



Summary of Operating Results for the First Quarter of the Fiscal Year ending March 31, 2014

July 29, 2013

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.

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

Overview : Major Indexes

(Billion Yen)

	FY2013/03 Actual	FY2014/03 Forecast	YoY	
Sales	141.0	141.0	0.0	0%
Operating Income	10.21	7.70	-2.51	-25%
(%)	(7.2%)	(5.5%)	—	—
Ordinary Income	10.24	7.70	-2.54	-25%
(%)	(7.3%)	(5.5%)	—	—
Net Income	5.89	5.50	-0.39	-7%
(%)	(4.2%)	(3.9%)	—	—
Dividend per share (Yen)				
Interim	65.0	0.0		
Year-end	65.0	Not decided		

* Forecast as of July 29, 2013



Overview – by Business Segment

(Billion Yen)

	FY2013/03 Actual	FY2014/03 Forecast	YoY	
Sales	141.0	141.0	0.0	0%
Mobile Sales	113.2	123.0	9.8	+9%
Mobile Solutions	27.8	18.0	-9.8	-35%
Operating Income	10.21	7.70	-2.51	-25%
Mobile Sales	5.23	5.36	0.13	+3%
Mobile Solutions	4.98	2.34	-2.64	-53%

* Forecast as of July 29, 2013



Overview of Operating Results for 1Q : Major Indexes

■ Focused on the buoyant demand for smartphones

(Billion Yen)

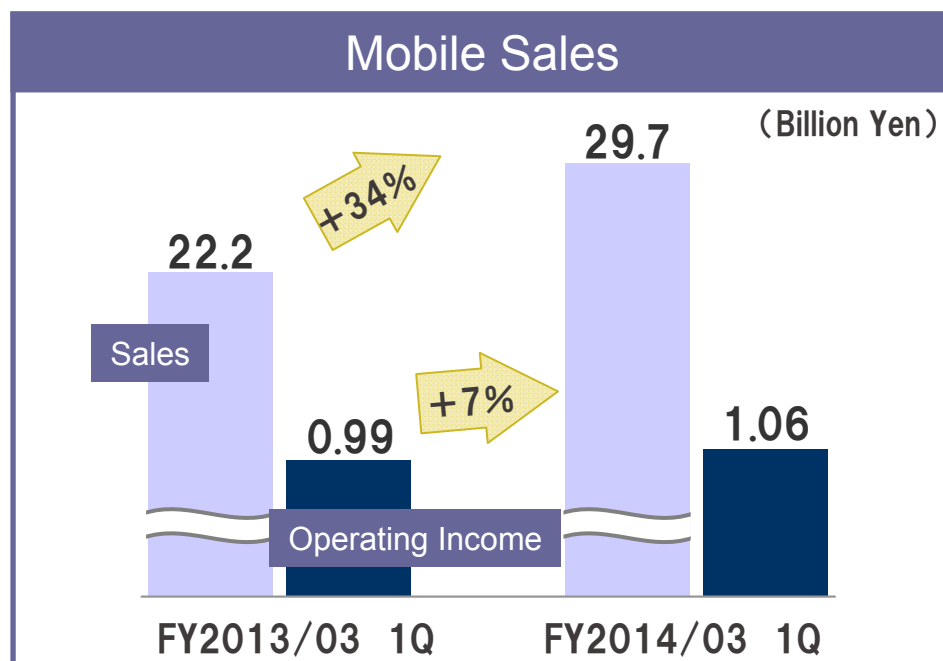
	FY2013/03 1Q	FY2014/03 1Q	YoY	
Sales	28.8	33.5	4.7	+16%
Operating Income	2.25	1.68	-0.57	-26%
(%)	(7.8%)	(5.0%)	—	—
Ordinary Income	2.26	1.66	-0.60	-26%
(%)	(7.8%)	(5.0%)	—	—
Net Income	1.25	1.74	0.49	+40%
(%)	(4.3%)	(5.2%)	—	—

Overview of Operating Results for 1Q – by Business Segment

(Billion Yen)

	FY2013/03 1Q	FY2014/03 1Q	YoY	
Sales	28.8	33.5	4.7	+16%
Mobile Sales	22.2	29.7	7.5	+34%
Mobile Solutions	6.6	3.8	- 2.8	-43%
Operating Income	2.25	1.68	- 0.57	-26%
Mobile Sales	0.99	1.06	0.07	+7%
Mobile Solutions	1.26	0.62	- 0.60	-51%

Overview of Operating Results – by Business Segment

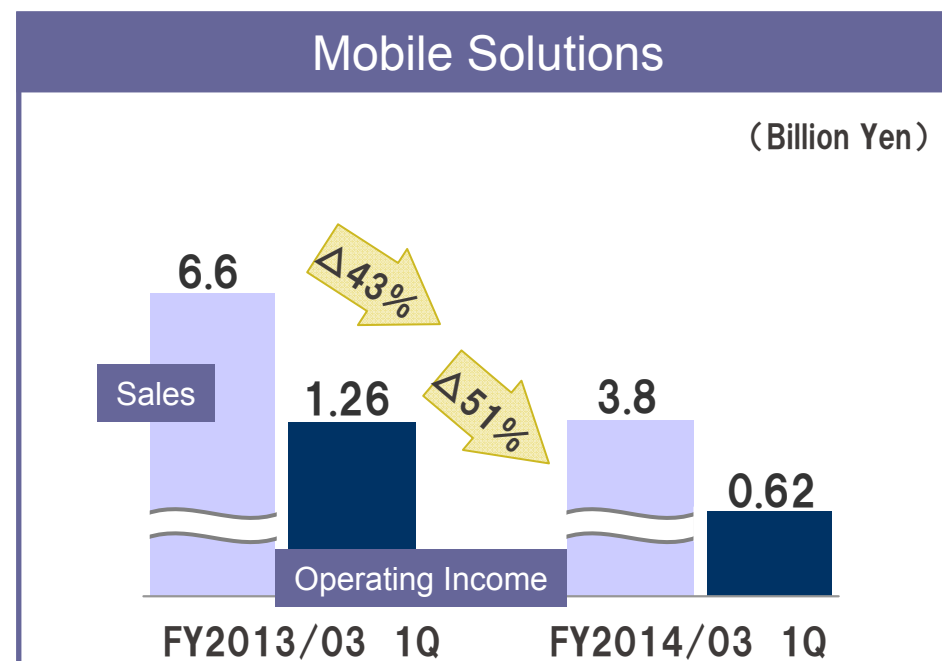


Sales

- Sophistication in handsets contributed to an increase in average sales price
- Sales unit increased thanks to buoyant demand for smartphones
- NANGOKU Telephone is newly consolidated

Operating Income

- Sales unit increased
- Increase in Sales of peripheral merchandise
- Increasing inventory risks
- Effort to improve profitability in each shop



Sales

- Decrease in demand for maintenance services
- Divestiture of base station construction related business on April 1, 2013

Operating Income

- Decrease in Sales
 - Decline in maintenance service as well as demand for handsets from enterprise customers continued to be stagnant
- Improvement in management efficiency including cost cutting effort

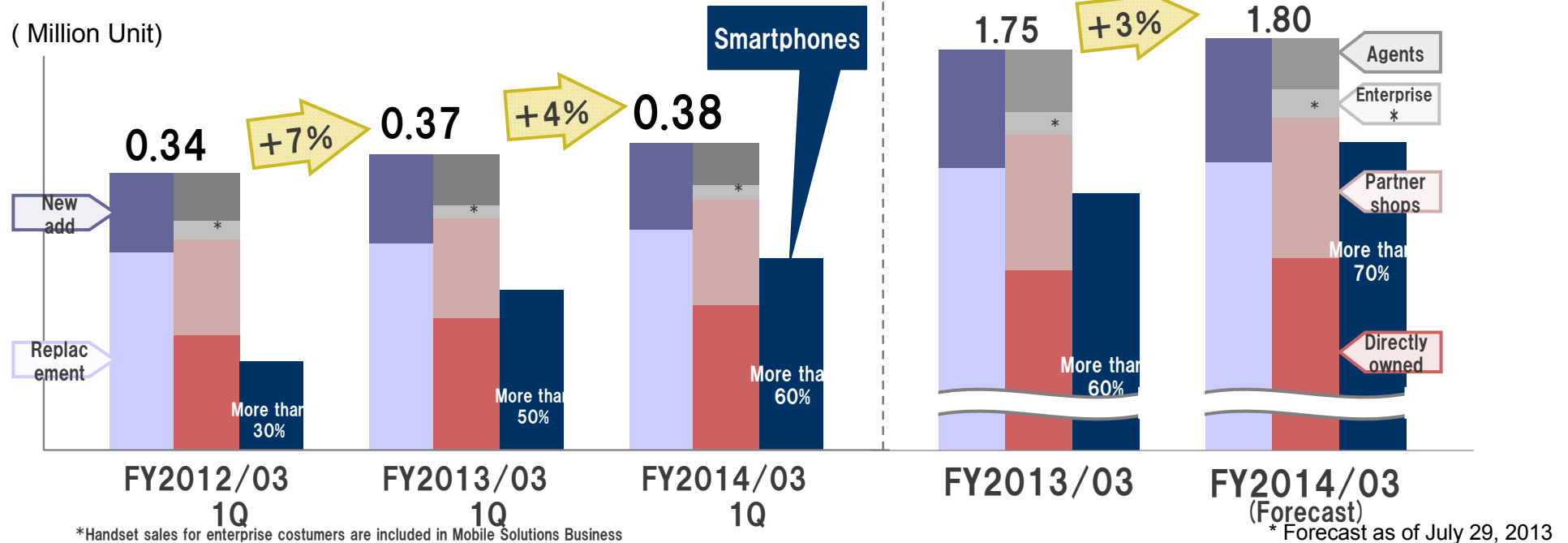
Number of Mobile Phones Sold

Healthy demand continued

- Summer selling season started earlier than the same period last year
- Demand strongly centered on the specific models offered with special price

Actions toward expansion for the smartphone market

- Enhance our sales platform
- Expanding sales of peripheral mobile merchandise
- Expanding sales in new area such as services



Mobile Sales Business: Sales Channels

Proactive investment for better retail environments and higher CS

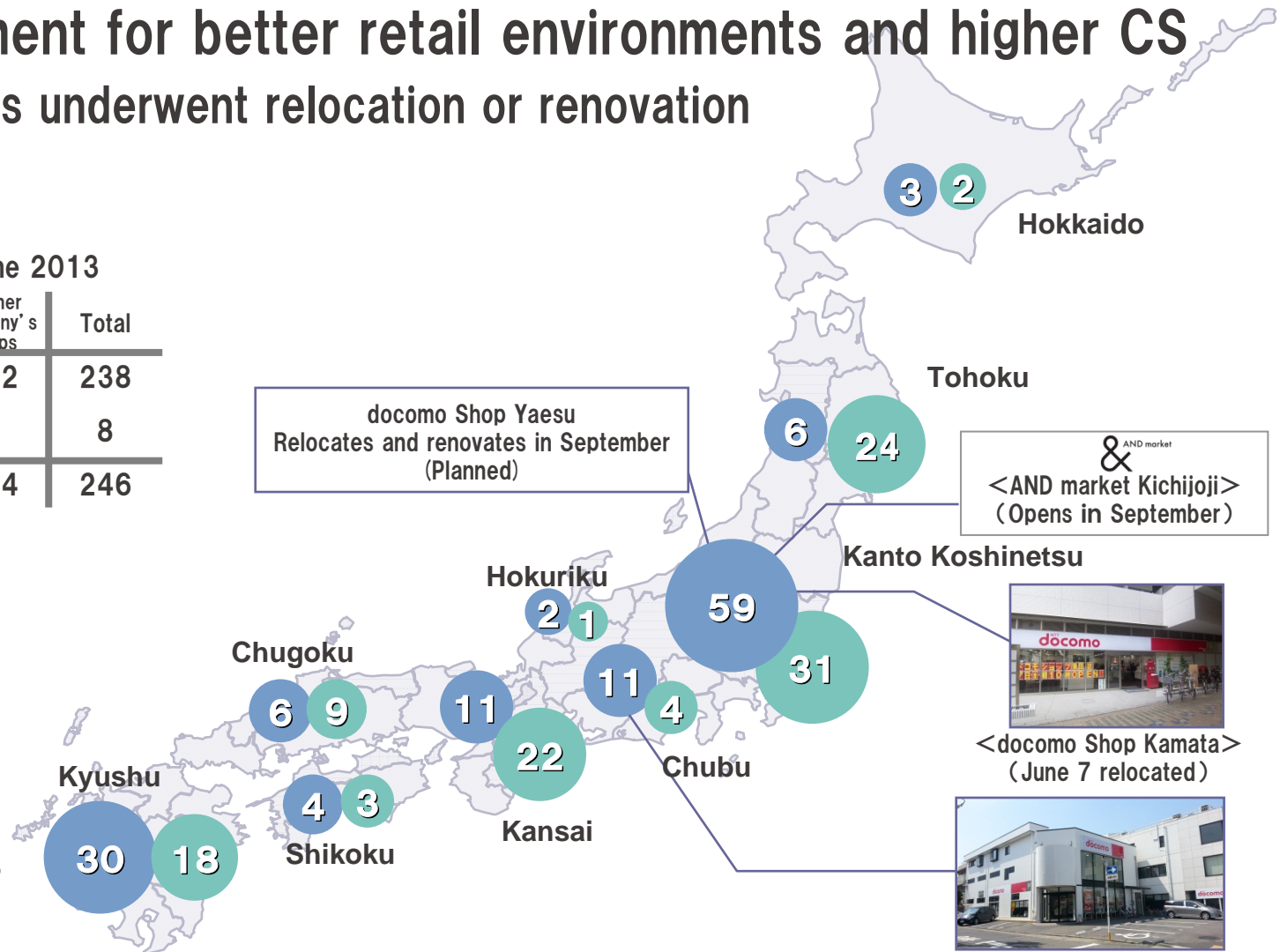
- A total of 5 shops underwent relocation or renovation

Number of shops

	As of June 2013		
	Directly owned	Partner company's Shops	Total
docomo Shops	126	112	238
NCC Shops, others	6	2	8
Total	132	114	246

132 : Directly owned

114 : Partner company's shops



*A total of 13 shops in Kyushu, operated by our consolidated subsidiary Matsuhaya Corporation and five shops in Kyushu, operated by NANGOKU Telephone, Ltd. are included in "Directly owned."

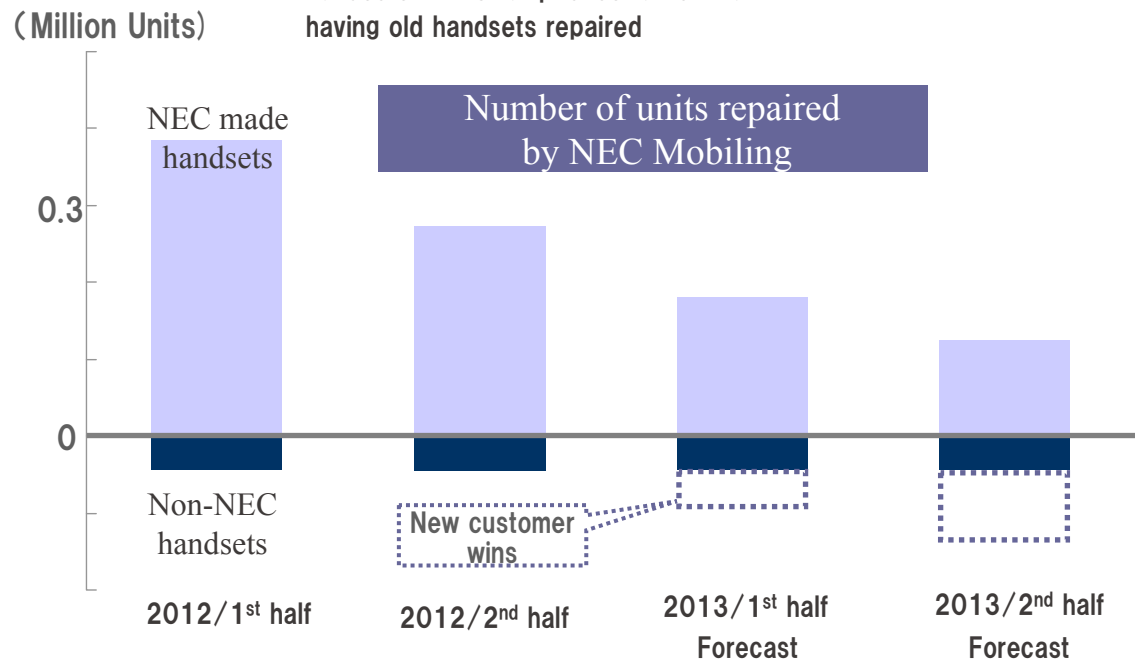
Key Action Initiatives – Mobile Phone Repairs

- Demand shift from repair to purchase of new smartphones continues
- Unit of serviced handsets is expected to decrease
 - Number of serviced handsets made by NEC is expected to decrease by 50%
 - Decrease in number of orders for smartphone repair from NEC
 - Decrease in number of customers who use feature phones made by NEC
 - Customers increasingly opt to replace their handsets with smartphones rather than having old handsets repaired



Measures

- Expense restructuring
 - Reduction in number of service centers
- Additional business sought by new customer wins
- Development of “support service” business

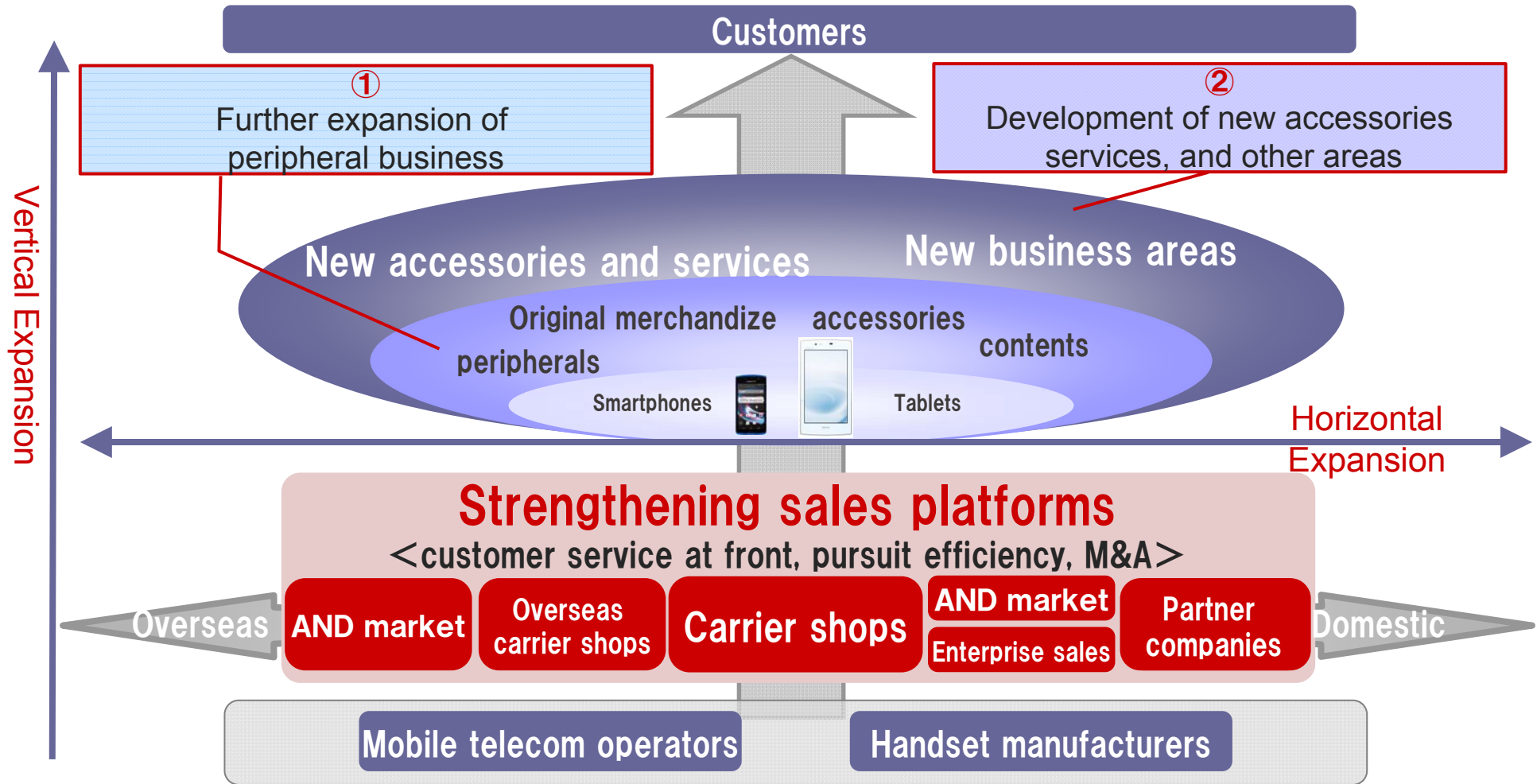


* Forecast as of July 29, 2013



Future Business Development – Sales Platforms

Profit maximization centered around sales platforms



As a Marubeni group company

- **Marubeni Corporation and MX Holdings became parent companies of NEC Mobiling on June 19**
- **Extraordinary Shareholders' Meeting and Class Shareholders' Meeting will be held on August 15**
 - **Change in Company's Name: MX Mobiling Co., Ltd. (Effective on August 15)**
 - **Procedures needed for privatization of NEC Mobiling**
 - **Reelection of Directors/Corporate Auditors**
- **NEC Mobiling's common stocks on TSE (Planned)**

● Designation as stocks to be delisted	August 15
● Last trading day	September 13
● Date of delisting	September 17

