

FY2010 (Ending Mar. 31st, 2011) Third Quarter Financial Overview

Hitachi Koki Co., Ltd.
January 28th, 2011

FY2010 3rd Quarter (Ending Mar. 31st, 2011) Result and Projection

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Unit: M¥

	3rd Quarter			9 months ended			Full year		
	FY2009	FY2010	2010 vs 2009	FY2009	FY2010	2010 vs 2009	FY2009	FY2010 (Projection)	2010 vs 2009
Sales	27,719	28,015	101%	83,887	87,509	104%	115,000	121,000	105%
Operating Profit	610	1,329	218%	2,792	2,321	83%	3,637	4,200	115%
Operating Profit Margin	2.2%	4.7%	-	3.3%	2.7%	-	3.2%	3.5%	-
Ordinary Profit	619	1,277	206%	2,876	2,288	80%	3,638	4,100	113%
Net Income	▲ 68	85	-	655	227	35%	967	1,600	165%

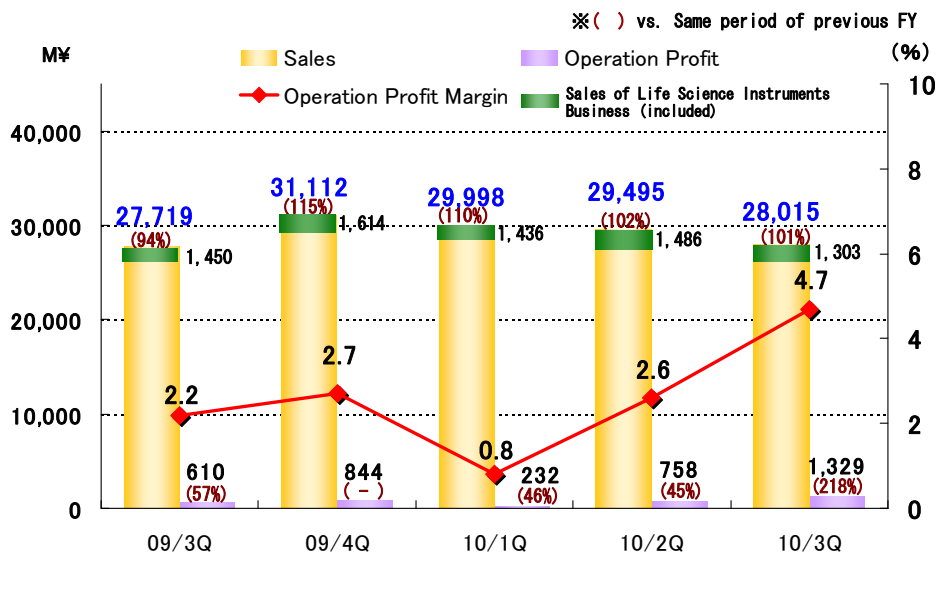
Major Management Index

①	Company equity ratio	74.1%
②	Net assets per share	¥990.57
③	ROE	0.3%
④	ROA	0.2%
⑤	PER	267.6times
⑥	PBR	0.81times

Notes:

- (1)③ = net income (converted to an annual basis) ÷ equity capital × 100
- (2)④ = net income (converted to an annual basis) ÷ total assets × 100
- (3)⑤⑥ = calculated with ¥800, assumed.

Quarterly sales · Operating profit

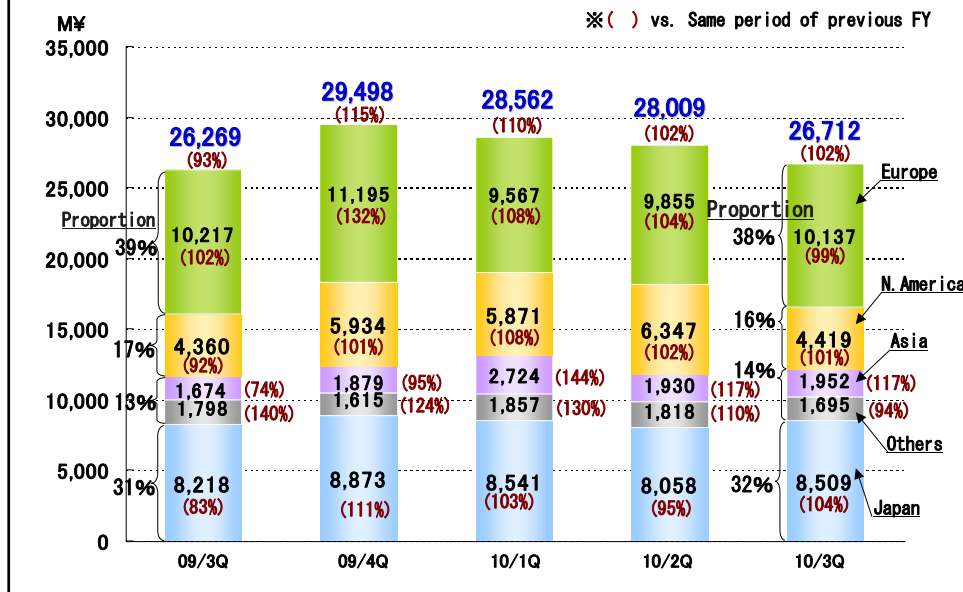


Power Tools Business

—Quarterly sales by region—

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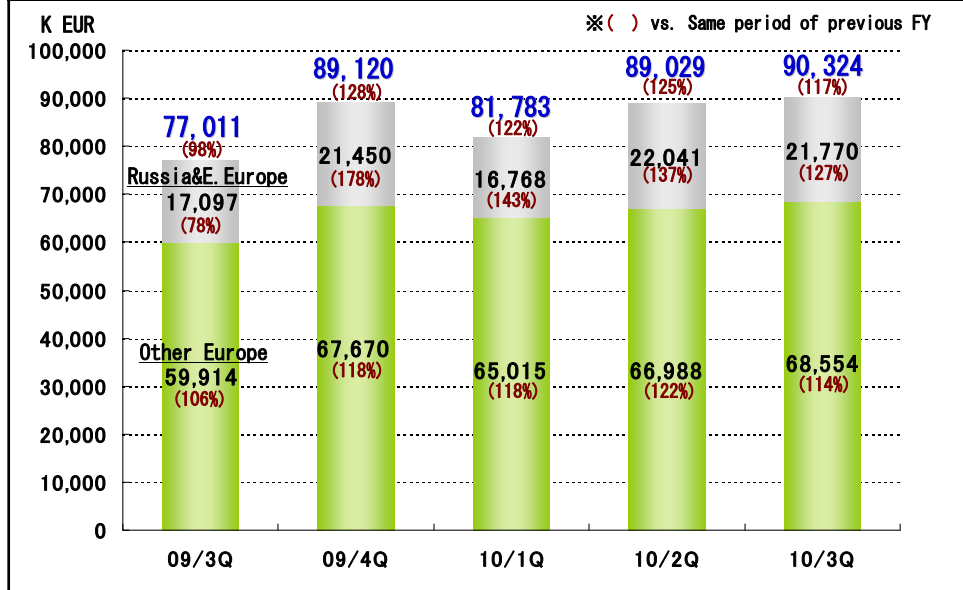
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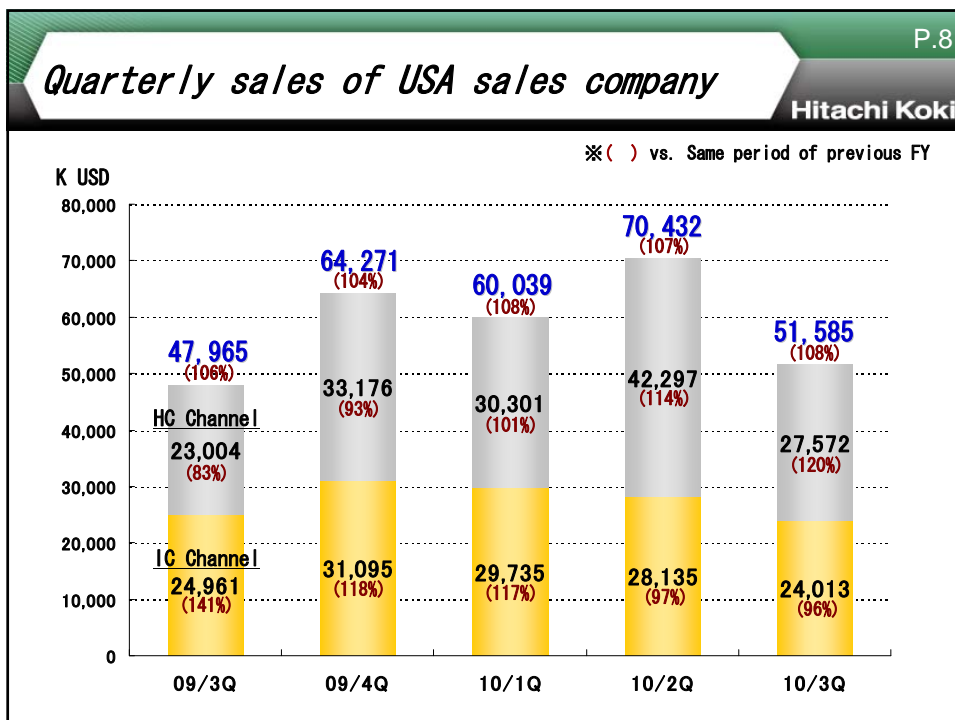
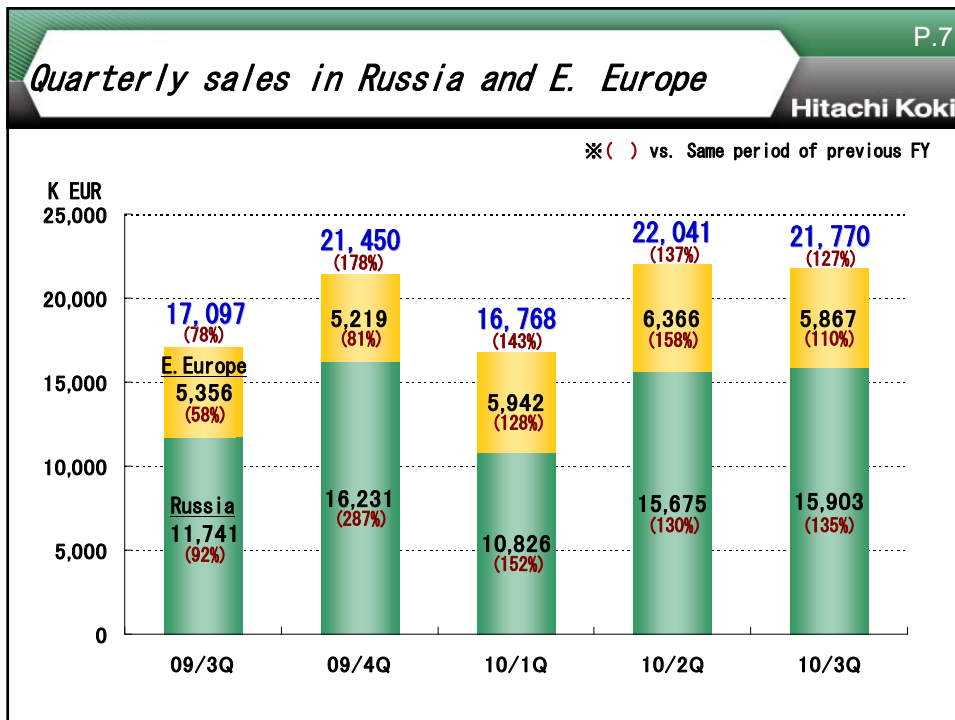


Quarterly sales in Europe

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Strategies

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1. Promotion of global growth strategies

Products

● HITACHI is for Li-ion battery-powered products

- ⇒ Expanding series of brushless motor products, which has 1.3~1.5 times capacity
- ⇒ Strengthening the line-up of Electric pulse driver
- ⇒ Expanding sales of cordless brushcutter mounted disc motor in the international market

● Launch of new products on to gardening and outdoor power equipment markets

- ⇒ ex. Lawnmower mounted the industry's first hybrid power supply unit named "I-BOX"

● Expanding sales of ultracentrifuges for vaccine production



Electric pulse driver
Available 14.4V and 18V

Region

Europe : Business expansion mainly in Russia and Eastern Europe, considering the high season of demand for brushcutter

N.America : Expanding sales in Home Center channel, utilizing father's day promotion and others

Japan : Sales increase by nationwide year closing promotion

Asia : Promotion of sales doubling plan

Oceania : Starting business deal with new Home Center accounts

2. Developing competitive and appealing new products

Timely launch of new products meeting user's needs by enhanced marketing

...Timely Development

Cautionary Statements

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The forecasts shown above is based on the information available at the time they were prepared and certain assumptions we consider reasonable. Actual consolidated performance may differ sharply from our forecasts owing to a wide range of factors, including shifts in economic conditions in major markets, changes in foreign currency exchange rates, and changes in raw material prices.
