

Summary of Operating Results for the First Half of the Fiscal Year Ending March 31, 2012

October 25, 2011
NEC Mobiling, Ltd.

Document Notes

The forecasts related to future business performance stated in the current strategies, plans, and general awareness of NEC Mobiling, Ltd., as described in these materials, involve risks and uncertain factors. It should be noted that actual business performance may differ greatly from these forecasts due to a variety of factors. Primary factors that may influence actual business performance include but are not limited to: economic conditions and social trends affecting the scope of business of the Company, trends in demand for products and services provided by the Company, pressures for price reductions due to enhanced competition, and the Company's technological capability to meet customer requests.

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1. FY2012/03 1H Overview of Operating Results

Overview of Operating Results for the First Half: Major Indexes

Marking record-high profit

(Billions of yen)

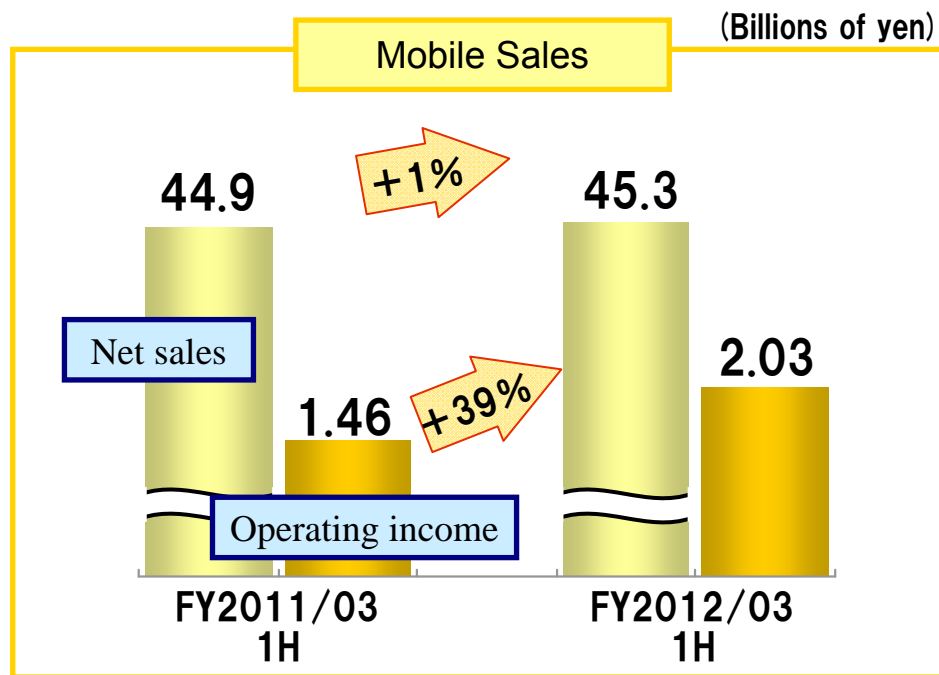
	FY2011/03	FY2012/03			
	1H	1H	YOY	Previous forecast as of April 27	Change from the previous forecast
Net sales	63.0	61.4	-2%	63.0	-3%
Operating income (%)	4.73 (7.5%)	4.90 (8.0%)	+4%	4.80 (7.6%)	+2%
Ordinary income (%)	4.84 (7.7%)	5.01 (8.2%)	+3%	4.90 (7.8%)	+2%
Net income (%)	2.60 (4.1%)	2.71 (4.4%)	+4%	2.70 (4.3%)	+0%
ROE (%)	14.6%	13.6%		—	
Free cash flows	1.56	2.27		—	
Dividend per share (yen)	50	60	+10	60	—
Number of employees	1,235	1,232		—	

Overview of Operating Results for the First Half: By Business Segment

(Billions of yen)

	FY2011/03 1H	FY2012/03 1H	YOY	
Net sales	63.0	61.4	-1.6	-2%
Mobile sales	44.9	45.3	0.4	+1%
Mobile services	18.1	16.1	-2.0	-11%
Operating income	4.73	4.90	0.17	+4%
Mobile sales	1.46	2.03	0.57	+39%
Mobile services	3.27	2.87	-0.40	-12%

Overview of Operating Results for 1Q: By Business Segment

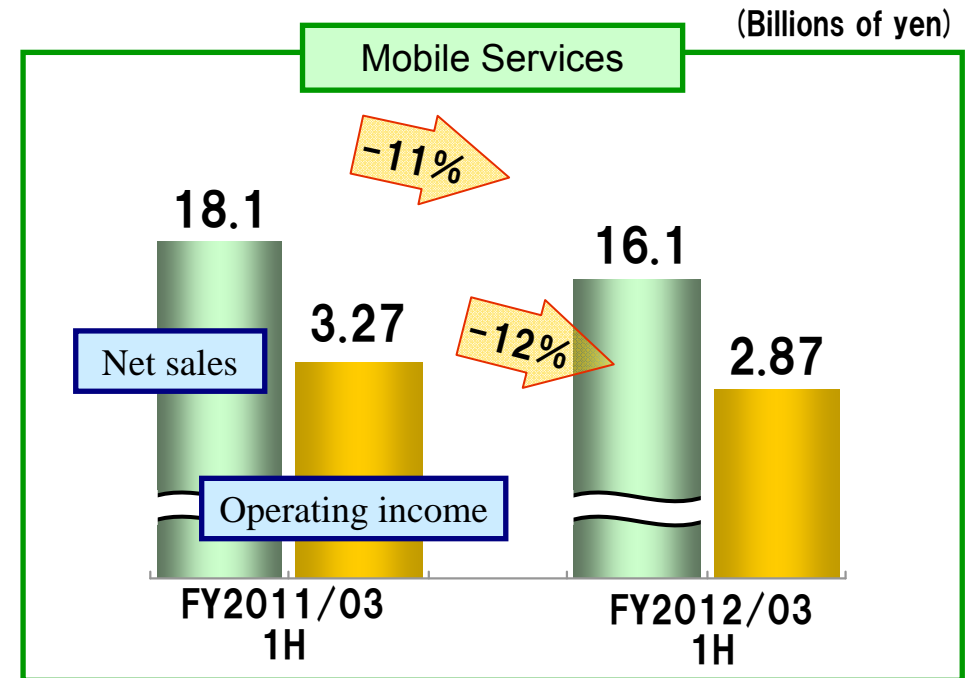


Net Sales

- The number of phones sold increased approximately 10% due to buoyant demand for smartphones.
- The average selling price declined due to the declining average purchasing price.

Operating Income

- Increase in units sold
- Efforts by individual retail shops to maximize profit
- Increase through extensive sales of accessories, peripherals, and other mobile phone-related goods



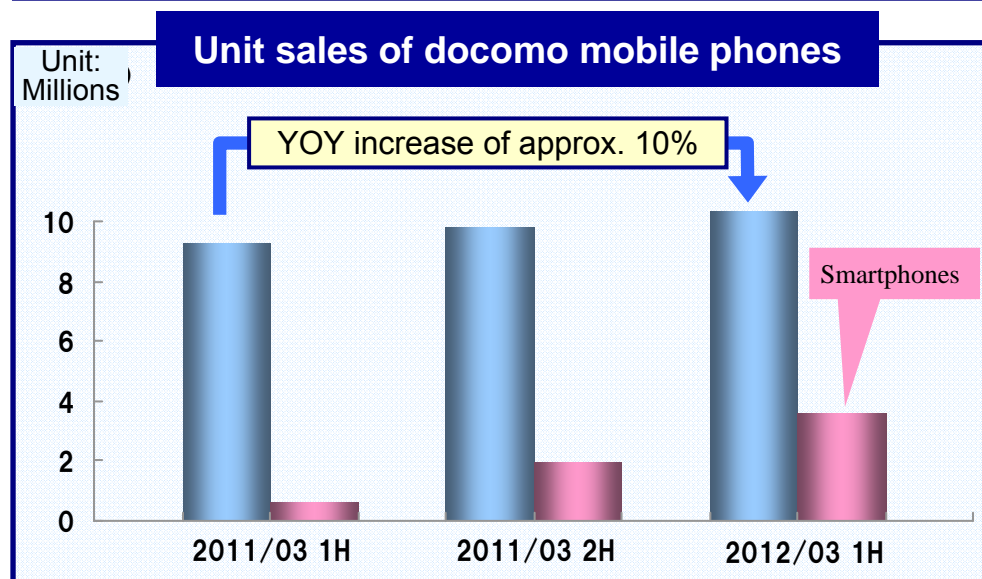
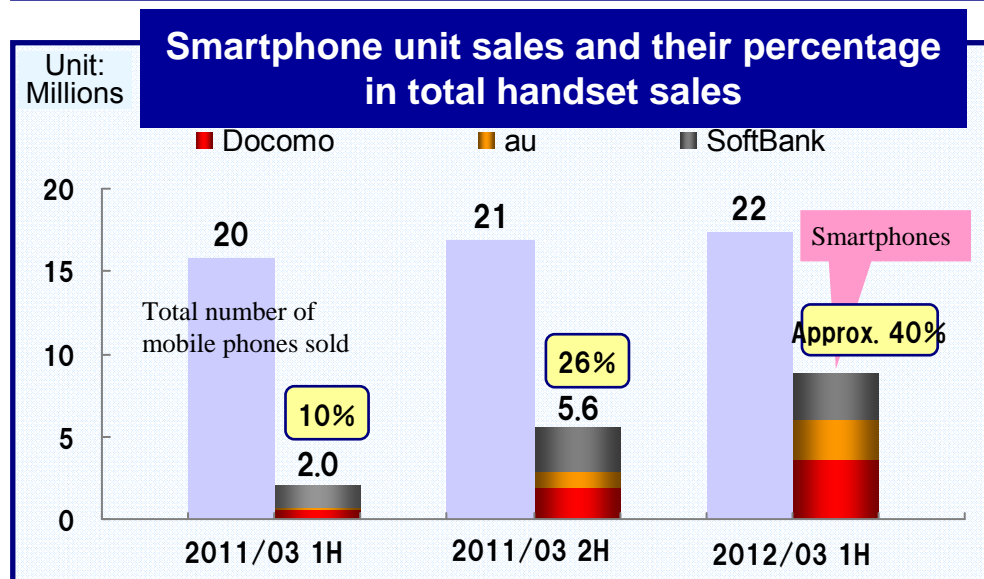
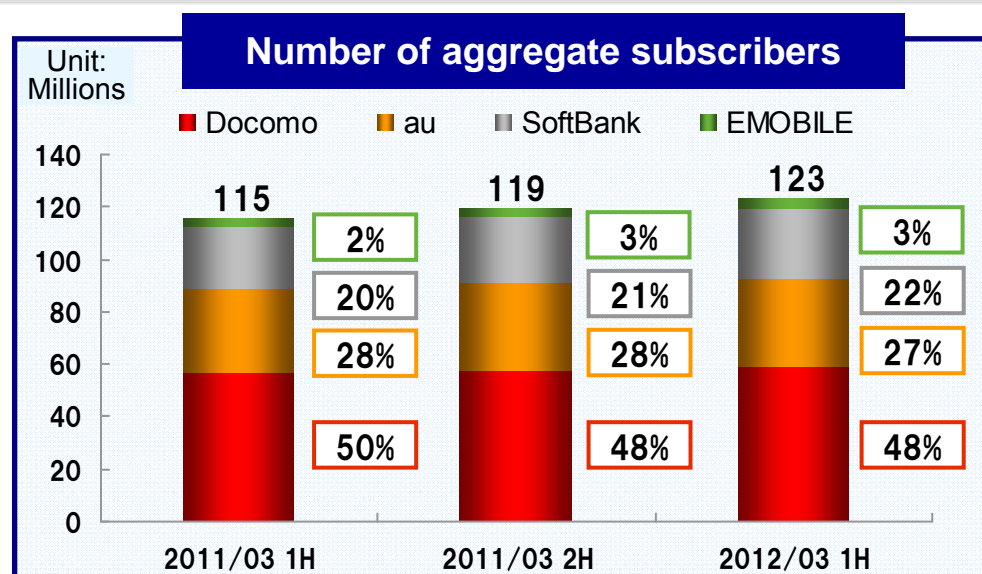
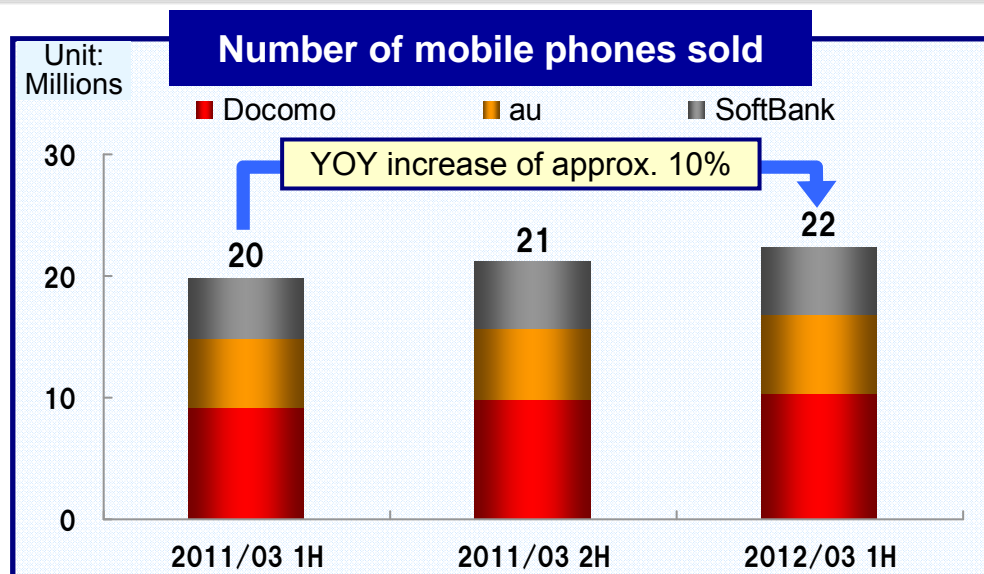
Net Sales

- Decrease in demand for handset repairs
- Increase in demand for improved network quality by mobile network operators

Operating Income

- Decrease in sales
- Strengthened effort to reduce costs

Operating Environment: Mobile Communications Carrier Business Indicators

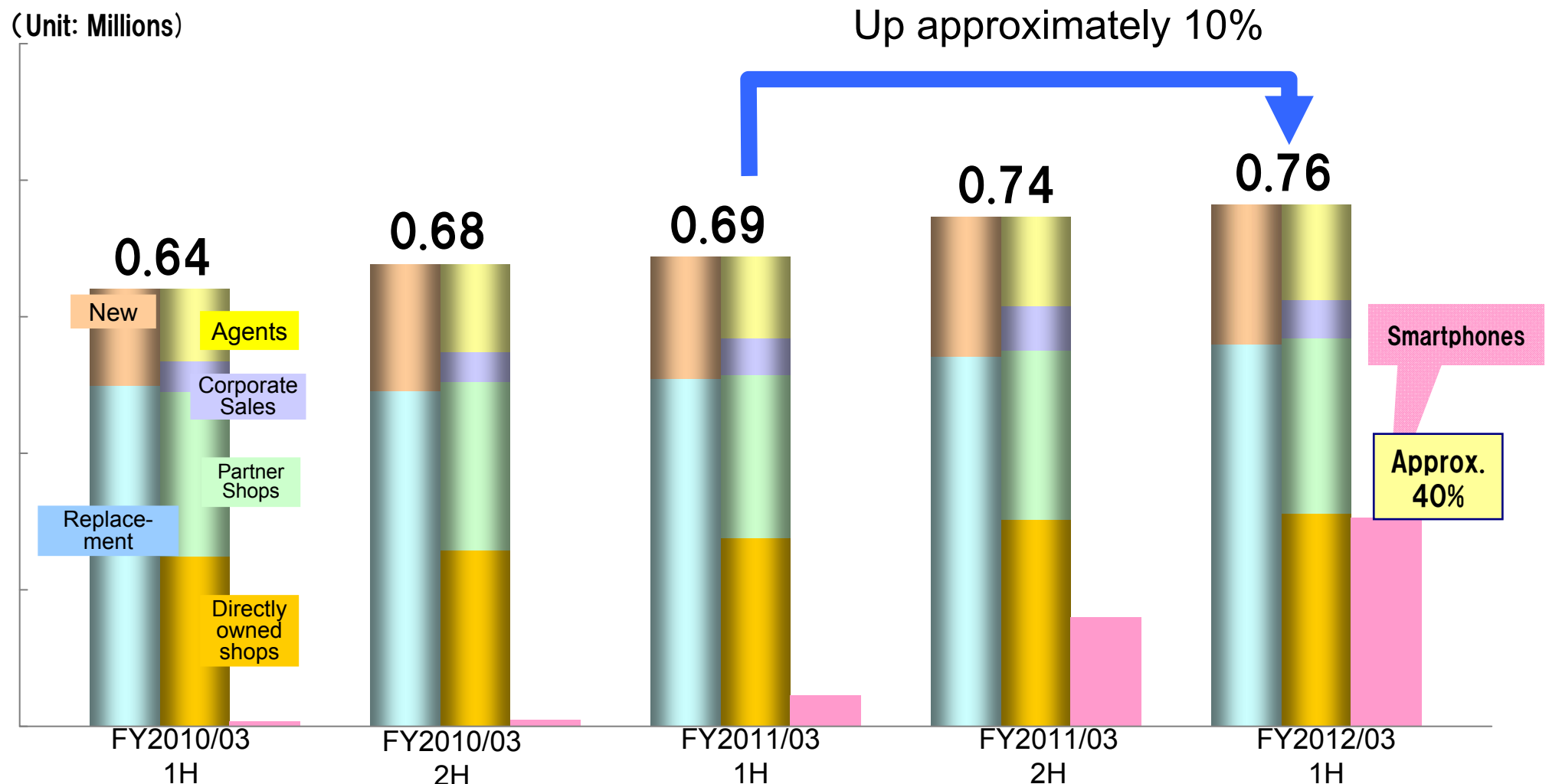


Sources: TCA, IR data published by mobile communications carriers, as well as NEC Mobiling's own estimates

Mobile Sales Business: Number of Mobile Phones Sold

- Up approximately 10% year-on-year due to increasing demand for smartphones

(Unit: Millions)



Mobile Sales Business: Sales Channels

Number of shops

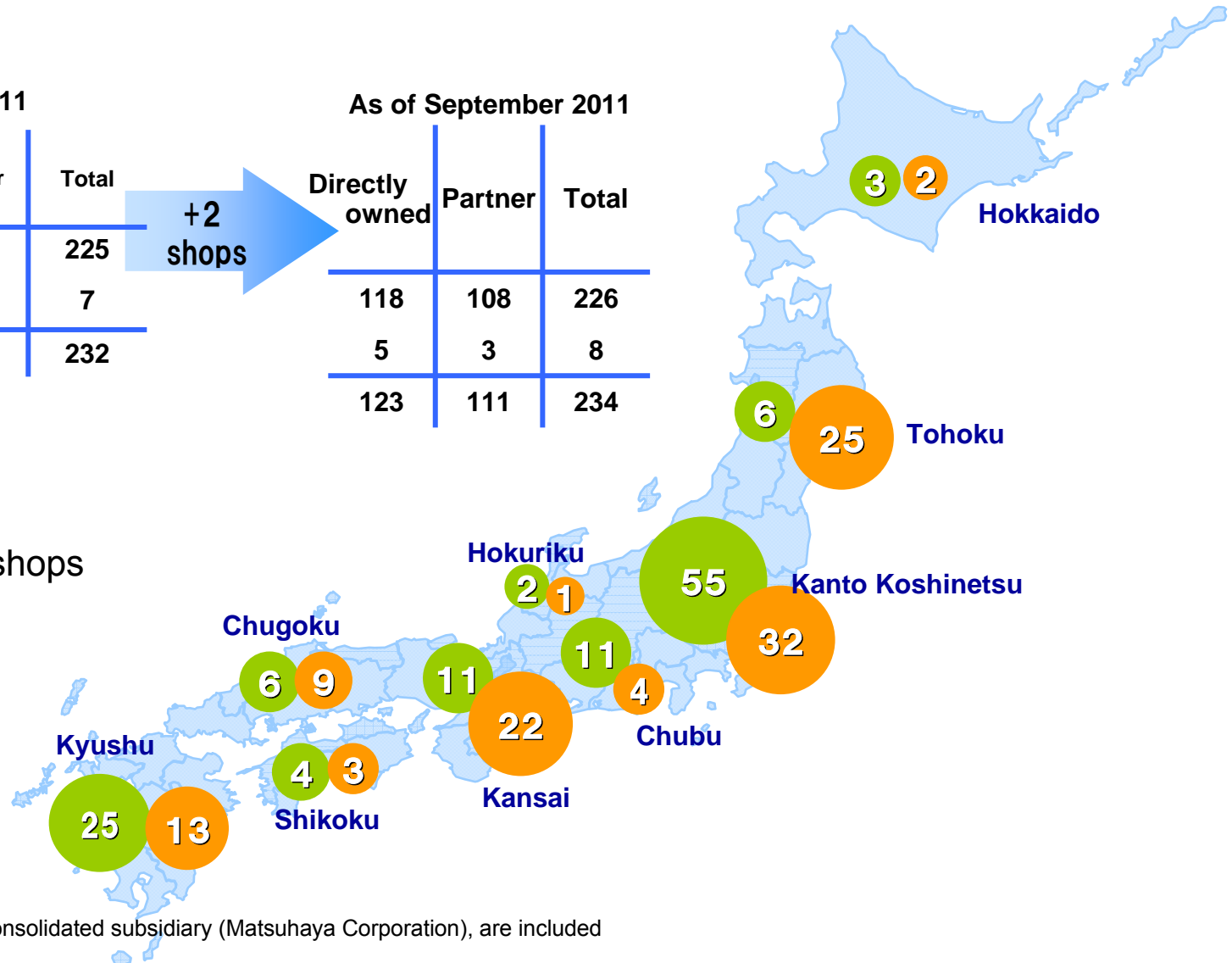
	As of March 2011				As of September 2011		
	Directly owned	Partner	Total		Directly owned	Partner	Total
docomo Shops	118	107	225	+2 shops	118	108	226
au shops, and SoftBank shops	4	3	7		5	3	8
Total	122	110	232		123	111	234

Shop network

123 : Directly owned shops

111 : Partner shops

(234 shops in total)



*A total of 13 shops in Kyushu, operated by our consolidated subsidiary (Matsuhaya Corporation), are included in "Directly owned shops."

Mobile Sales Business: Measures to Enhance the Ability of Employees

Establishing new ways of selling mobile phones and various applications suitable for smartphone users, and seeking ideal ways of providing customer support

- ◆ Offering support services
- ◆ Providing advice on selecting apps suited to individual needs



Shop specializing in smartphones

First shop: "AND market Kasumigaseki"
(Grand opening in July 2011)



Mobile Sales Business: Measures to Enhance the Ability of Employees

Measures to address increasing demand for smartphones

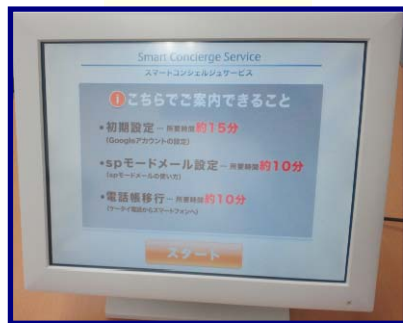
- ◆ Introduction of a “Smartphone Concierge Service” at 92 out of 118 directly owned docomo Shops across Japan

Smartphone Concierge Service

The customer can easily set up the smartphones by themselves, resulting in reduced waiting time.

■ Initial setup using a touch panel

Welcome screen



Setup instructions

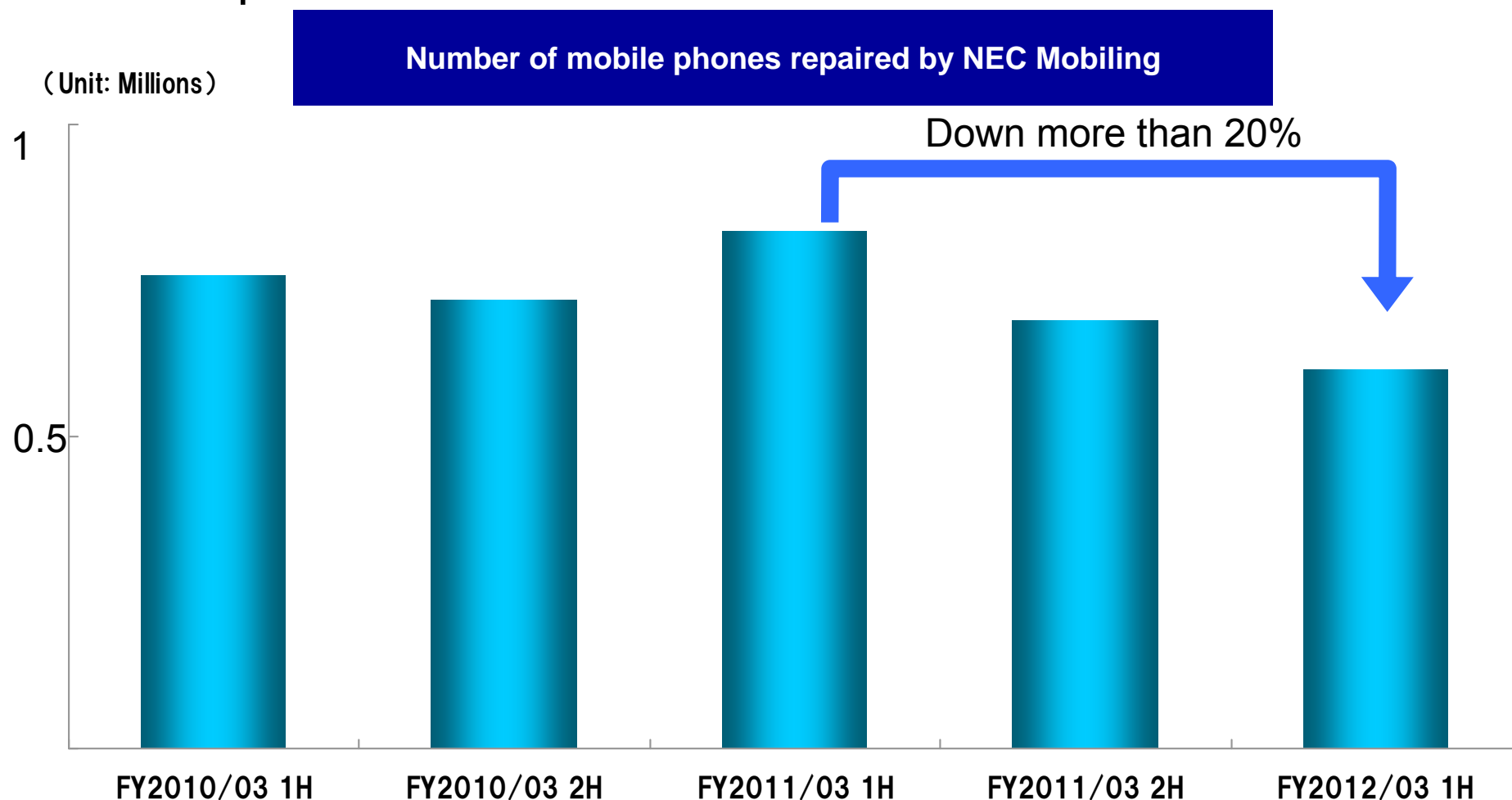


docomo Shop Machida



Mobile Services Business: Mobile Phone Repairs

- Rapid shift of consumer mindset toward the replacement of their phones



2. FY2012/03 Business Development

Basic Principles

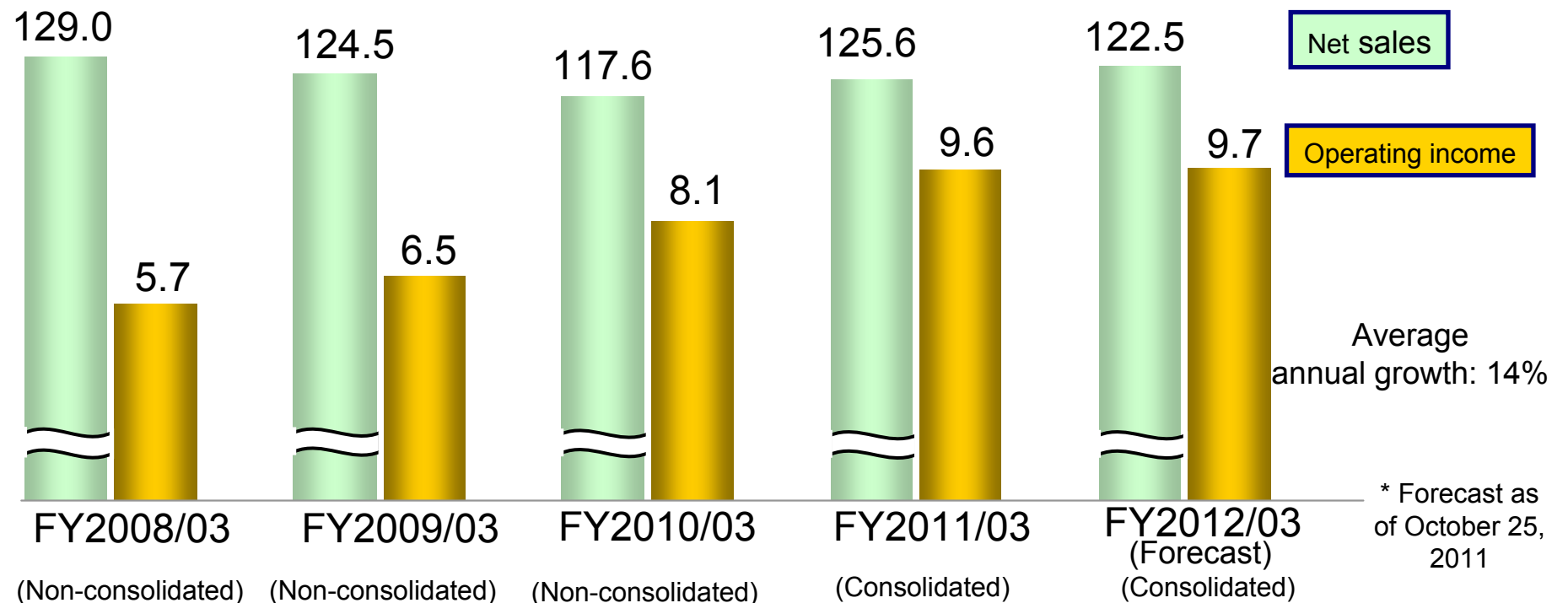
Aiming to be a brilliant company involved in the advent of a highly sophisticated ICT society

Seeking record-high profits in five consecutive years

Actions to reinforce existing businesses

Creation and fostering of new businesses

(Billions of yen)



FY2012/03 Fiscal Earnings Forecast: Major Indexes

(Billions of yen)

	FY2011/03 Full year	FY2012/03			
		Current forecast	YOY	Previous forecast as of April 27	Change from the previous forecast
Net sales	125.6	122.5	-3%	126.7	-3%
Operating income (%)	9.61 (7.6%)	9.70 (7.9%)	+1%	9.70 (7.7%)	+0%
Ordinary income (%)	9.82 (7.8%)	9.90 (8.1%)	+1%	9.90 (7.8%)	+0%
Net income (%)	5.50 (4.4%)	5.50 (4.5%)	+0%	5.50 (4.3%)	+0%
ROE(%)	14.9%	13.5%		13.5%	
Free cash flows	4.14	4.50		4.50	
Dividend per share (yen)	100	120	+20	120	-
Employees	1,199	1,250			

* Forecast as of October 25, 2011

FY2012/03 Fiscal Earnings Forecast: By Business Segment

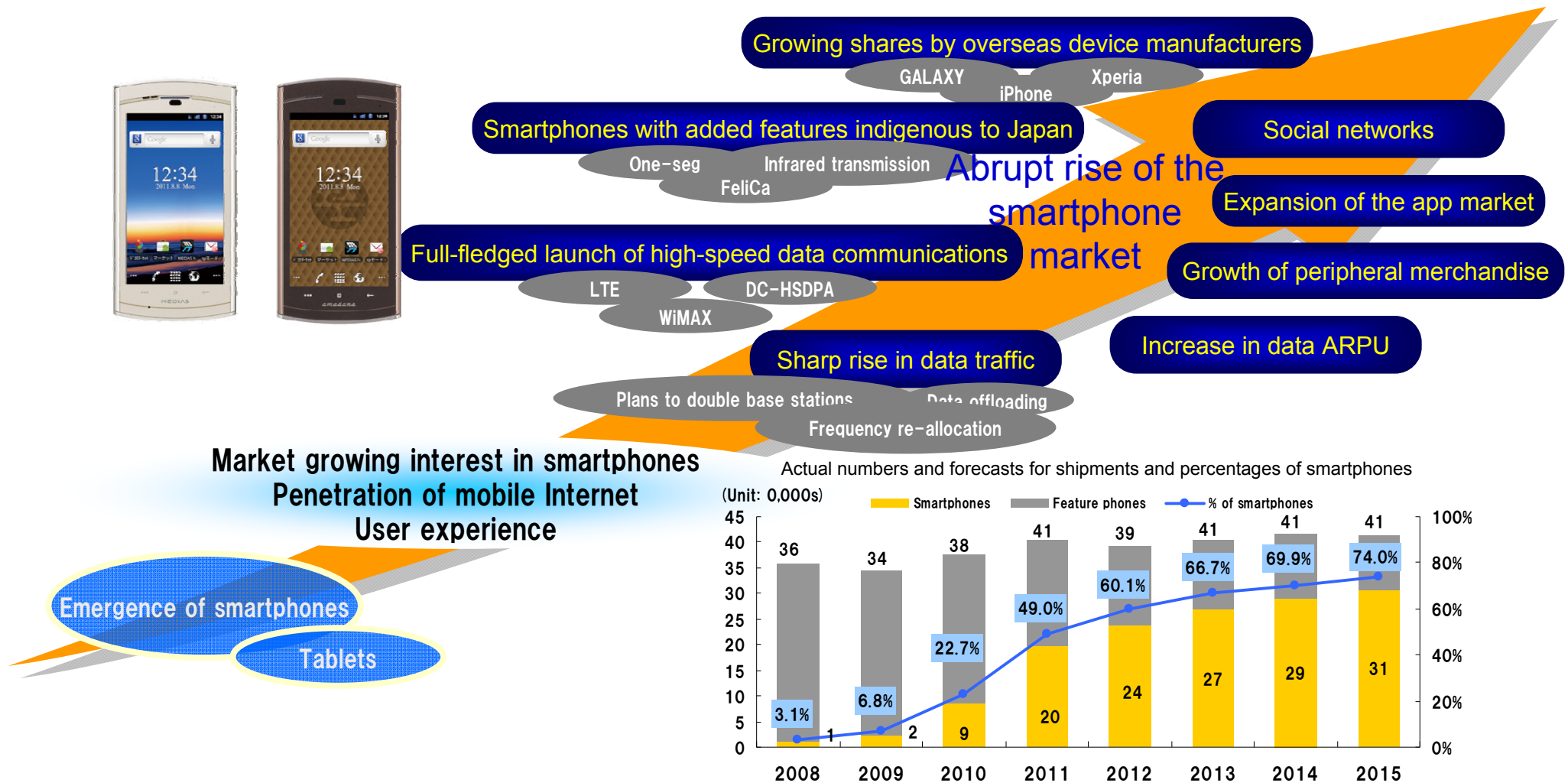
(Billions of yen)

	FY2011/03 Full year	Forecast	FY2012/03		
			YOY		Change from the previous forecast
Net sales	125.6	122.5	-3.1	-3%	-4.2
Mobile sales	90.3	91.4	+1.1	+1%	-
Mobile services	35.3	31.1	-4.2	-12%	-4.2
Operating income	9.61	9.70	+0.09	+1%	-
Mobile sales	3.46	4.05	+0.59	+17%	+0.50
Mobile services	6.15	5.65	-0.50	-8%	-0.50

* Forecast as of October 25, 2011

Business Environment: Radical, Incessant Changes Surrounding the Mobile Phone Business

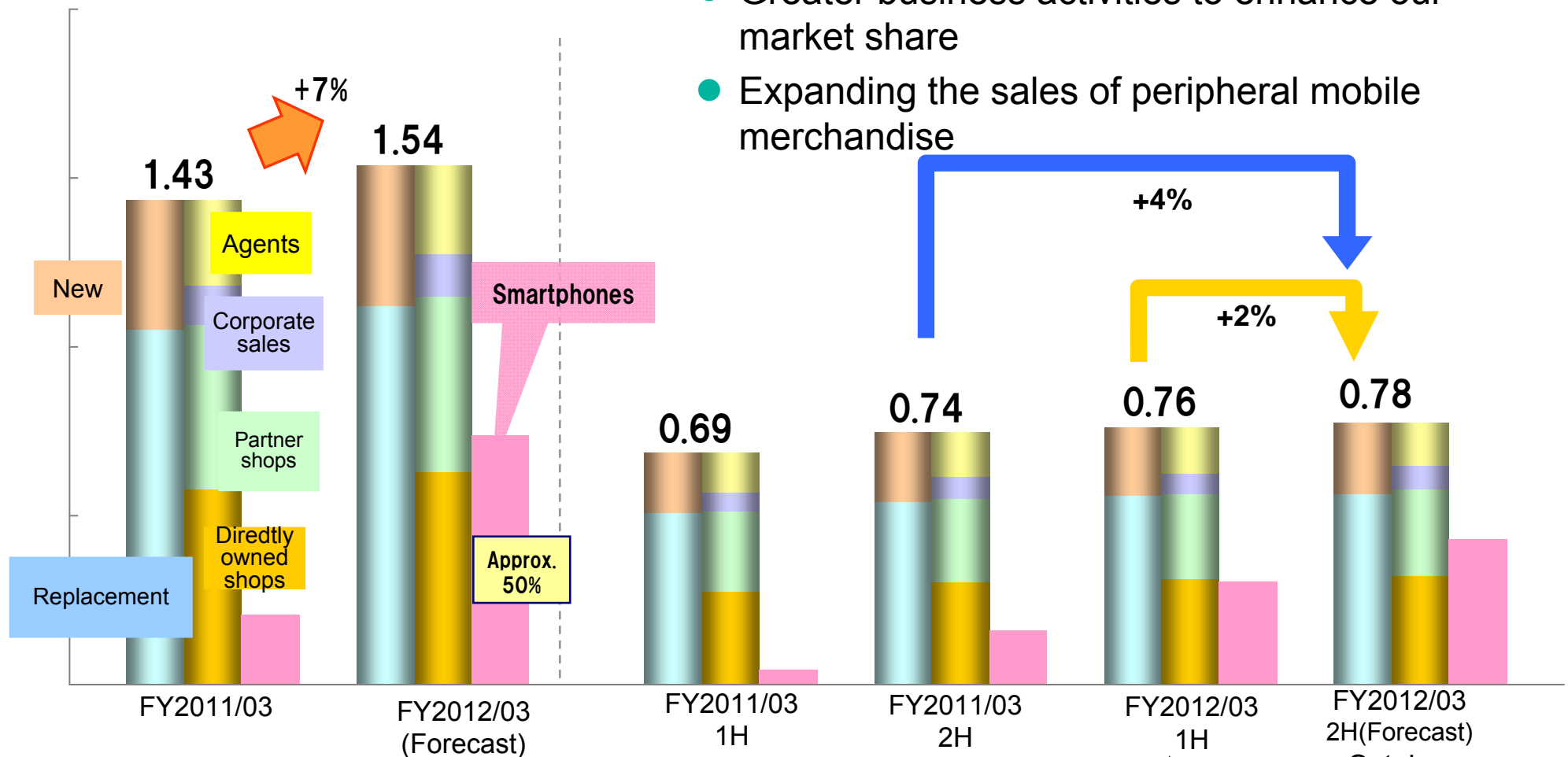
Rapid market changes due to the rise of demand for smartphones



Key Activities: Mobile Sales Business

Number of mobile phones sold by NEC Mobiling

(Unit: Millions)



Actions toward expansion for the smartphones market

- Greater business activities to enhance our market share
- Expanding the sales of peripheral mobile merchandise

* Forecast as of October 25, 2011

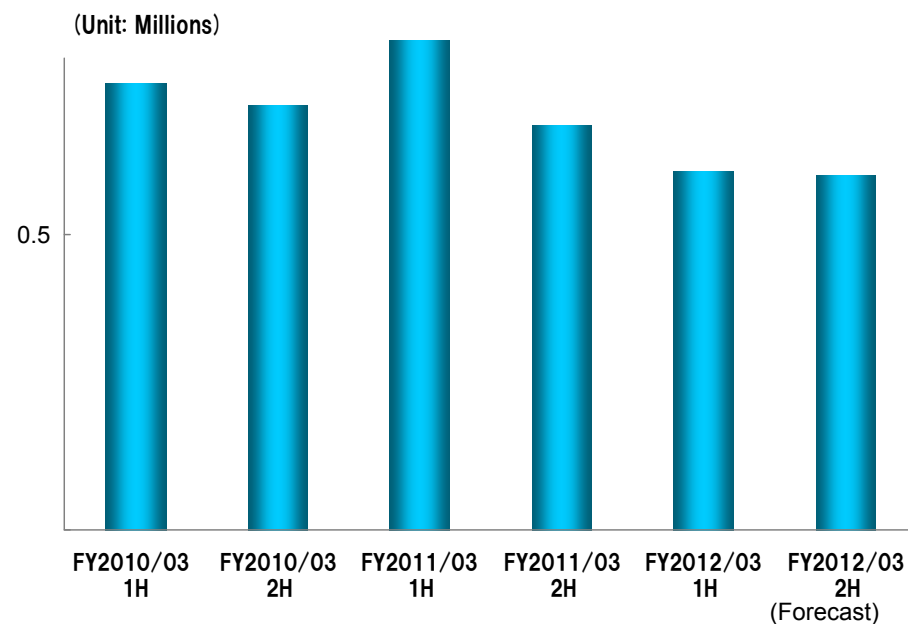
Key Activities: Mobile Services Business

Handset Repair Services

Actions toward decreasing demand for repair services

- Repair services for non-NEC products
- Enhancement of business efficiency through various activities, including cost reduction

Number of handsets repaired by NEC Mobiling



* Forecast as of October 25, 2011

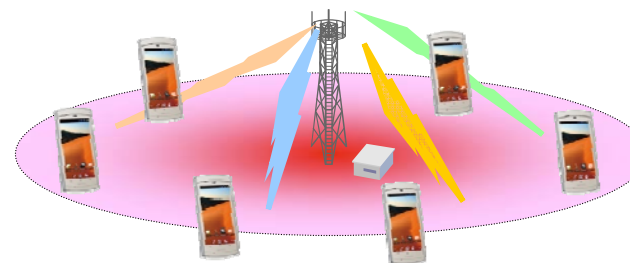
Base Station-related Services

Capturing expanding demand for base station installation

- LTE base stations
- Platinum band
- Wi-Fi access points

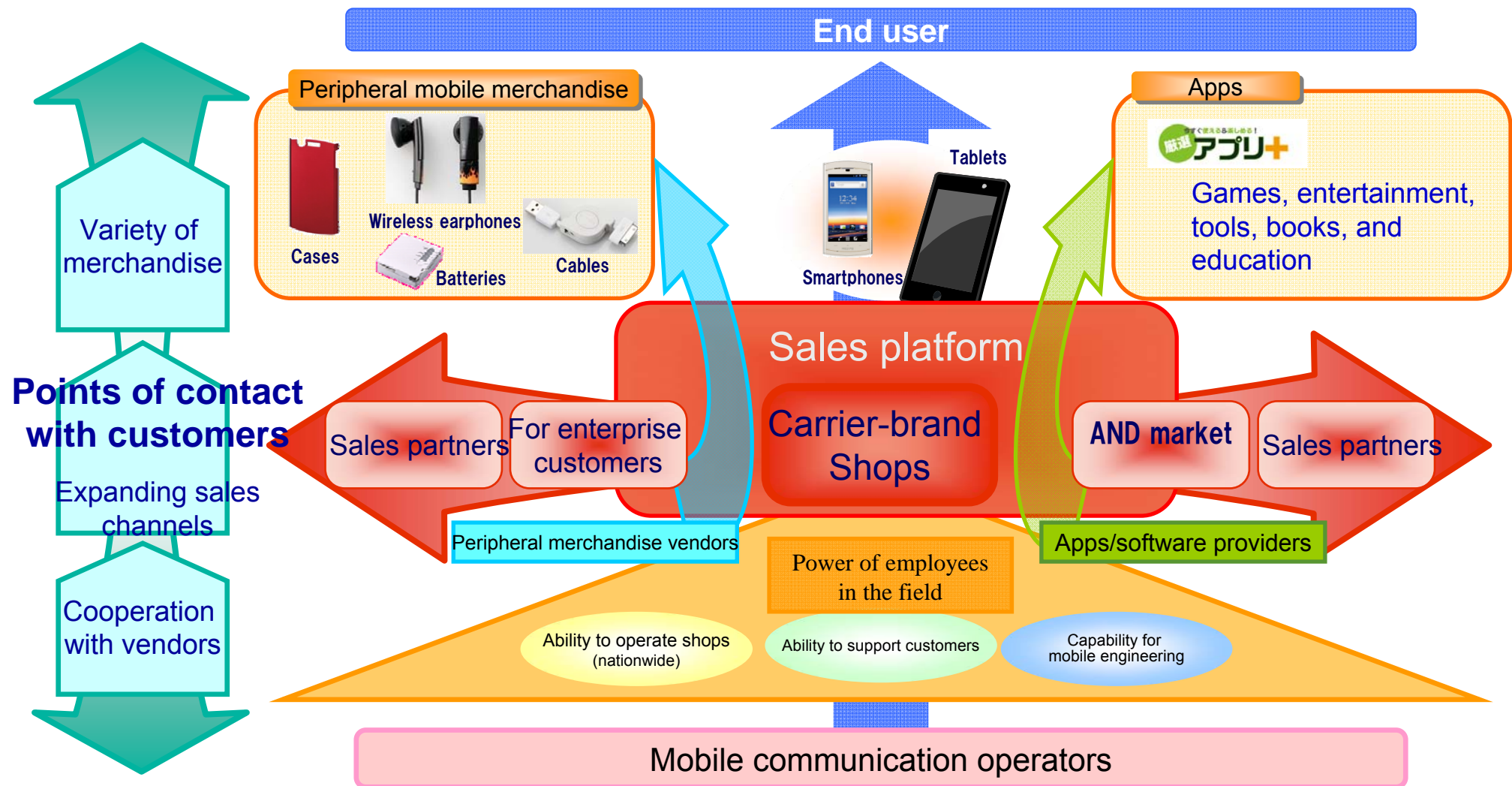
Entering the upper process of base station installation

- Area design/quality surveys
- Proposal for optimization, etc



Future Business Development

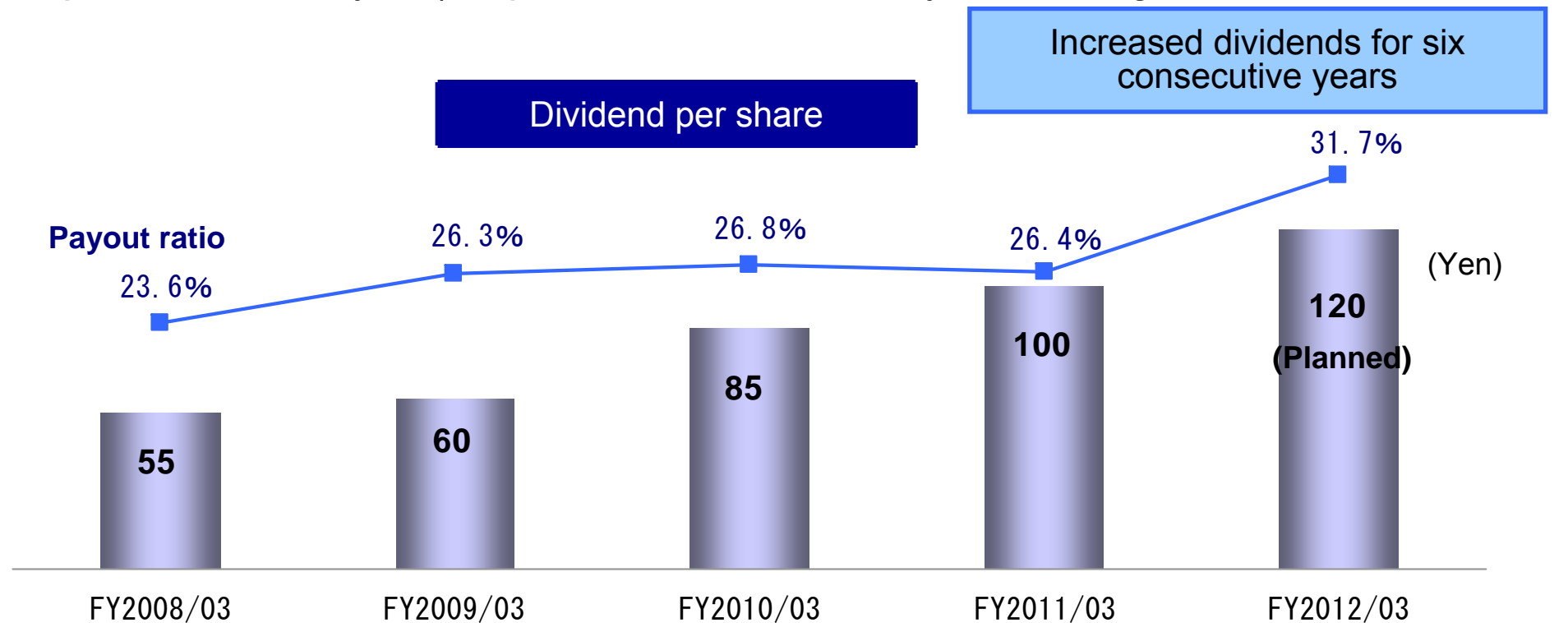
Our core competencies: Business development based on our sales platforms



Shareholder Returns

Policy

- Stable dividend payouts considering about 30% to be maintained, reflecting the company's major management priority of according respect and importance to valued shareholders
- An annual dividend of 120 yen per share (increased by 20 yen from that in the previous fiscal year) is planned for the fiscal year ending March 31, 2012.



* Planned as of October 25, 2011

Empowered by Innovation

NEC

Abbreviations

- ARPU
 - Average Revenue Per User
- DC-HSDPA
 - Dual Cell High-speed Downlink Packet Access
- ICT
 - Information and Communication Technology
- LTE
 - Long-term Evolution
- Wi-Fi
 - Wireless Fidelity
- WiMAX
 - Worldwide Interoperability for Microwave Access