

2. Segment Information

Sales by Product Category

(millions of yen)	1Q	2Q	08/9	3Q	4Q	09/3	1Q	2Q	09/9	10/3Est.
Electronics										
Consumer										
Sales	44,439	55,500	99,939	36,520	41,491	177,950	30,591	45,501	76,092	179,500
Change (%)	-7.5	-13.7	-11.1	-35.6	-30.4	-22.2	-31.2	-18.0	-23.9	+0.9
% of Net Sales	38.3	35.5	36.7	31.9	31.7	34.4	37.5	39.3	38.6	37.6
Timepieces										
Sales	18,734	25,203	43,937	19,427	16,986	80,350	15,757	21,623	37,380	78,500
Change (%)	+2.5	+3.7	+3.2	-11.4	-24.2	-7.6	-15.9	-14.2	-14.9	-2.3
% of Net Sales	16.1	16.1	16.1	16.9	13.0	15.5	19.3	18.7	18.9	16.5
Mobile Network Solutions										
Sales	24,611	47,000	71,611	40,206	51,406	163,223	17,307	26,081	43,388	129,000
Change (%)	+28.7	+1.3	+9.3	-11.1	-6.6	-1.6	-29.7	-44.5	-39.4	-21.0
% of Net Sales	21.2	30.1	26.3	35.1	39.2	31.5	21.3	22.5	22.0	27.0
System Equipment										
Sales	8,811	12,818	21,629	7,635	11,081	40,345	7,084	10,266	17,350	41,000
Change (%)	+0.8	-3.2	-1.6	-21.7	-18.3	-10.9	-19.6	-19.9	-19.8	+1.6
% of Net Sales	7.6	8.2	7.9	6.7	8.4	7.8	8.7	8.9	8.8	8.6
Total	96,595	140,521	237,116	103,788	120,964	461,868	70,739	103,471	174,210	428,000
Change (%)	+2.5	-5.2	-2.2	-22.3	-19.7	-12.3	-26.8	-26.4	-26.5	-7.3
% of Net Sales	83.2	89.9	87.0	90.6	92.3	89.2	86.8	89.4	88.3	89.7
Electronic Components and Others										
Electronic Components										
Sales	13,055	9,631	22,686	5,464	4,302	32,452	4,500	5,324	9,824	24,700
Change (%)	-29.5	-50.7	-40.4	-64.8	-70.9	-52.5	-65.5	-44.7	-56.7	-23.9
% of Net Sales	11.3	6.1	8.4	4.8	3.3	6.2	5.5	4.6	5.0	5.2
Others										
Sales	6,382	6,214	12,596	5,313	5,807	23,716	6,287	6,977	13,264	24,300
Change (%)	+1.1	-16.5	-8.4	-11.4	-29.9	-15.4	-1.5	+12.3	+5.3	+2.5
% of Net Sales	5.5	4.0	4.6	4.6	4.4	4.6	7.7	6.0	6.7	5.1
Total	19,437	15,845	35,282	10,777	10,109	56,168	10,787	12,301	23,088	49,000
Change (%)	-21.8	-41.2	-31.9	-49.9	-56.1	-41.7	-44.5	-22.4	-34.6	-12.8
% of Net Sales	16.8	10.1	13.0	9.4	7.7	10.8	13.2	10.6	11.7	10.3

Sales by Region

(millions of yen)		08/9	09/3	09/9
Domestic	Sales	127,598	267,748	96,911
	Change (%)	-9.5	-18.4	-24.0
	% of Net Sales	46.8	51.7	49.1
North America	Sales	45,974	85,312	33,077
	Change (%)	+7.9	+5.6	-28.1
	% of Net Sales	16.9	16.5	16.8
Europe	Sales	42,483	71,212	29,937
	Change (%)	-11.3	-24.5	-29.5
	% of Net Sales	15.6	13.7	15.2
Asia & Others	Sales	56,343	93,764	37,373
	Change (%)	-10.4	-21.8	-33.7
	% of Net Sales	20.7	18.1	18.9

Operating Income by Business Segments

(millions of yen)	1Q	2Q	08/9	3Q	4Q	09/3	1Q	2Q	09/9	10/3Est.
Electronics										
Amount	4,664	16,448	21,112	-3,560	-1,946	15,606	-5,365	-4,852	-10,217	5,200
Change (%)	+34.0	+14.9	+18.7	-	-	-66.5	-	-	-	-66.7
Electronic Components and Others										
Amount	985	-909	76	-2,535	-3,391	-5,850	-818	-1,347	-2,165	-4,700
Change (%)	-	-	-	-	-	-	-	-	-	-
Elimination or Unallocated Amount										
Amount	-1,485	-1,492	-2,977	-1,366	-1,397	-5,740	-1,255	-1,276	-2,531	-5,500
Total	4,164	14,047	18,211	-7,461	-6,734	4,016	-7,438	-7,475	-14,913	-5,000
Change (%)	+236.9	+12.3	+32.5	-	-	-89.4	-	-	-	-