

FY2011 (Ending Mar. 31st, 2012) First Quarter Financial Overview

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

FY2010 1st Quarter (Ending Mar. 31st, 2012) Result and Projection

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Unit: 100M¥

	FY2010			FY2011					
	1 st quarter (A)	6 months ended (B)	Year-ende (C)	1 st quarter (D)	Vs 1Q/FY2010 (D)/(A)	6 months ending (E)	Vs 6M/FY2010 (E)/(B)	Year-ending Projection (F)	Vs FY2010 (F)/(C)
Sales	300 (290)※	595	1,186	287	96% (99%)※	605	102%	1,270	107%
Operating Profit	2	10	36	13	565%	26	262%	70	193%
Operating Profit Margin	0.8%	1.7%	3.1%	4.6%	-	4.3%	-	5.5%	-
Ordinary Profit	3	10	37	13	495%	25	248%	68	184%
Net Income	0.05	1	5	7	-	13	909%	37	701%

※() : Excluding the effects from a change of the reporting period of 10 subsidiaries made in previous first quarter.

Major Management Index

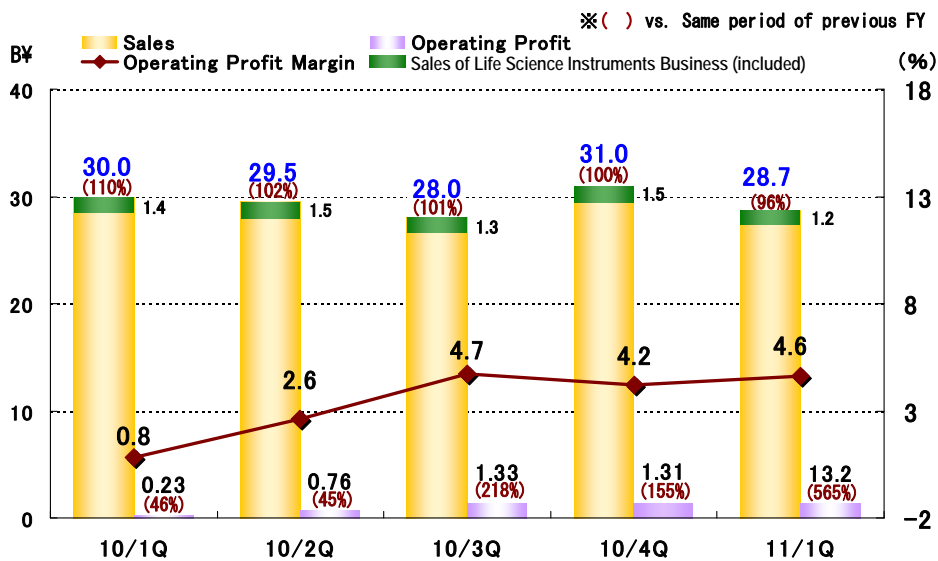
①	Company equity ratio	73.4%
②	Net assets per share	¥992.54
③	ROE	2.9%
④	ROA	2.1%
⑤	PER	25.6times
⑥	PBR	0.74times

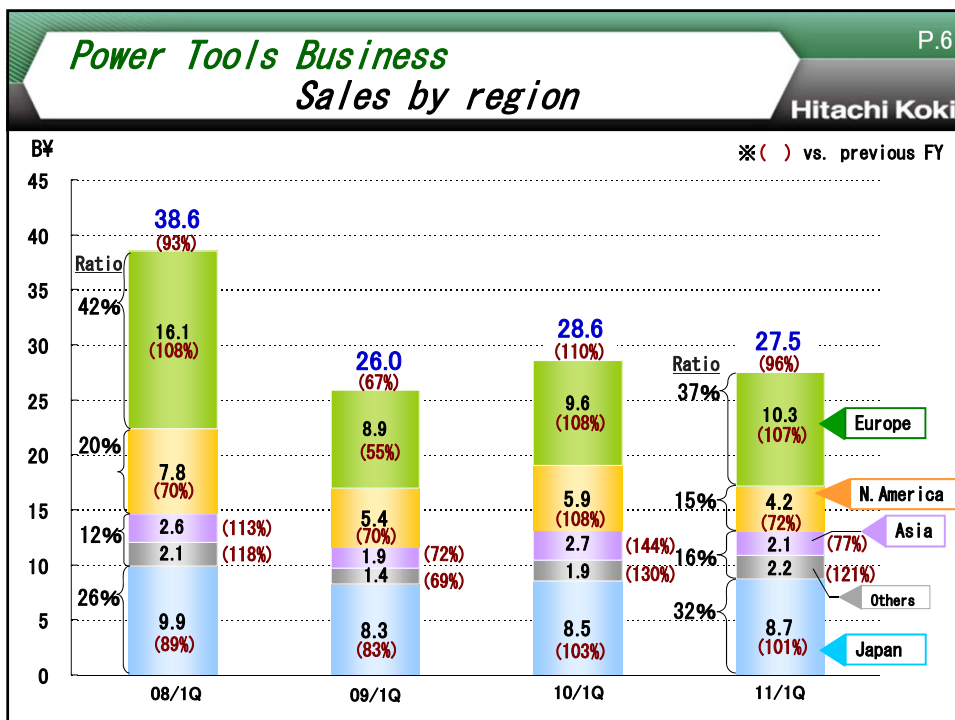
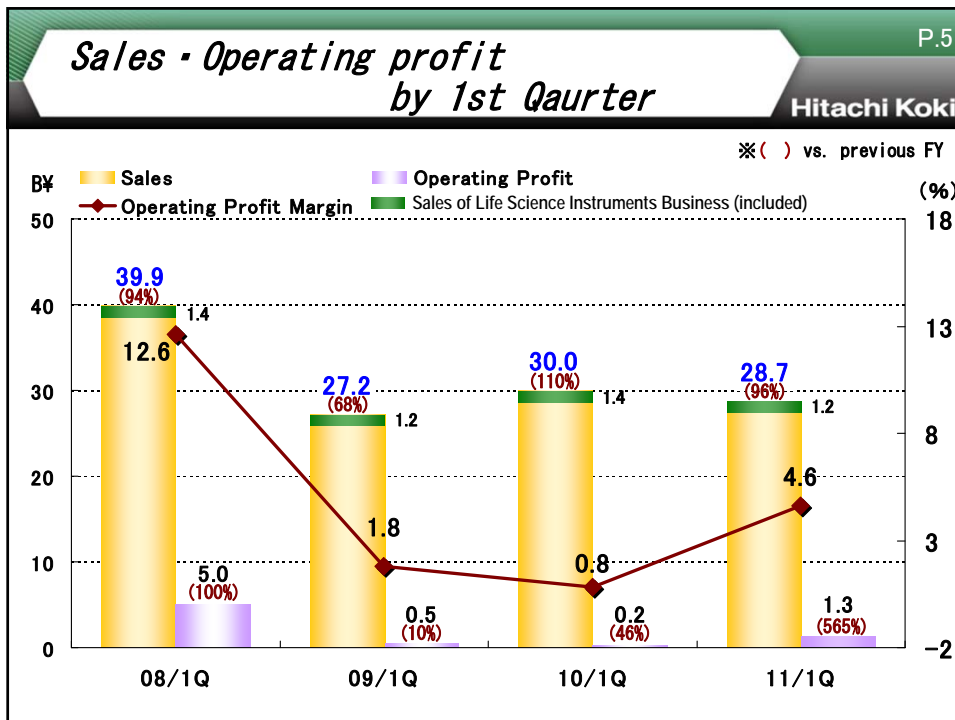
(1)③ = net income (converted to an annual basis) ÷ equity capital × 100

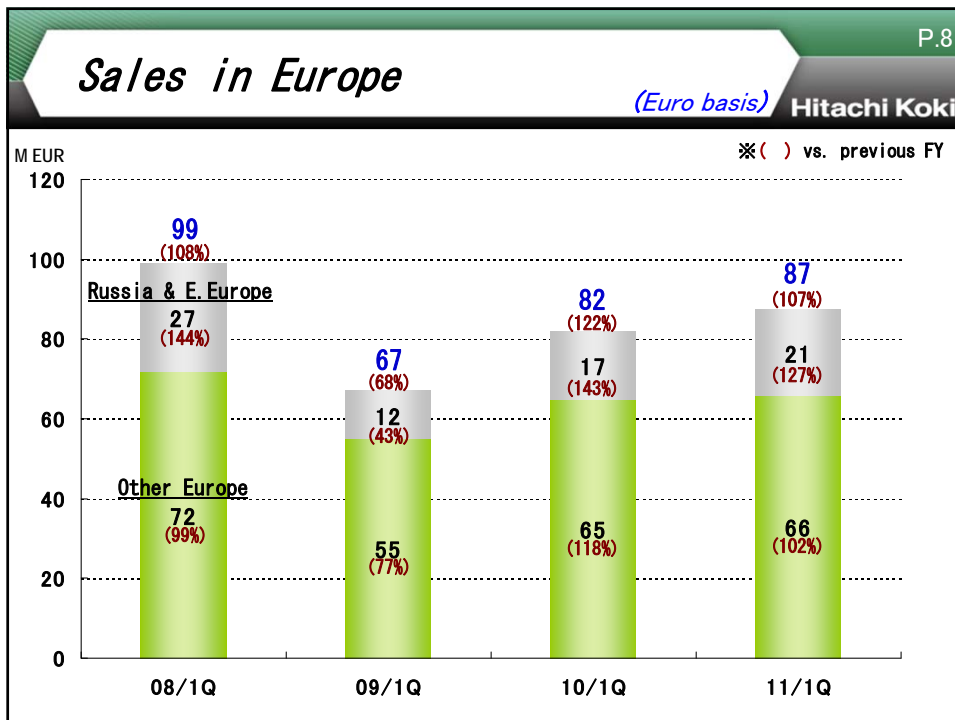
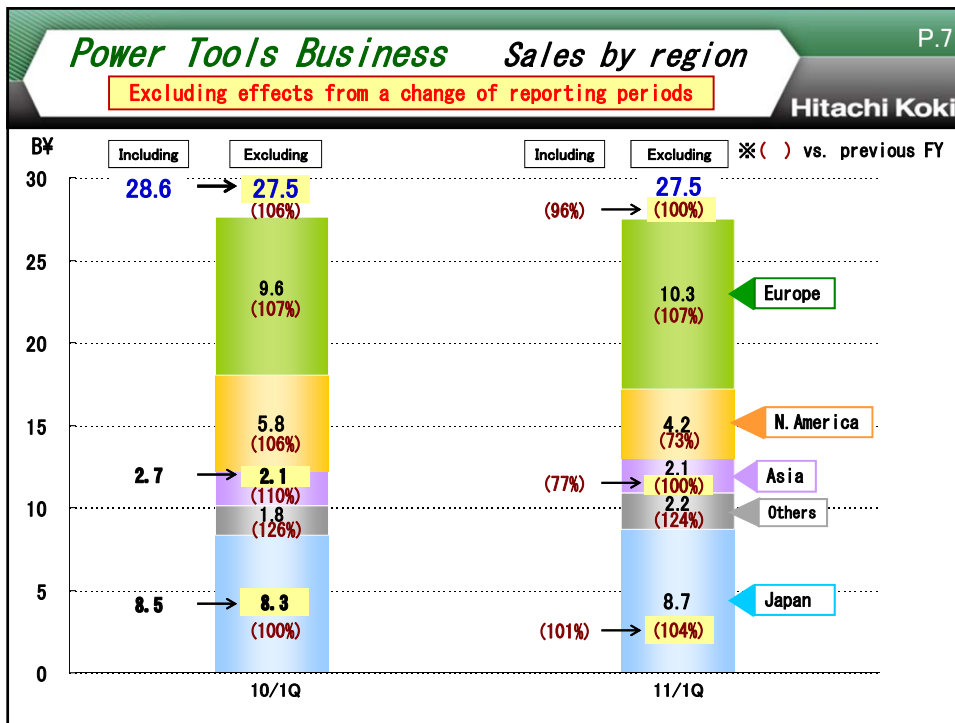
(2)④ = net income (converted to an annual basis) ÷ total assets × 100

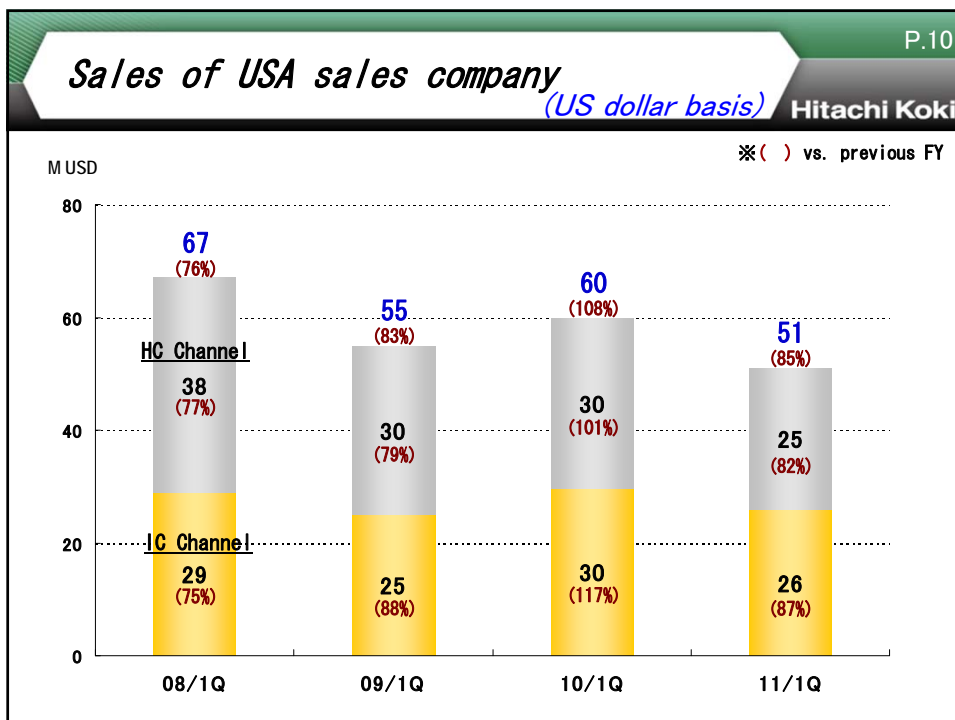
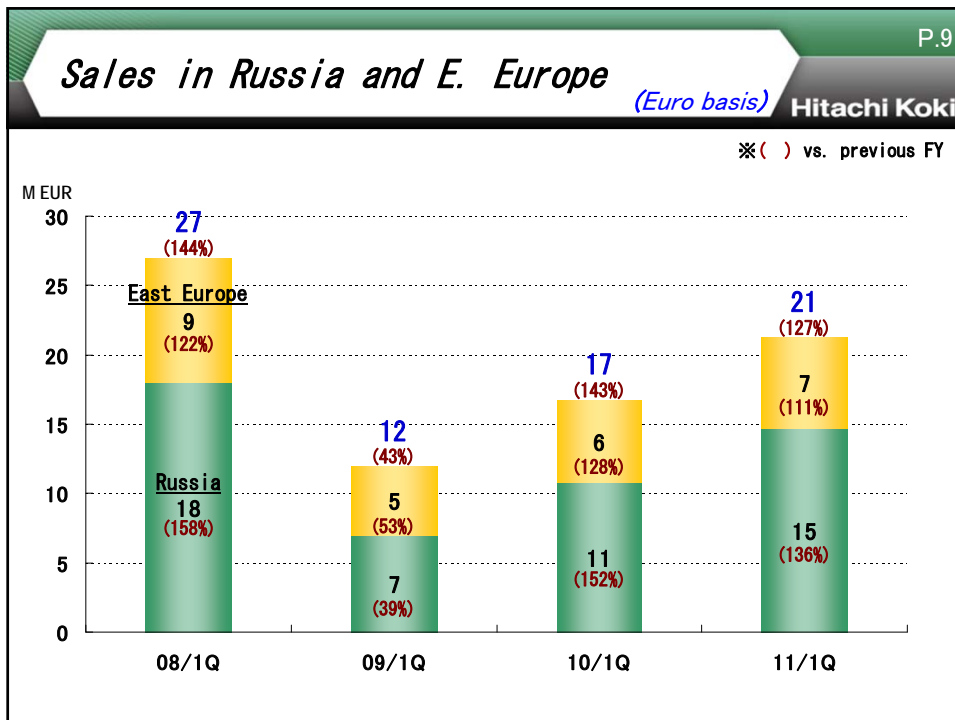
(3)⑤⑥ = calculated with ¥733, closing stock price on Jun. 30th, 2011

Quarterly Sales - Operating Profit









Strategies 1

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1. Product Strategies

- **HITACHI is for Li-ion battery-powered products**
 - ⇒ Developing brushless motor mounted products, which contribute to energy saving
 - ⇒ Launching Hitachi's original products into overseas market, including electronic pulse driver and disc-motor mounted cordless brushcutter
- **Outdoor Power Equipment Business**
 - ⇒ Expanding sales of I-BOX, which pursued usability with rechargeable battery and power source technologies
 - ⇒ Expanding sales of New Pure Fire engine mounted products that comply with secondary exhaust emission regulations



Brushless motor mounted products

I-BOX



New Pure Fire engine mounted chainsaw

2. Production Strategies

- Pursuing a global manufacturing structure in optimal locations
- Starting up New Factory in Guangzhou, China
- Evolving Japan domestic factories into Mother factories
 - ⇒ Maintenance and enhancement of quality level at overseas factories
- Promoting cost reduction by global VEC* activities

*Value Engineering for Customer



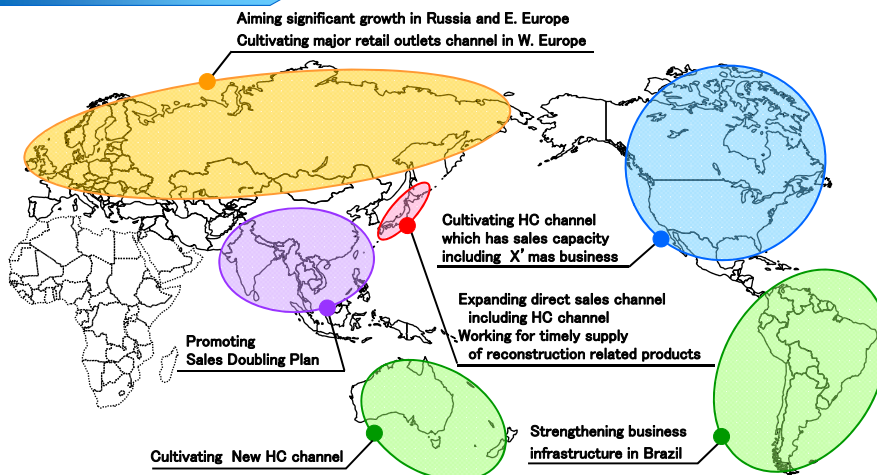
New factory in Guangzhou, China

Strategies 2

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3. Sales Strategies



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.
