

Financial Presentation for the year ended March 31, 2011 (Held on April 28, 2011)

President and Representative Director, Tetsuo Kuba

**< P.1: Financial Results - Comparison with Year ended March 31, 2010 - >**

Page one shows consolidated financial results for the year ended March 31, 2011 (“fiscal 2011”) compared with those of the year ended March 31, 2010 (“fiscal 2010”).

As you can see at the bottom of this slide, average exchange rates for fiscal 2011 were ¥86 to the U.S. dollar, marking appreciation of ¥7, and ¥113 to the Euro, marking appreciation of ¥18, compared with fiscal 2010. As a result, net sales and pre-tax income for fiscal 2011 were down by approximately ¥68 billion and ¥28 billion, respectively, compared with fiscal 2010. Nonetheless, Kyocera posted significant increases in sales and profit relative to fiscal 2010, as you can see in the table, due primarily to recovery in demand spurred by expanded production activities in key markets and to enhanced profitability in each reporting segment.

Net sales for the fiscal 2011 increased by 18.0% compared with fiscal 2010. Profit from operations, pre-tax income and net income attributable to shareholders of Kyocera Corporation for fiscal 2011 significantly increased by around 2.4, 2.8 and 3 times compared with fiscal 2010.

Kyocera has worked to comprehensively reduce costs and improve productivity since the financial crisis in the year ended March 31, 2009, and I believe these efforts have borne fruit along with expansion of production quantity as demand recovers.

In fiscal 2011 we made aggressive investments to increase production capacity, notably in the Components Business, in order to meet strong demand. As a result, capital expenditures for fiscal 2011 increased by 86.6% compared with fiscal 2010 to ¥70.7 billion. Please note that although production activities were temporarily stopped at Kyocera Group production sites located in the Tohoku and Kanto regions due to the disaster, all these sites resumed production by March 22, 2011. As of today, production utilization in these sites has already returned to the level before the earthquake and there was no significant impact on business performance for fiscal 2011.

**< P2: Sales by Reporting Segment - Comparison with Year ended March 31, 2010 - >**

On page 2, you can see sales by reporting segment for fiscal 2011 in comparison with fiscal 2010. Kyocera achieved increases in sale in every reporting segment for fiscal 2011 compared with fiscal 2010.

### **< P3: Operating Profit by Reporting Segment**

#### **- Comparison with Year ended March 31, 2010 - >**

On page 3 you can see operating profit by reporting segment for fiscal 2011. Operating profit for fiscal 2011 also increased in every reporting segment in line with sales growth compared with fiscal 2010. I will explain the reasons for this on the following pages.

### **< P.4: Summary of FY3/2011 Results (1) Components Business >**

Sales and operating profit for the Components Business increased significantly by 25.6% and 2.4 times compared with fiscal 2010, respectively.

The first reason for the significant increase in sales and profit is the favorable market situation. Demand for components used in digital consumer equipment, industrial machinery and automotive markets drove the sales growth.

The second reason is the increased production capacity for the growing business. To meet this strong demand, we increased production capacity in all the businesses in the Components Business and were able to translate this into higher sales and profit.

The third reason is the outcome of our efforts to reduce costs and boost productivity, tackled after the financial crisis. We posted a significant increase in profit through efforts to reduce costs and boost productivity in Kyocera Group along with the effect of sales growth.

As a result, the operating profit ratio for the Components Business overall reached to 17.4%, largely surpassed that of the year ended March 31, 2008 ("fiscal 2008"), when it was before the financial crisis.

### **< P.5: Summary of FY3/2011 Results (2) Equipment Business >**

In the Equipment Business, sales increased by ¥10.3% and operating profit increased by 3.8 times in fiscal 2011 compared with fiscal 2010. Notably, an improvement in performance in the Telecommunications Equipment Group made a significant contribution to growth in sales and profit.

The effects of structural reforms executed in the Telecommunications Equipment Group in fiscal 2010 were evident in fiscal 2011 results. Specifically, integrating the development system into Japan enabled us to launch a series of new products in Japan and overseas and augment our product line-up, together with the strengthening of marketing capabilities by integrating sales sites in North America were the factors for the substantial increase in sales in fiscal 2011 compared with fiscal 2010.

Operating profit increased considerably compared with fiscal 2010. In addition to the sales

growth and the effects of structural reforms, one-time loss of approximately ¥9.0 billion relating to Willcom Inc., posted in fiscal 2010 was another factor for improved profitability. Regarding the year-end dividend, in light of our dividend policy, we propose year-end dividend of ¥70 per share, ¥10 yen increase compared with the forecast, due to higher net income than the forecast. The total annual dividend will be ¥130 per share.

#### **< P.6: Business Trends by Reporting Segment for FY3/2011 (1)**

##### **- Fine Ceramic Parts Group - >**

Sales for fiscal 2011 increased by 43.8% compared with fiscal 2010 and operating profit turned black from the loss in fiscal 2010 with substantial increase of ¥12.8 billion compared with fiscal 2010. The operating profit ratio was improved to 15.7%.

Both sales and operating profit increased significantly in fiscal 2011 relative to fiscal 2010, due to a recovery in demand for components used in industrial machinery such as semiconductor fabrication equipment parts, demand for automotive parts such as piezoelectric stacks and glow plugs increased in line with proliferation of diesel cars in Europe.

#### **<P.7: Business Trends by Reporting Segment for FY3/2011 (2)**

##### **- Semiconductor Parts Group - >**

Sales and operating profit for fiscal 2011 increased by 24.3% and by 116.6%, respectively, compared with fiscal 2010.

The significant increases in sales and profit in this reporting segment are attributable to several factors. Besides growth in production of digital consumer equipment such as mobile phone handsets, demand expanded for advanced equipment fitted with more components per unit than conventional models, with an example being smartphones contributed demand increase for ceramic packages for crystal and SAW devices, and for CMOS/CCD image sensors.

In organic packages, sales and profit were also up substantially in line with growth in demand for ASIC packages used in servers and routers.

As a result, the operating profit ratio in this reporting segment reached to 21.4%.

#### **< P.8: Business Trends by Reporting Segment for FY3/2011 (3)**

##### **- Applied Ceramic Products Group - >**

In this reporting segment, sales and operating profit for fiscal 2011 increased by 25.9% and by 46.3%, respectively, compared with fiscal 2010.

In the solar energy business, despite the impact of the yen's appreciation and selling price erosion, we were able to translate demand increase mainly in Japan and the United States into sales growth. Kyocera increased production capacity in accord with start-of-year plans and production volume amounted to 600MW in fiscal 2011.

In the cutting tool business, sales increased in line with expanded production activities in the automotive industry.

Kyocera achieved increases in sales and profit overall in this reporting segment by expanding sales and reducing costs in each business.

#### **< P.9: Business Trends by Reporting Segment for FY3/2011 (4)**

##### **- Electronic Device Group - >**

In this reporting segment, sales for fiscal 2011 increased by 21.4% and operating profit substantially increased by 214.8% compared with fiscal 2010.

Demand for all products such as capacitors, crystal related products and connectors increased significantly in line with rising demand for digital consumer equipment. In addition, we expanded thin-film device business, especially LCD business, which also contributed to increases in sales.

Operating profit was up more than 3 times compared with fiscal 2010 resulting from efforts to comprehensively reduce costs and enhance productivity. The operating profit ratio was improved to 17.2%.

#### **< P.10: Business Trends by Reporting Segment for FY3/2011 (5)**

##### **- Telecommunications Equipment Group - >**

In this reporting segment, sales for fiscal 2011 increased by 19.1% and operating profit turned black from the loss in fiscal 2010 with significant increase of ¥16.8 billion compared with fiscal 2010.

In overseas markets, sales increased due to favorable sales of handsets of dissemination model and contribution from augmentation of our product line-up through the launch of new products, in addition to gained share in carriers. In the Japanese market, in addition to solid sales of feature phones including basic mobile phone handsets, we increased sales volume of PHS handsets thanks to measures to boost sales by the carrier.

Operating profit was up significantly due to the sales growth and the effects of structural reforms, in addition to a record of one-time loss of approximately ¥9.0 billion relating to Willcom Inc. in fiscal 2010.

### **< P.11: Business Trends by Reporting Segment for FY3/2011 (6)**

#### **- Information Equipment Group - >**

Sales and operating profit in this reporting segment for fiscal 2011 increased by 3.2% and by 17.0% compared with fiscal 2010.

Along with the moderate recovery in investment in information technology by customers in both Japan and overseas, higher sales of color printers and mid- and high-speed multifunction peripherals by aggressive introduction of new models contributed sales growth. Overall sales resulted in 3% growth, however, affected by the negative impact of yen's appreciation.

Operating profit increased due to increased sales of consumables along with increased sales volume of printers and multifunction peripherals. As a result, the operating profit ratio was improved to 10.8%.

### **< P.12: Business Trends by Reporting Segment for FY3/2011 (7) - Others - >**

Sales and operating profit in this reporting segment for fiscal 2011 increased by 11.9% and by 42.6% compared with fiscal 2010, respectively.

ICT business grew at Kyocera Communications Systems, the core subsidiary in this reporting segment, while sales of materials such as epoxy molding compound for semiconductor encapsulation at Kyocera Chemical expanded. As a result, overall sales and profit increased in this reporting segment.

That concludes my presentation of results for fiscal 2011.

### **< P.13: Business Environment Outlook for FY3/2012 >**

This slide shows business environment outlook for the year ending March 31, 2012 ("fiscal 2012").

In the Japanese market, tough conditions are projected to continue in the first half of fiscal 2012 with regard to procurement of certain raw materials, other materials and components due to the impact of the Great East Japan Earthquake. We expect this to hinder production of Kyocera.

It is also forecasted that power supply restrictions will be imposed, and as a result, production activities at each company are projected to stagnate temporary in Japan.

However, production activities at each company will rebound as these issues are resolved and restoration efforts become clearer. Component demand for environment and energy related products, digital consumer equipment and automotive related markets is projected to increase as well.

In overseas markets, we forecast demand to continue increasing steadily in fiscal 2012 for digital consumer equipment and in automotive related markets, particularly in emerging countries. We also expect the environment and energy market to expand, notably in the United States.

**< P.14: Financial Forecast - Year ending March 31, 2012 - >**

This slide shows financial forecasts for fiscal 2012 on back of such business outlook.

Kyocera forecasts net sales of ¥1,360.0 billion for fiscal 2012, a record high, increased by 7.3% compared with fiscal 2011.

Profit from operations is forecast to increase by 7.7% to ¥168.0 billion, pre-tax income by 4.4% to ¥180.0 billion.

Net income is forecast to decrease by 8.5% to ¥112.0 billion compared with the fiscal 2011. Decrease in net income for fiscal 2012 is due to the inclusion of tax benefit in line with the recording of deferred tax assets resulting from enhanced profitability at certain subsidiaries in fiscal 2011.

Capital expenditures are projected to increase by 13.2% in year-on-year terms to ¥80.0 billion due to plans to invest aggressively especially in the Components Business. Depreciation is forecast to increase by 17.1% year-on-year to ¥70.0 billion in line with expanded capital expenditures.

Foreign currency exchange rates forecast for fiscal 2012 are, ¥81 against the U.S. dollar with appreciation of ¥5 compared with fiscal 2011 and ¥113 against the Euro with depreciation of ¥2 compared with fiscal 2011. The foreign currency fluctuation effects on fiscal 2012 is forecast to negatively impact on both sales and pre-tax income for ¥24.0 billion and ¥4.0 billion, respectively, compared with fiscal 2011.

**< P.15: Sales Forecasts by Reporting Segment - Year ending March 31, 2012 - >**

Forecast by each reporting segment can be seen on page 15 and 16.

Sales by reporting segment appear on page 15. Kyocera aims to increase sales in every reporting segment in fiscal 2012.

**< P.16: Operating Profit Forecasts by Reporting Segment  
- Year ending March 31, 2012 - >**

We will continue initiatives to further strengthen management foundations by reducing costs, in order to increase profit in the Components Business and the Equipment Business.

I will explain key challenges and initiatives for fiscal 2012.

**< P.17: Key Challenges and Initiatives for FY3/2012 >**

Kyocera will promote initiatives aimed at becoming a high-growth, highly profitable company that outstrips the global competition.

To achieve this, the key challenges are to expand business in growing markets and strengthen management foundations.

In order to expand business in growing markets taken as one of the initiatives, Kyocera seeks to expand business in three market areas viewed as growth sectors: the environment and energy market, information and communications market, and emerging markets.

In the other key challenge of strengthening management foundations, we will execute intensive capital expenditures and strengthen systems to ensure continuity of business activities.

We will continue with proactive capital expenditures into all businesses in the Components Business in light of forecast for further demand increase mainly in information and communications market. In addition to expand capacity in existing production facilities, we will set up a new production base in Vietnam to further secure strong demand.

In terms of the second point of strengthening systems to ensure continuity of business activities, in light of the recent disaster, we will strive even harder to disperse risk to enable business activities to carry on even in times of emergency.

With regard to the procurement of raw materials, our basic policy is to purchase from multiple suppliers and we were able to carry on business without significant stagnation. We will further reinforce not only supply chain management, but also other systems necessary for continuing our business.

**< P.18: Expand Business in Growing Markets >**

Next, I will explain initiatives to expand business in growing markets.

First, in the environment and energy market, we will work to expand sales of solar cells and modules and LED related products such as LED lighting and ceramic packages for LEDs to meet rising demand.

In addition, we will further expand sales by launching new products. Specifically, we plan to launch cell stacks for SOFCs in fiscal 2012, which have been developing with a view to making them a new pillar of business following solar energy products as well as smart

sensors.

In the information and communications market, we will work to expand both the Components Business and the Equipment Business. For the Components Business, we will strive to increase sales of components with small size and high performance characteristics for digital consumer equipment such as smartphones.

For the Equipment Business, we will release smartphones not only in overseas markets but also in the Japanese market, and augment our line-up to further expand sales.

Third, in emerging markets, we aim to translate business opportunities into sales growth. We seek to secure demand for components for digital consumer equipment such as mobile phone handsets and PCs, which are forecast to expand in China. In the emerging countries apart from china, development of infrastructure to establish social foundations is expected. In line with this, Kyocera will strive to increase sales of ceramic parts for general industrial machinery. Furthermore, we will also endeavor to increase sales of information equipment such as printers by introducing new products which meet market needs.

**< P.18: Target for FY3/2012 >**

On this slide you can see a graph of net sales and pre-tax income from fiscal 2008.

I became President of Kyocera in April 2009, when it was the immediate aftermath of the financial crisis. Since then, we were able to achieve our initial financial forecast in fiscal 2010 and 2011. In fiscal 2012, despite uncertainties brought by the earthquake, we will strive to achieve financial forecast by grabbing business opportunities for growth, including a recovery in the Japanese production activities and an expansion of overseas markets.