

Summary of Operating Results for the Fiscal Year ended March 31, 2012

April 25, 2012
NEC Mobiling, Ltd.

Notes About This Document

Forecasts related to future business performance, one aspect of the current strategies, plans and awareness at NEC Mobiling, Ltd. 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 with an impact on actual business performance include economic conditions and social trends affecting the scope of business of the Company, trend in demand for products and services provided by the Company, pressures for price reductions due to enhanced competition, and the ability of the Company's technological capability to respond to the customer's requests. Factors with an impact on business performance are not limited to those herein described.

- ※ This document has been prepared as a guide to non-Japanese analysts for their convenience only and is a translation summary of the Japanese language original.
- ※ All brand names, product names and company names and trademarks or registered trademarks are the property of their respective owners. "TM", "R" etc. are not used in this document.

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2. FY2013/3 Business Development

1. FY2012/3 Overview of Operating Results

Overview of Operating Results for FY2012/3: Major Indexes

Operating Income reached 10 billion yen

(Billions of Yen)

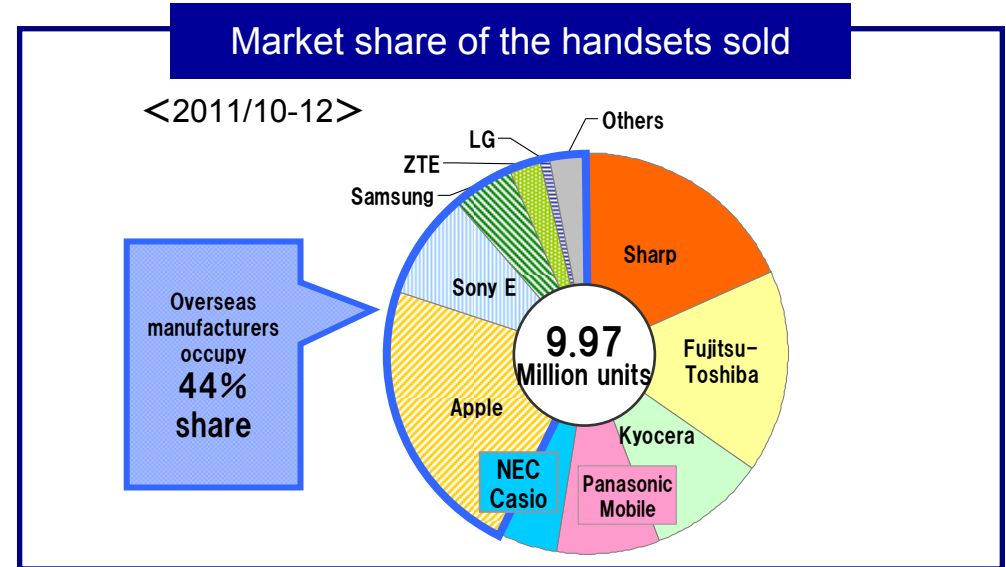
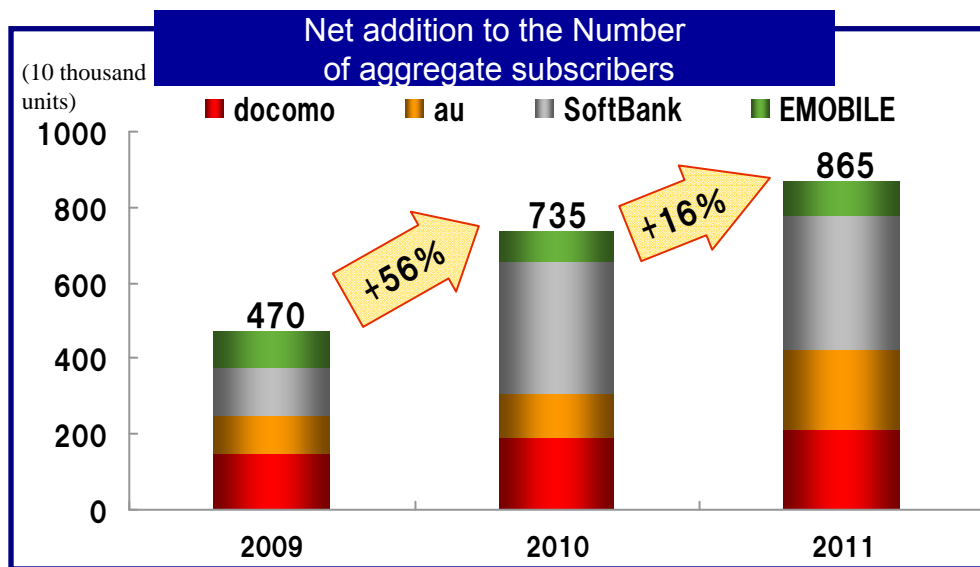
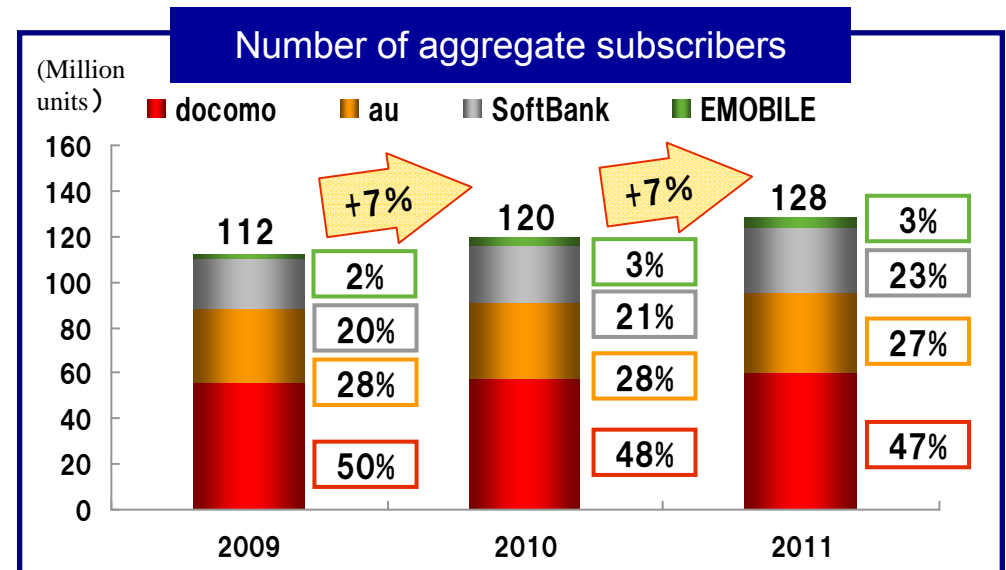
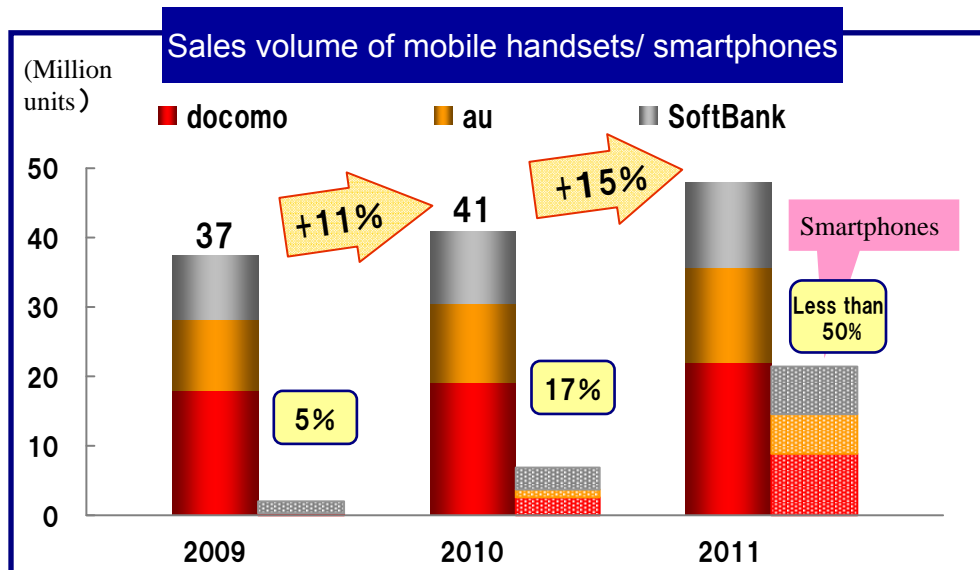
	2011/3 Actual	2012/3			
		Previous Forecast (Oct. 25)	Actual	YoY change	
Net Sales	125.6	122.5	126.1	0.5	0%
Operating Income	9.61	9.70	10.44	0.83	+9%
(%)	(7.6%)	(7.9%)	(8.3%)		
Ordinary Income	9.82	9.90	10.61	0.79	+8%
(%)	(7.8%)	(8.1%)	(8.4%)		
Net Income	5.50	5.50	4.89	-0.61	-11%
(%)	(4.4%)	(4.5%)	(3.9%)		
ROE (%)	14.9%	13.5%	12.0%		
Free Cash Flows	4.14	4.50	6.13		
Dividend per Share(Yen)	100	120	120		
Number of Employees	1,199	1,250	1,227		

Overview of Operating Results: by Business Segment

(Billions of Yen)

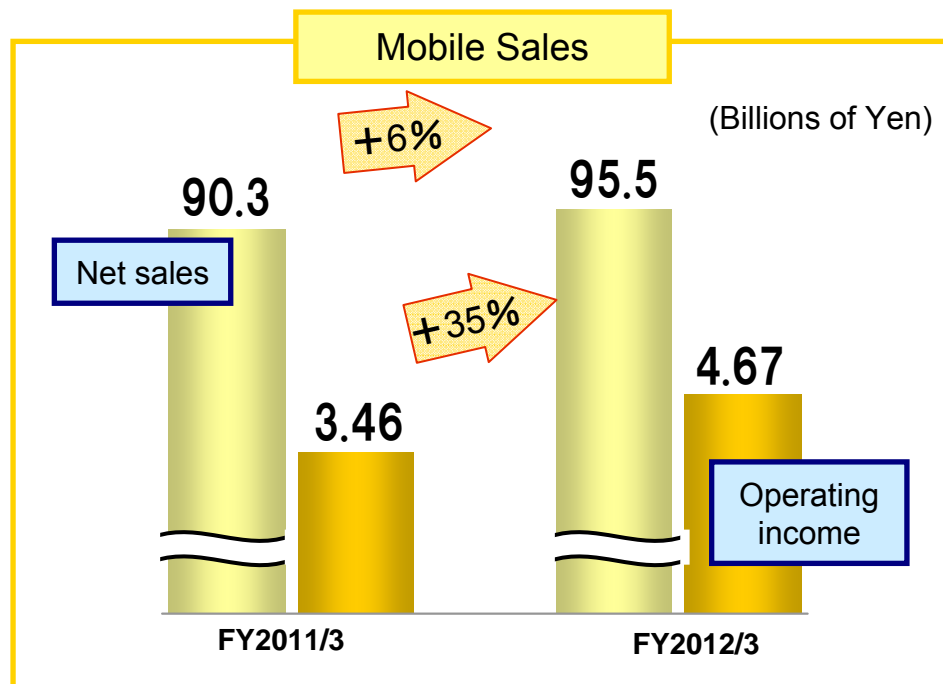
	FY2011/03 Actual	FY2012/03			
		Previous Forecast (Oct. 25)	Actual	YoY	
Net Sales	125.6	122.5	126.1	0.5	0%
Mobile Sales	90.3	91.4	95.5	5.2	+6%
Mobile Service	35.3	31.1	30.6	-4.7	-13%
Operating Income	9.61	9.70	10.44	0.83	+9%
Mobile Sales	3.46	4.05	4.67	1.21	+35%
Mobile Service	6.15	5.65	5.77	-0.38	-6%

Overview of Operating Results: Market Environment



Source: TCA, IR materials by each companies, MMRI, as well as NEC Mobiling's own Estimation

Overview of Operating Results: by Business Segment

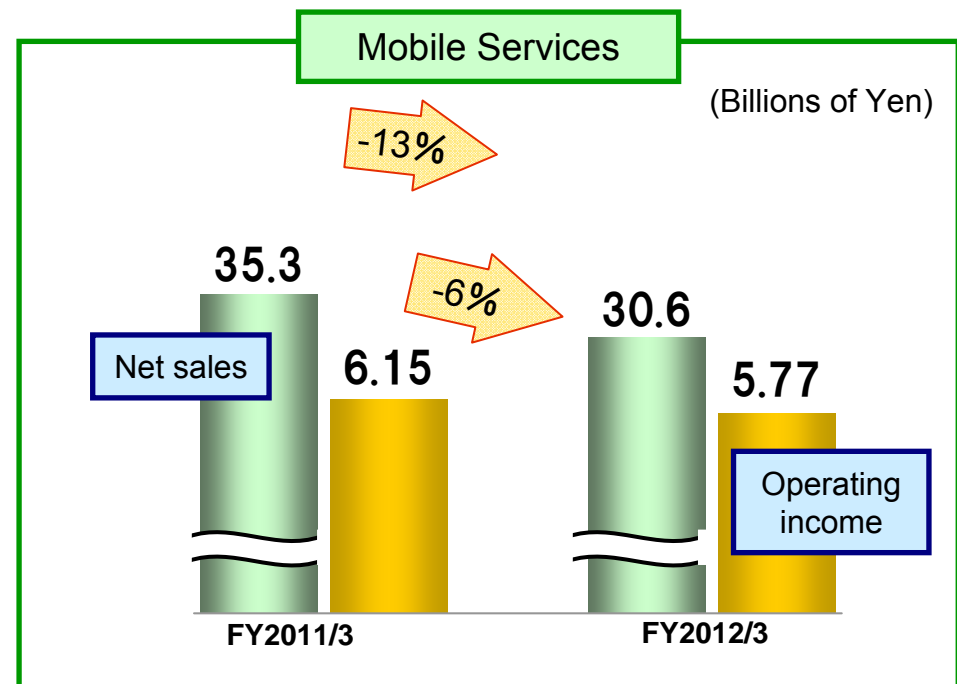


Net sales

- The number of phones sold increased 15% 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

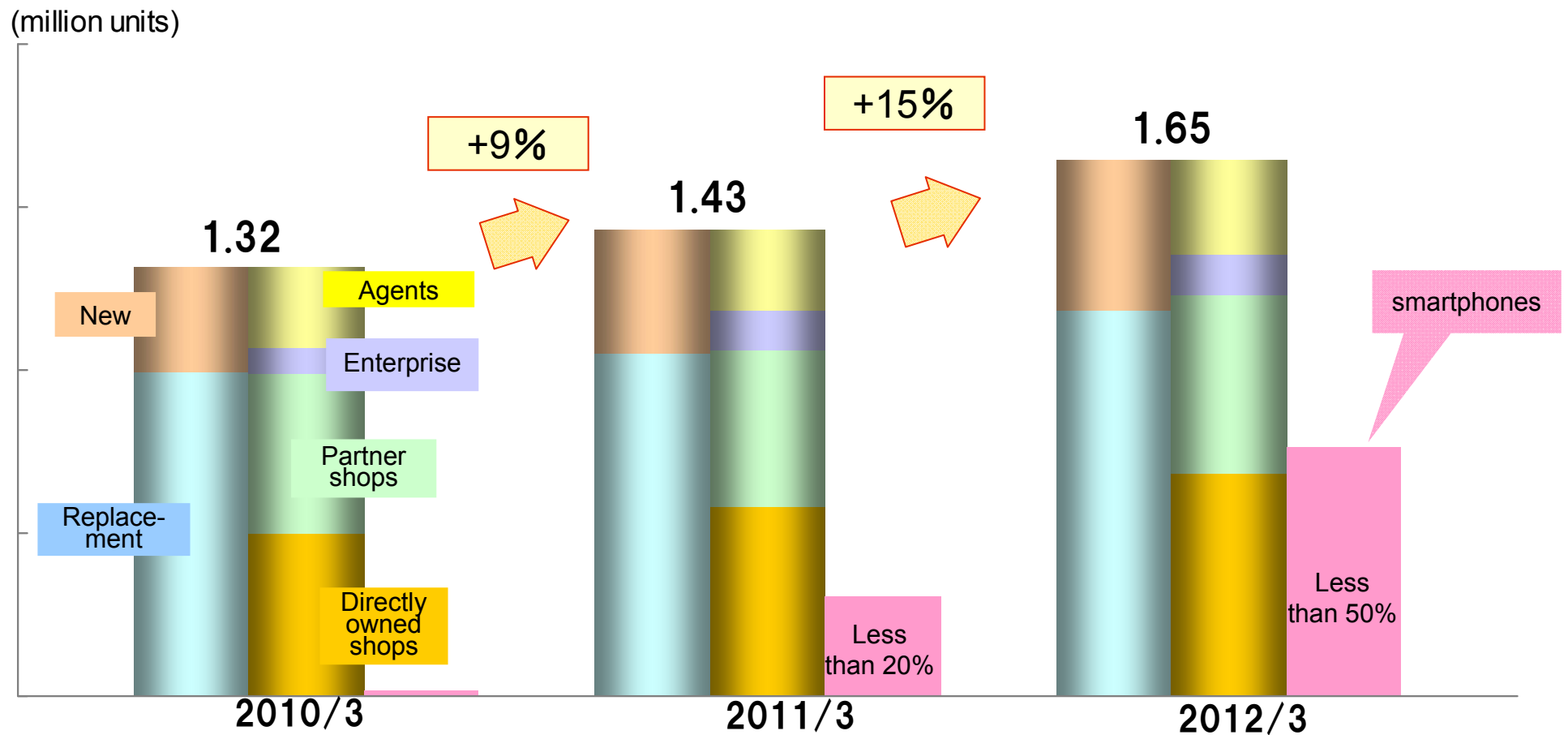
- Decrease in demand for handset repairs

Operating Income

- Decrease in sales
- Strengthened effort to reduce costs partially offset the effect of decrease in demand

Mobile Sales Business: Number of Mobile Phones Sold

- Focused efforts to sell smartphones and handsets with LTE capability
- Sold 1.65 million handsets (an increase of 15% year-on-year)



Mobile Sales Business: Sales Channels

Number of shops increased by four, including newly opened docomo shops, which are directly operated

Number of shops	As of March 2011				As of March 2012		
	Directly owned	Partner	Total		Directly owned	Partner	Total
docomo Shops	118	107	225	+4 shops	120	108	228
au shops, and SoftBank shops	4	3	7		5	3	8
Total	122	110	232		125	111	236



Shop Network

125 : Directly owned shops

111 : Partner Shops

(236 shops in total)



<docomo Shop Ikegami-ekimae>
(Newly opened on Dec. 16, 2011)



<docomo Shop Terrace Mall Shonan>
(Newly opened on Nov. 11, 2011)

*13 shops in Kyushu operated by our consolidated subsidiary 'Matsuhaya Corporation' are included in direct shops.

Mobile Sales Business: Action to capture the greater needs of smartphone users

Installation of a “Smartphone Concierge Service” at 95 out of 120 directly owned docomo Shops across Japan

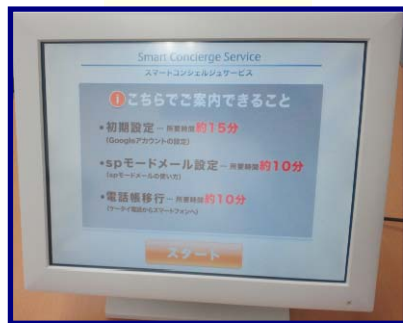
◆ Contributed to a increase in efficiency in sales activities

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 Sales Business: Action to capture the greater needs of smartphone users

Full-fledged penetration of smartphones led to sales growth in related merchandise.

Related merchandise



Memory Cards



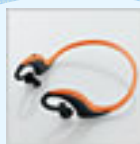
Screen protectors
Cases



Loudspeakers



Bluetooth Keyboards



Wireless earphones
Wireless headsets

Guiding users to the correct apps

Recommending apps that meet customers needs

- ◆ Apps handpicked by NEC Mobiling from among the countless apps available



Apps

Games
Entertainment
Tools
Books
Education
others

Affiliate program that rewards retail shops when customers download apps to their smartphones

Mobile Sales: Creation of a New Shop Format

Launch of a next-generation shop based on a marketing approach suited for the smartphone era

- Delivery of support services
- Advice on apps that meet the specific needs of customers
- Launch and expansion of the “**AND market**” shop brand

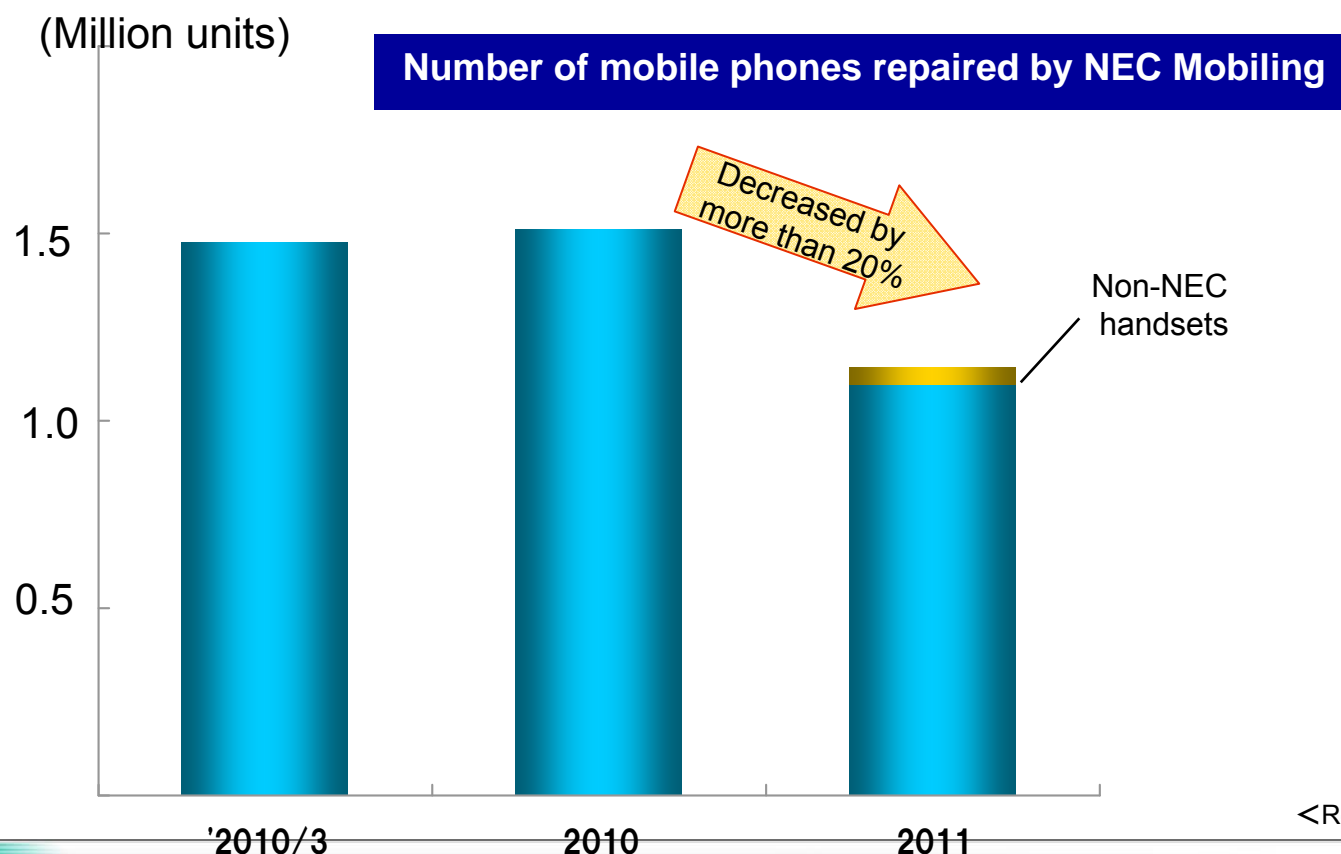
Shop specializing in smartphones

“AND market Kasumigaseki”



Mobile Services Business: Mobile Phone Repairs

- Customers increasingly opt to replace their handsets with smartphones rather than having old handsets serviced.
- Repairs for handsets made by ZTE Corporation, etc., rose.
- Improved repair technology lowered repair-related cost, which absorbed the impact of a decrease in the number of handsets serviced.



<Repairing the printed wiring board in the clean room>

Accomplishments: FY2011

■ Maximization of business opportunities created by the robust smartphone market

- Higher sales of peripheral merchandise
- Accelerated efforts to improve the operational efficiency of shops
- Stronger sales platforms

■ Improved repair technology to compensate for a smaller number of handsets serviced

- Cost reductions achieved through improved repair technology
- More repairs performed on non-NEC products

■ First step toward overseas expansion

- Expansion of a repair business in mainland China for non-NEC products
 - To date, five repair centers, including three centers under the “**AND market**” brand have been rolled out.



Repair center in Beijing

2. FY2013/3 Business Development

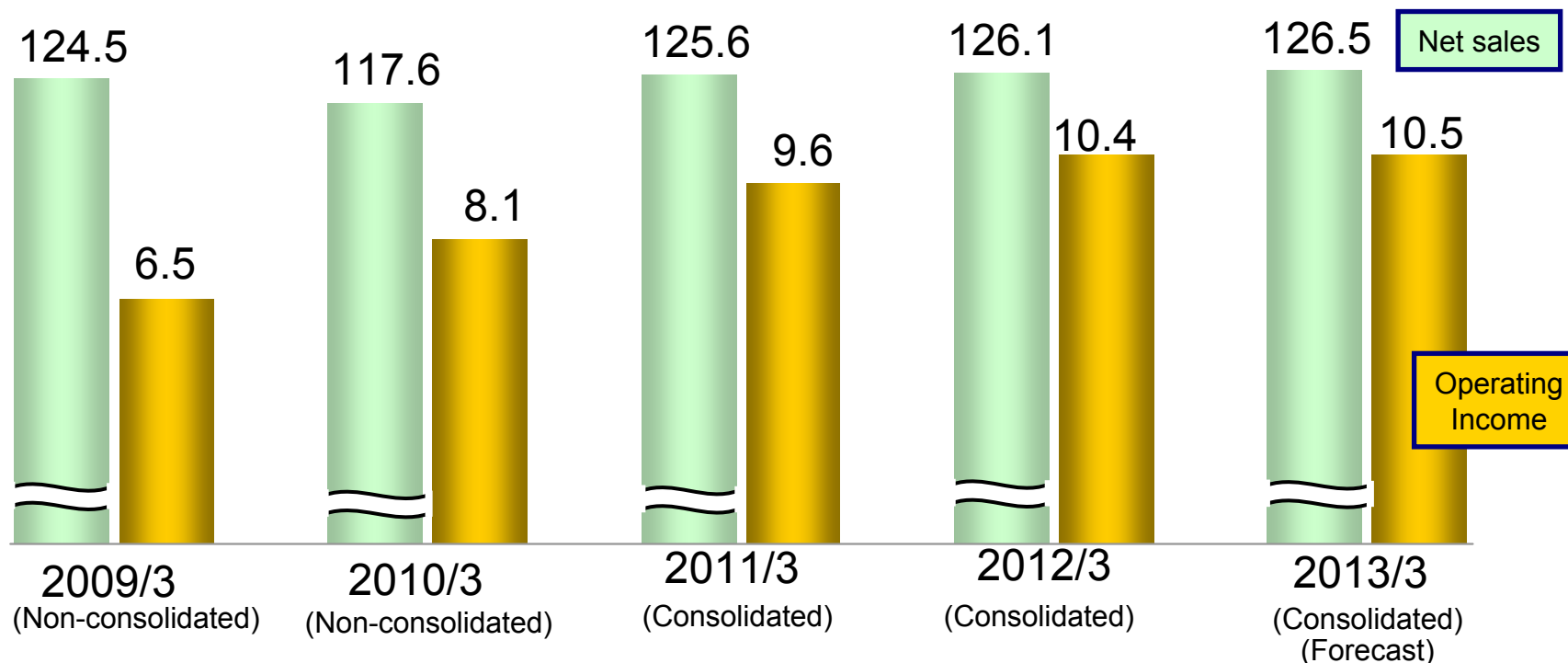
Basic Principles

Aiming to be a company that sparkles within the
advent of a highly sophisticated ICT society

Striving for sustained growth

Measures to strengthen existing business areas
New business creation and development

(Billions of Yen)



* Forecast as of April 25, 2012

FY2013/3 Fiscal Earnings Forecast: Major Indexes

(Billions of Yen)

	FY2012/3 Actual	FY2013/3		
		Forecast	YoY change	
Net Sales	126.1	126.5	0.4	0%
Operating Income	10.44	10.50	0.06	+1%
(%)	(8.3%)	(8.3%)		
Ordinary Income	10.61	10.60	-0.01	0%
(%)	(8.4%)	(8.4%)		
Net Income	4.89	6.20	1.31	+27%
(%)	(3.9%)	(4.9%)		
ROE (%)	12.0%	13.8%		
Free Cash Flows	6.13	5.50		
Dividend per Share (Yen)	120	130		
Number of Employees	1,227	1,240		

* Forecast as of April 25, 2012

FY2013/3 Fiscal Earnings Forecast: by Business Segment

(Billions of Yen)

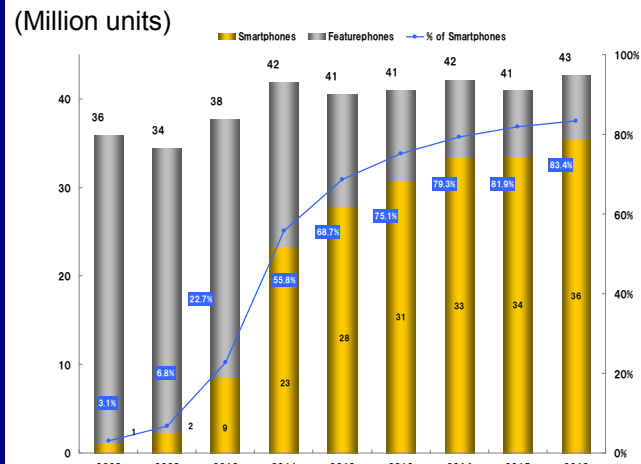
	FY2011/3 <Reclassified>	FY2012/3		
		Forecast	YoY change	
Net Sales	126.1	126.5	0.4	0%
Mobile Sales	90.0	96.0	6.0	+7%
Mobile Solution	36.1	30.5	-5.6	-16%
Operating Income	10.44	10.50	0.06	+1%
Mobile Sales	3.83	5.00	1.17	+31%
Mobile Solution	6.61	5.50	-1.11	-17%

From the fiscal year starting April 1, 2012, the business segments has been changed. The “Mobile Service Business” has been changed to the “Mobile Solution Business,” combined with the mobile handset sales for enterprise related business, which was formerly included in the “Mobile Sales Business.”

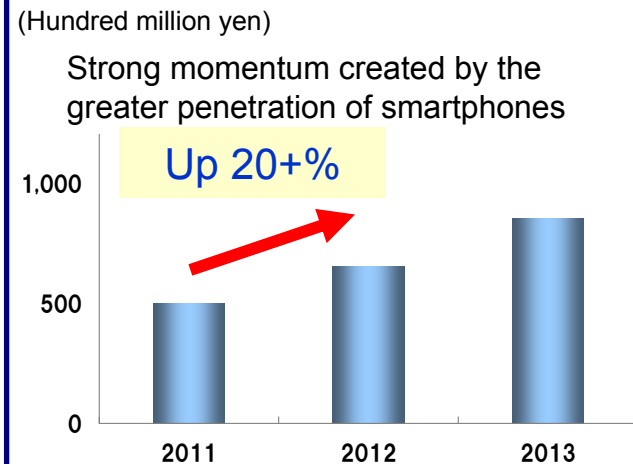
* Forecast as of April 25, 2012

Business Environments: The Shift to Smartphones Continues in the Mobile Phone Market.

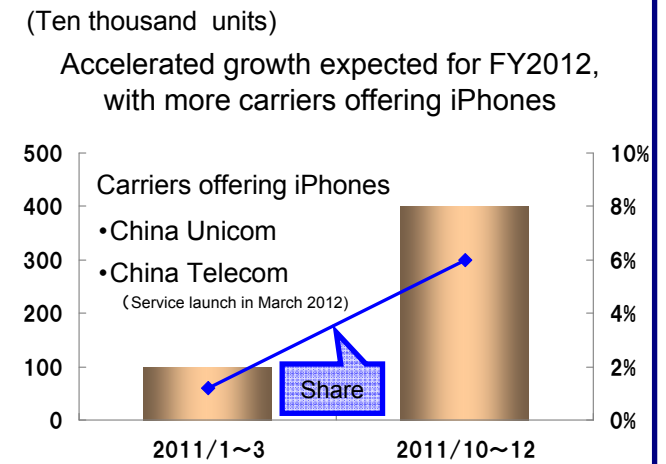
Smartphone shipments in number and percent in overall mobile phone shipments



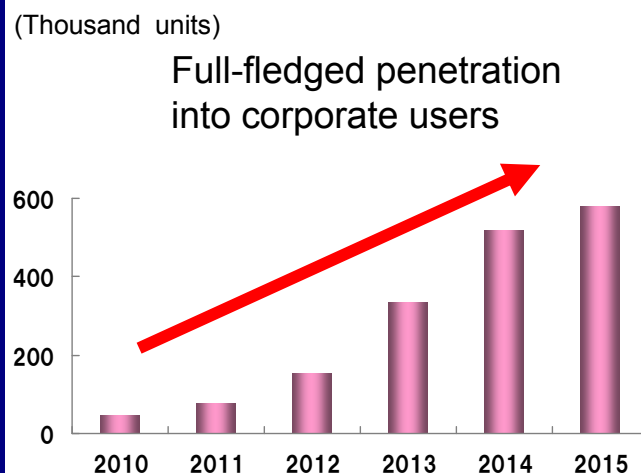
Forecasts for the smartphone accessories market in Japan



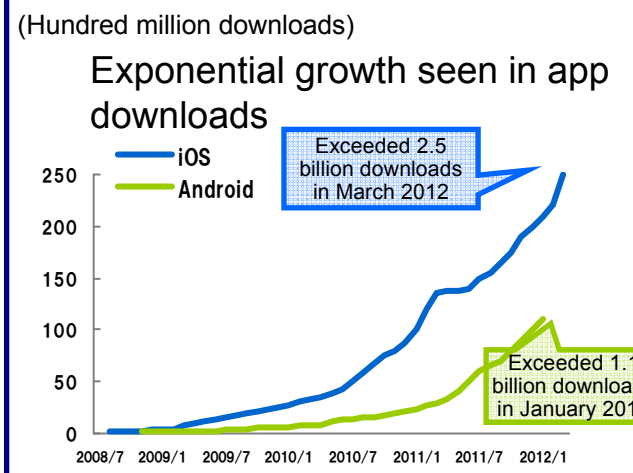
iPhone unit sales & penetration rate in China



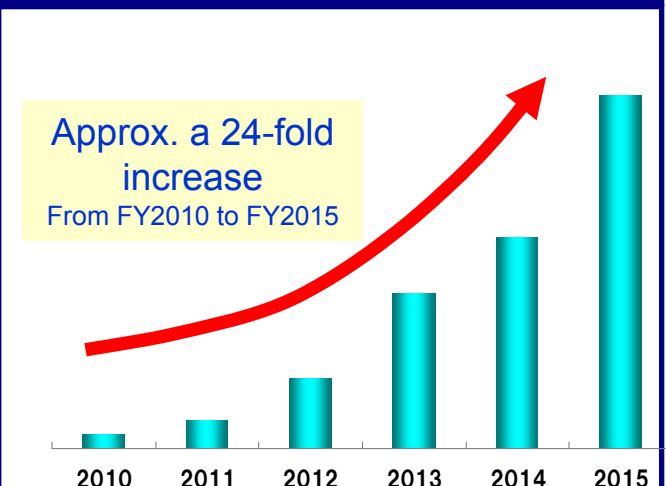
Unit sales of smartphones/tablets to corporations



Number of mobile phone app downloads

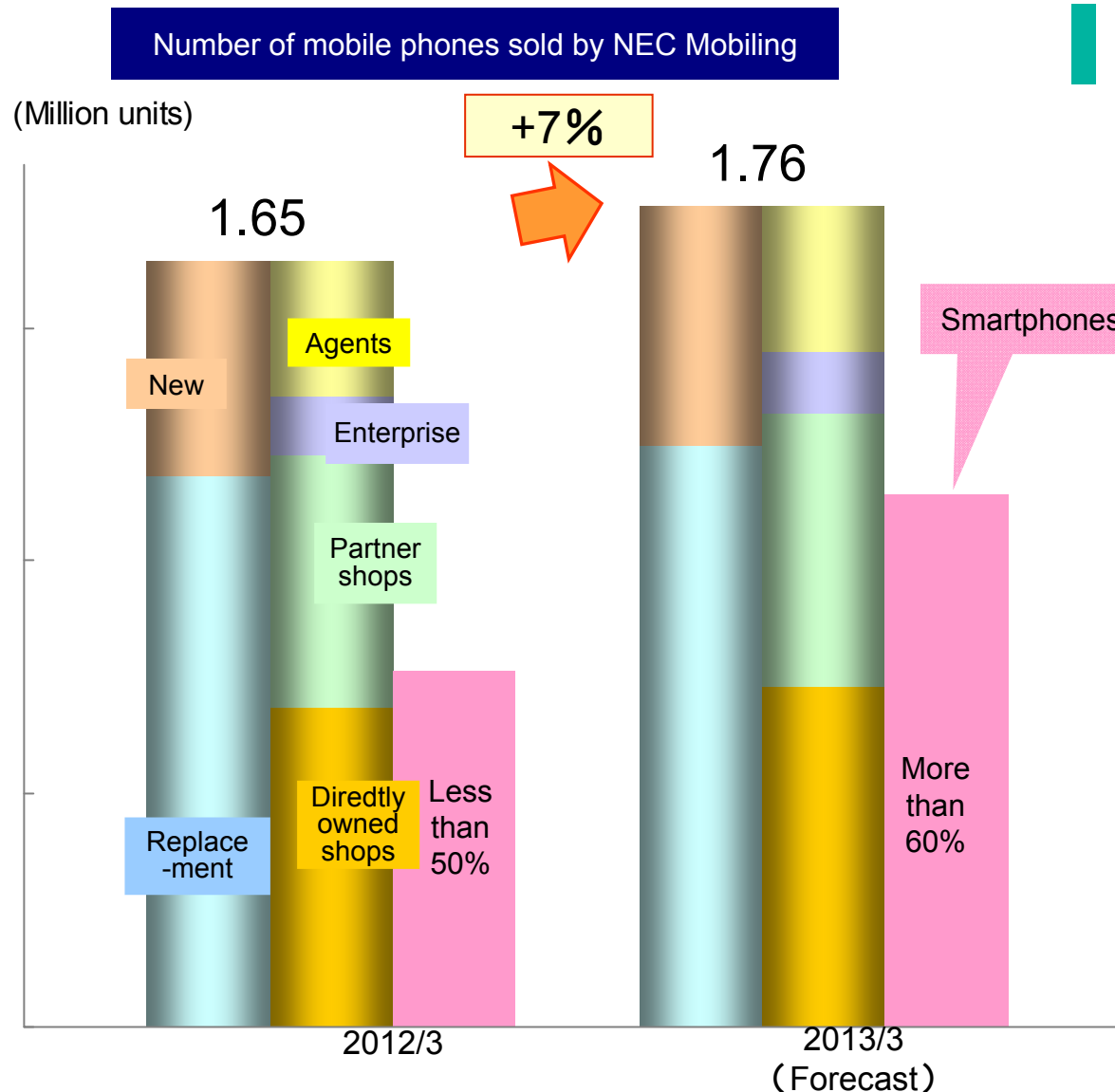


Change in data traffic volume



Sources: Third-party IR publications, the publications of MM Research Institutes, and NEC Mobiling's estimates

Key Activities: Sales of Mobile Handsets



Actions toward expansion for the smartphones market

- Greater business activities to enhance our market share
- Expanding the sales of peripheral mobile merchandise
- Providing total solution for enterprise users

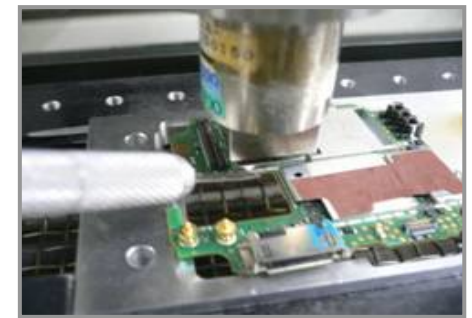
*Handset sales for enterprise users are included in "Mobile Solution" segment

* Forecast as of April 25, 2012

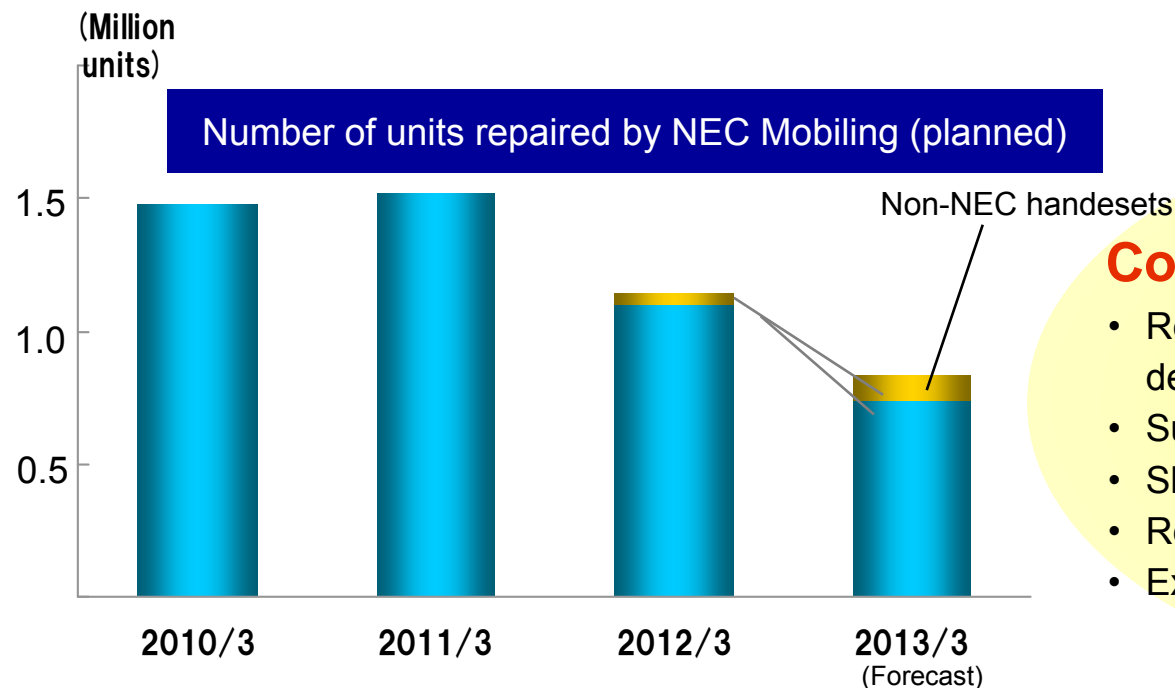
Key Action Initiatives: Mobile Phone Repairs

Efforts to cope with the declining number of serviced handsets

- Further cost reductions through improved repair technology
- More repairs to be performed on non-NEC products
 - A two-fold increase from the previous year is planned for repairs performed on ZTE products.
 - Additional business sought by new customer wins



Removing an IC from the substrate



NEC Mobiling's Strengths

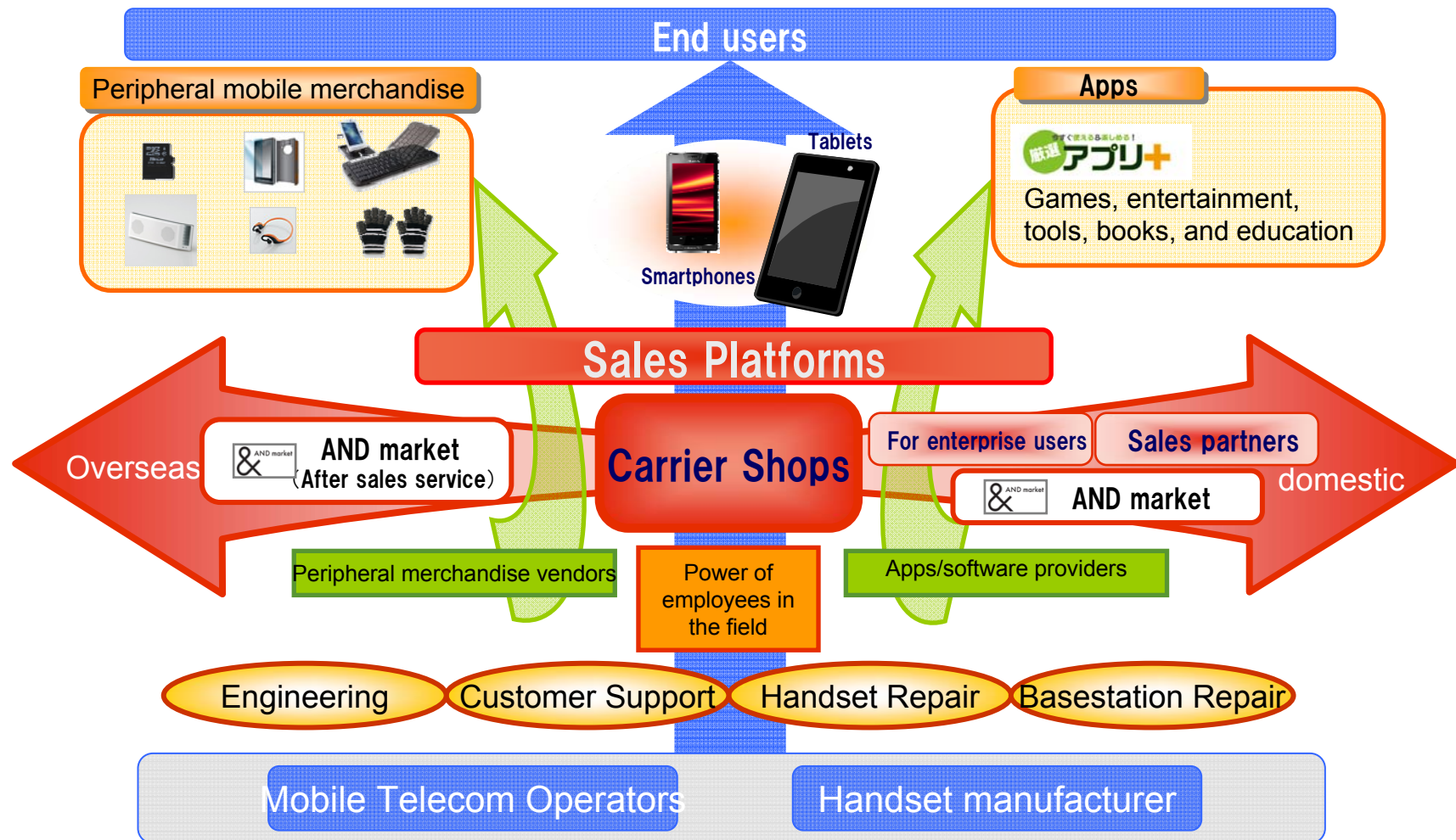
Comprehensive post-sale support

- Repair and refurbishment technology for high-density, multi-layer substrates
- Superior repair quality
- Short TAT (turnaround time) on repairs
- Repair progress tracking by IT infrastructure
- Excellent grasp of mobile phone operator needs

* Forecast as of April 25, 2012

Future Business Development – Sales Platforms

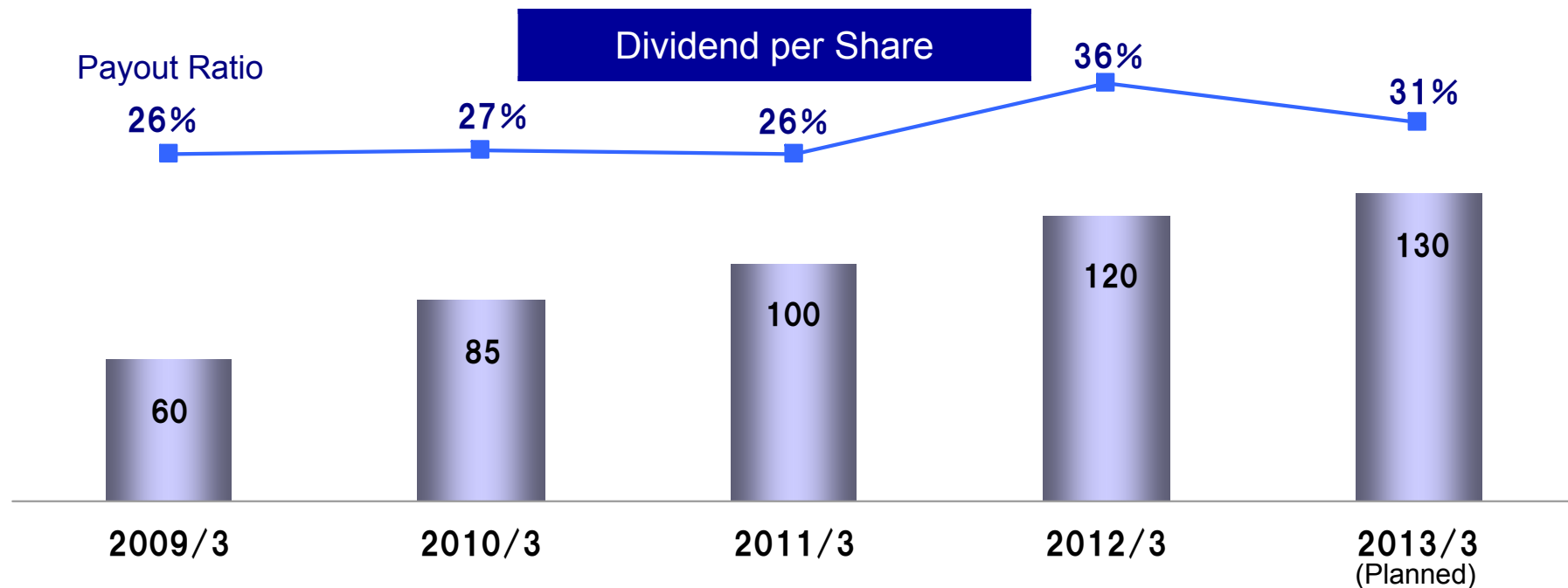
Our core competencies: Business development based on our sales platforms



Dividend Policy — Planed to increase dividend for seven consecutive years

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 130 yen per share (an increase of 10 yen over the previous fiscal year), with maintaining 30% payout ratio is planned for the fiscal year ending March 31, 2013.



* Plan as of April 25, 2012

Empowered by Innovation

NEC

FY2013/3 Fiscal Earnings Forecast: by New Business Segment

Old

(Millions of Yen)		2012/3 Actual	
		Amount	Ratio
Mobile Sales	Sales	95,513	75.8%
	Operating Income (%)	4,673 4.9%	44.8%
Mobile Service	Sales	30,571	24.2%
	Operating Income (%)	5,765 18.9%	55.2%
Total	Sales	126,084	
	Operating Income (%)	10,438 8.3%	

New

(Millions of Yen)		2012/3 <Reclassified>		2012/3 (Forecast)	
		Amount	Ratio	Amount	Ratio
Mobile Sales	Sales	90,015	71.4%	96,050	75.9%
	Operating Income (%)	3,827 4.3%	36.7%	5,000 5.2%	47.6%
Mobile Solution	Sales	36,069	28.6%	30,450	24.1%
	Operating Income (%)	6,611 18.3%	63.3%	5,500 18.1%	52.4%
Total	Sales	126,084		126,500	
	Operating Income (%)	10,438 8.3%		10,500 8.3%	

* Forecast as of April 25, 2012