

Segment Information (Reference)

Segment Information by Geographic Area

Fiscal 2007 (April 1, 2007 through March 31, 2008)

(Yen in Millions)

	Japan	North America	Europe	Asia & Oceania	Total	Eliminations and corporate	Consolidated total
I. Net sales and operating income							
Net sales							
(1) Net sales to outside customers	256,288	45,054	29,172	414,743	745,259	-	745,259
(2) Inter-segment sales or transfers	316,763	2,513	4,595	28,204	352,077	(352,077)	-
Total	573,052	47,568	33,768	442,947	1,097,337	(352,077)	745,259
Operating expenses	528,082	47,230	31,590	415,333	1,022,236	(354,931)	667,305
Operating income	44,969	338	2,178	27,614	75,100	2,853	77,954
II. Assets	375,232	45,452	20,512	180,127	621,324	(25,351)	595,972

Fiscal 2008 (April 1, 2008 through March 31, 2009)

(Yen in Millions)

	Japan	North America	Europe	Asia & Oceania	Total	Eliminations and corporate	Consolidated total
I. Net sales and operating income							
Net sales							
(1) Net sales to outside customers	207,263	39,002	25,519	306,136	577,922	-	577,922
(2) Inter-segment sales or transfers	240,120	1,230	3,808	26,641	271,801	(271,801)	-
Total	447,384	40,233	29,328	332,777	849,723	(271,801)	577,922
Operating expenses	444,079	41,532	29,348	324,408	839,367	(275,283)	564,084
Operating income	3,305	△1,298	△20	8,368	10,355	3,482	13,838
II. Assets	299,159	44,983	16,671	146,043	506,858	51,399	558,258

Note 1. Countries or regions are segmented by geographical proximity.

2. Major countries or regions excluding Japan, represented by categories:

North America: U.S.A

Europe: Belgium, France, Germany, Sweden

Asia & Oceania: China, Korea, Taiwan, Singapore, Malaysia, Hong Kong, Thailand

3. Corporate assets in fiscal 2007 and fiscal 2008 amounted to 83,183 million and 128,631 million yen, respectively, which consist mainly of the parent company's cash, time deposits and investment securities.