respectively.

4. Elimination or unallocated amounts of total assets principally consist of cash and time deposits, marketable securities, investments in securities and administrative assets of the parent company, which amounted to 114,864 million yen and 111,201 million yen for the years ended March 31, 2007 and 2008, respectively.

## 2. Geographical Segments

Year ended March 31, 2007

(Millions of yen)

	Japan	North America	Europe	Asia	Total	Elimination	Consolidated
I Net sales and operating income							
Net sales							
(1) Outside customers	450,762	61,095	84,029	24,883	620,769		620,769
(2) Inside Group	127,274	87	48	120,826	248,235	(248,235)	
Total	578,036	61,182	84,077	145,709	869,004	(248,235)	620,769
Costs and expenses	538,543	57,986	80,599	143,253	820,381	(247,686)	572,695
Operating income (loss)	39,493	3,196	3,478	2,456	48,623	(549)	48,074
II Total assets	475,494	24,205	35,359	42,977	578,035	(52,552)	525,483

Year ended March 31, 2008

(Millions of yen)

	Japan	North America	Europe	Asia	Total	Elimination	Consolidated
I Net sales and operating income							
Net sales							
(1) Outside customers	448,686	55,280	90,583	28,501	623,050		623,050
(2) Inside Group	133,354	374	3	130,051	263,782	(263,782)	
Total	582,040	55,654	90,586	158,552	886,832	(263,782)	623,050
Costs and expenses	549,867	55,870	87,533	156,077	849,347	(264,050)	585,297
Operating income (loss)	32,173	(216)	3,053	2,475	37,485	268	37,753
II Total assets	409,516	17,710	32,570	41,040	500,836	(49,001)	451,835

Notes: 1. Segments of countries and areas are classified by the geographical factor.

2. The main countries and the areas which belong to each segment except for Japan are as follows:

- (1) North America ..... U.S.A., Canada, Mexico
- (2) Europe..... U.K., Germany, France, Spain, Netherlands, Norway
- (3) Asia..... Taiwan, Hong Kong, South Korea, Malaysia, Singapore, China, India, Indonesia, Thailand

### 3. Overseas Sales

Year ended March 31, 2007

(Millions of yen)

	North America	Europe	Asia	Others	Total
I Overseas net sales	83,951	90,902	70,301	29,825	274,979
II Net sales (consolidated)					620,769
III Share of overseas net sales	13.5%	14.7%	11.3%	4.8%	44.3%

Year ended March 31, 2008

(Millions of yen)

	North America	Europe	Asia	Others	Total
I Overseas net sales	80,790	94,333	86,711	33,217	295,051
II Net sales (consolidated)					623,050
III Share of overseas net sales	13.0%	15.2%	13.9%	5.3%	47.4%

Notes: 1. Segments of countries and areas are classified by the geographical factor.

2. The main countries and the areas which belong to each segment are as follows:

(1) North America ..... U.S.A., Canada

(2) Europe ..... U.K., Germany, France

(3) Asia ..... Hong Kong, Singapore, China, South Korea, Taiwan

3. The above overseas net sales represent net sales made outside Japan by the parent company and consolidated subsidiaries.

### Sales by Product Category

(Millions of yen)

	Year ended March 31, 2007		Year ended March 31, 2008		
	Amount	% of total	Amount	% of total	% change
Consumer	229,352	36.9	228,634	36.7	(0.3)
Timepieces	77,948	12.6	86,922	13.9	11.5
MNS (Mobile Network Solutions)	171,314	27.6	165,800	26.6	(3.2)
System equipment	48,602	7.8	45,296	7.3	(6.8)
Electronics	527,216	84.9	526,652	84.5	(0.1)
Electronic components	62,790	10.1	68,368	11.0	8.9
Others	30,763	5.0	28,030	4.5	(8.9)
Electronic components and others	93,553	15.1	96,398	15.5	3.0
Total	620,769	100.0	623,050	100.0	0.4