

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

Hitachi Koki Co., Ltd.
February 1st, 2012

FY2011 3rd Quarter (Ending Mar. 31st, 2012) Result and Projection

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Unit: MY

	9 months ended			Full year		
	FY2010	FY2011	2011 Vs 2011	FY2010	FY2011 (Projection)	2011 Vs 2011
Sales	87,509	85,462	98% ※(99%)	118,558	116,800	99%
Operating Profit	2,321	4,394	189%	3,630	6,200	171%
Operating Profit Margin	2.7%	5.1%	—	3.1%	5.3%	—
Ordinary Profit	2,288	4,061	177%	3,705	6,000	162%
Net Income	227	2,534	—	528	3,200	606%

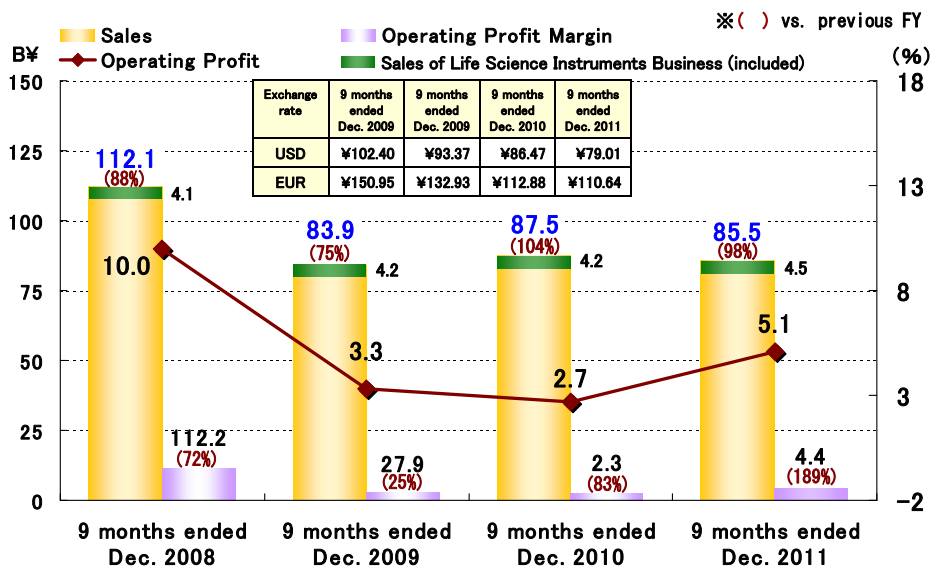
※() : Excluding the effects from a change of the reporting period of 10 subsidiaries made in previous first quarter.

Major Management Index

①	Company equity ratio	73.4%
②	Net assets per share	¥972.81
③	ROE	3.4%
④	ROA	2.5%
⑤	PER	18.4倍
⑥	PBR	0.63倍

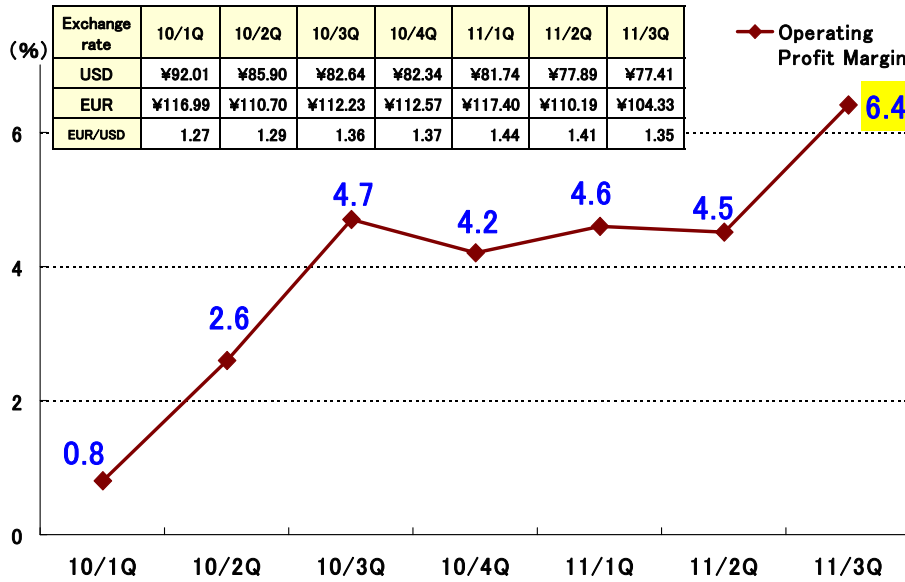
(1)③ = net income (converted to an annual basis) ÷ equity capital × 100
 (2)④ = net income (converted to an annual basis) ÷ total assets × 100
 (3)⑤⑥ = calculated with ¥612, closing stock price on Jan. 31st, 2012

Sales · Operating profit by 3rd Quarter



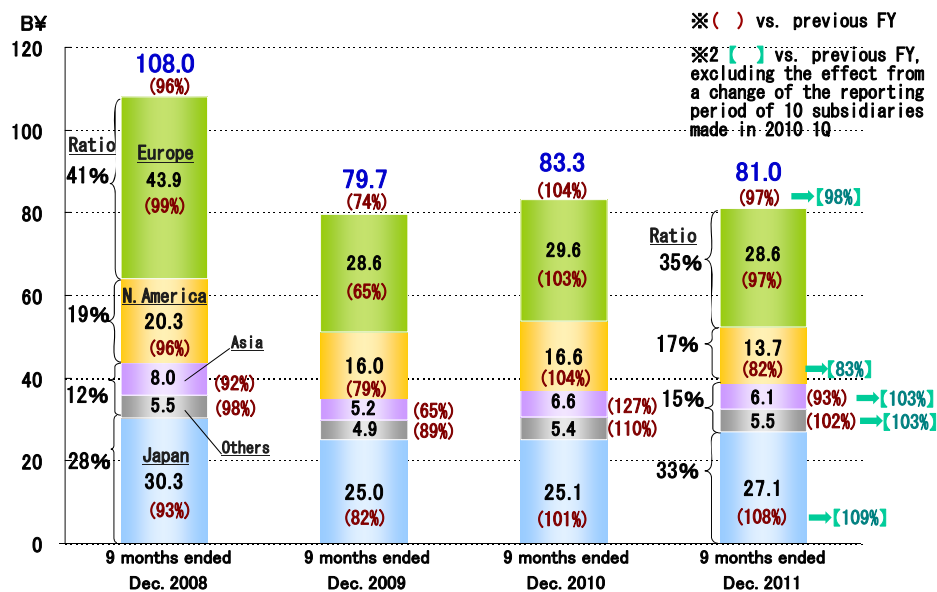
Quarterly Operating profit

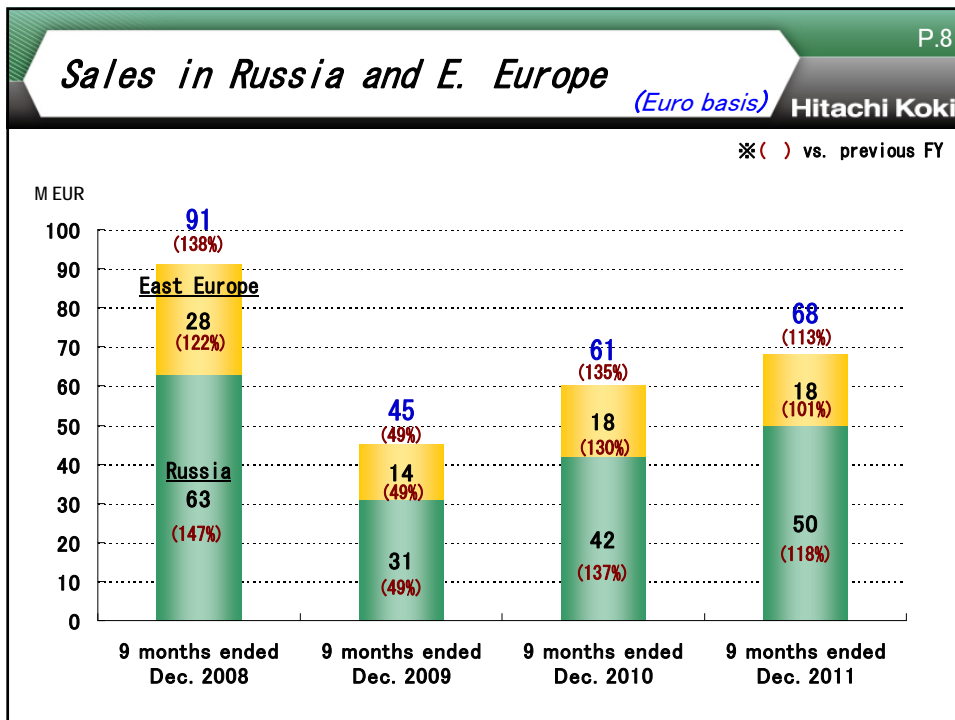
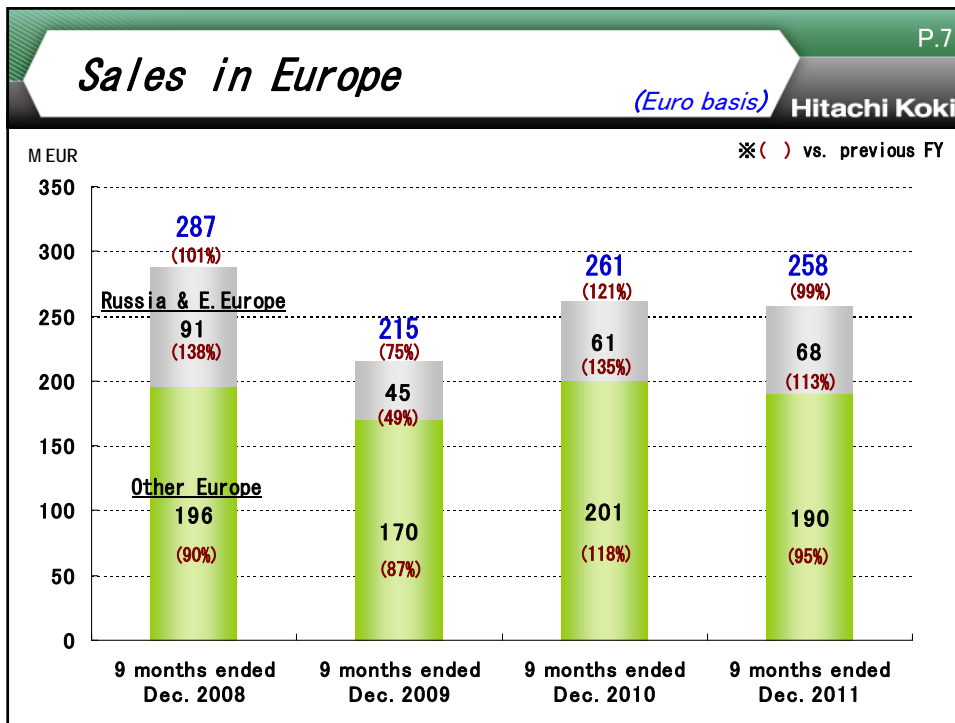
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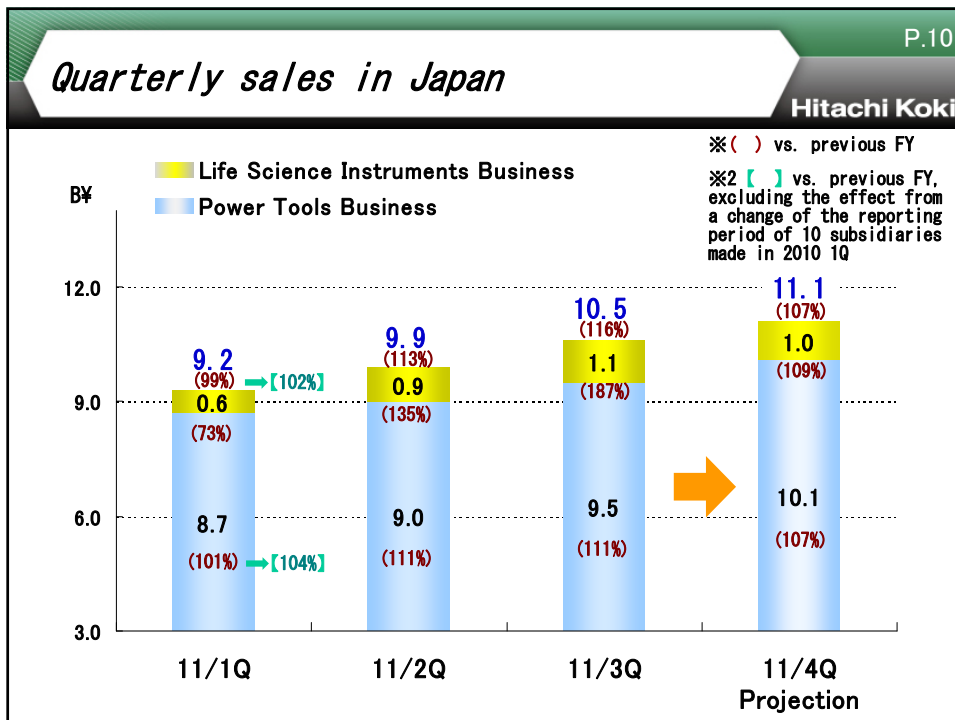
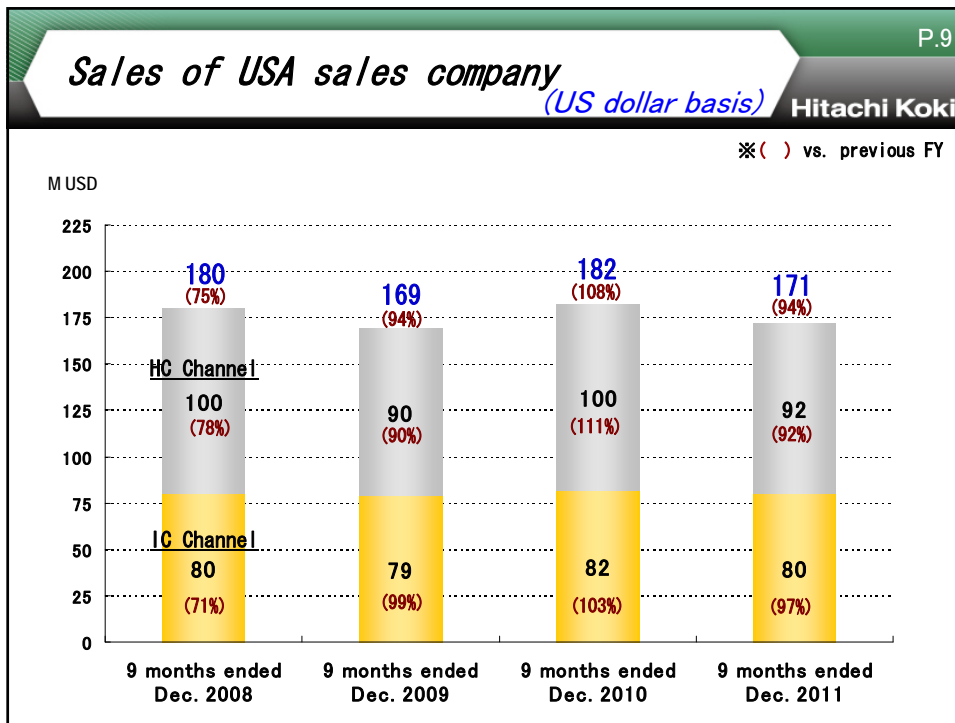


Power Tools Business Sales by region

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Strategies

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Priority issue 1

Aggressive sales expansion in vibrant Japanese market

- **Competitive Product**
Water-resistant and dustproof impact driver, Slide compound miter saw, AC100V impact driver, High pressure coil nailer, High pressure compressor
- **Disaster-relief Products etc.**
Demolition hammer, Rotary hammer, Reciprocating saw, I-BOX JUMBO, High pressure cleaner, Engine blower
- **Large-scale Continuous Flow Ultracentrifuge for vaccine production**
Winning further orders from the national project to mass-produce influenza vaccine

Priority issue 3

Improvement of customer satisfaction

- Grasp potential demand by strengthening marketing → Speedy development and launch
- Practice of sales and service activity which is speedy and adequate
- Establishment of a uniform quality system at all of factories worldwide

Priority issue 3

Injection of management resources to emerging countries that is potential markets

- Strengthening of product lineup for emerging countries
- Continuing campaign, attending exhibition and so on
- **Strategies by countries**
 - Russia : Sales expansion to Siberia and Russian far east
 - India : Strengthening of sales force by adding sales staff
 - Thailand : Increasing market share by expanding sales of products that meets the market
 - Brazil : Establishment of business base, Enhancement of support system
 - Indonesia : Strengthening of sales structure
 - Korea : Sales expansion of Lithium-ion battery operated products

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.
