First Quarter of Fiscal 2009 (April 1, 2008 – June 30, 2008)

Business Results



1

Profit increase from last year in each segment

Consumer Electronics - Regaining profitability along with structural reform

Entertainment & Professional Electronics - Decreased revenue, but improved profit

Components & Devices - Cleanup the last year's deficit with the transfer of business

Continuing structural reform process

2

Recordable media - Spin-off into a separate company

Display - Structural reform in Japan and Europe are right on schedule.

Audio - In the process of reconstruction and addressing challenges

First Quarter FY2009 Consolidated Financial Results



FY2009/1Q	(billion yen)
	Sales Operating income
	Ordinary income
	Net income

FY2009/1Q	FY2008/1Q	change vs. FY2008
132.7	159.0	83%
-1.3	-6.3	5.0
-2.4	-7.7	5.3
-6.9	-13.0	6.1

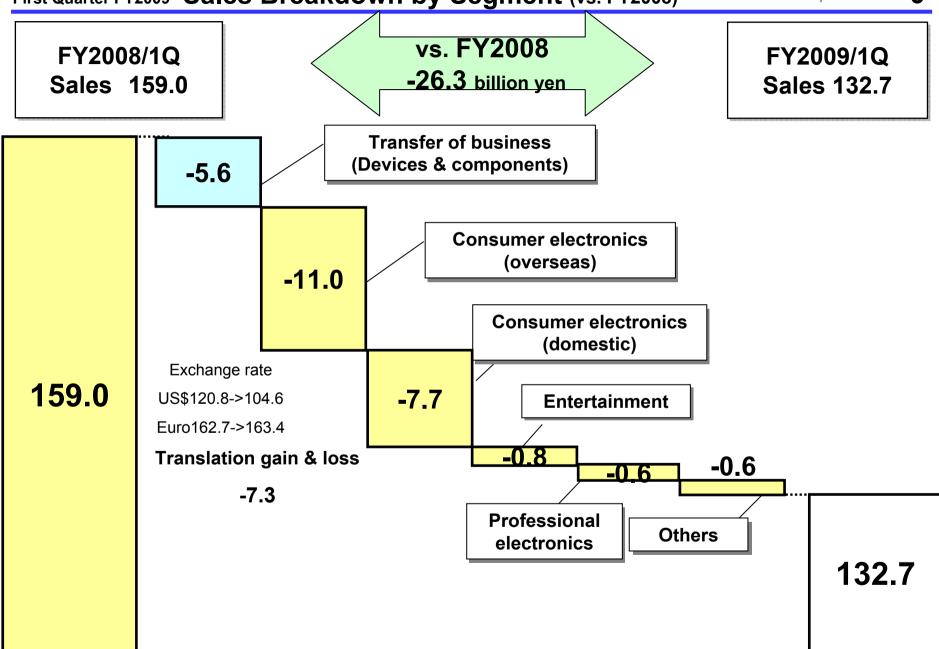


(Extraordinary items)

`	,	
	Structural Reform	
	- Recording Media	-1.4
	Structural Reform	
	- Display	-0.6
	Inventory write-down	
	& others	-1.7
	Total	-3.7

The Perfect Experience,

First Quarter FY2009 Sales Breakdown by Segment (vs. FY2008)



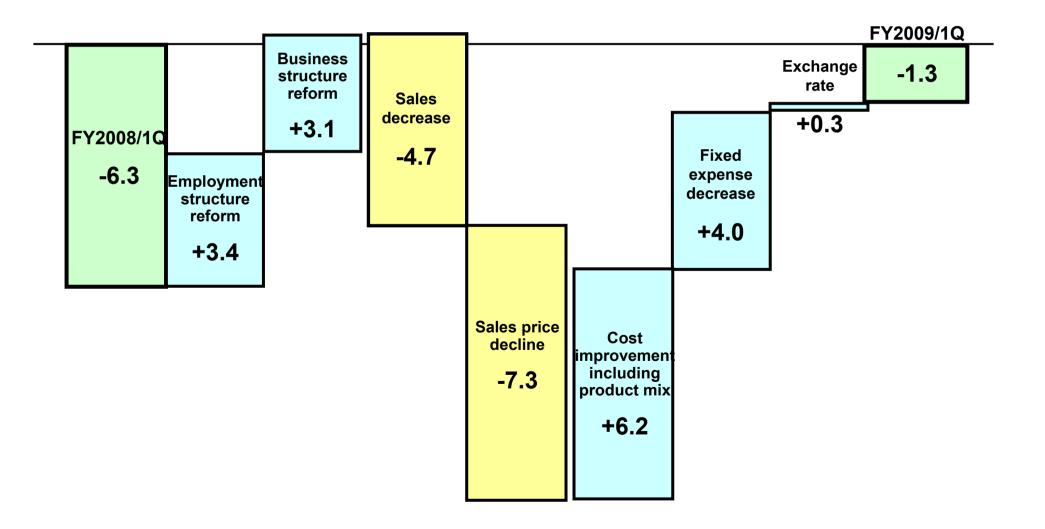


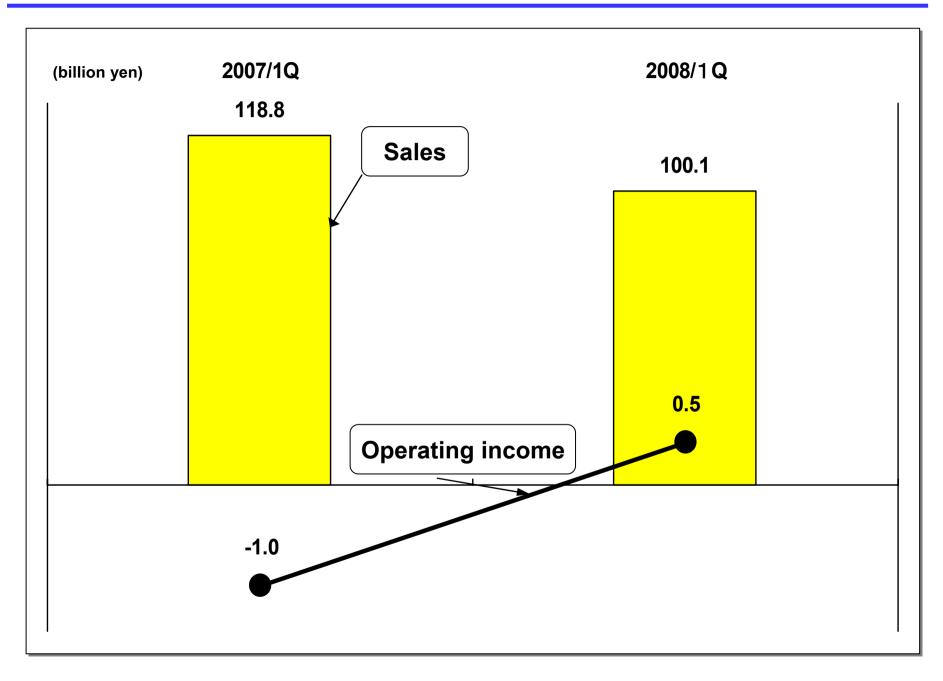
The Perfect Experience



vs. FY2008 +5.0 billion yen

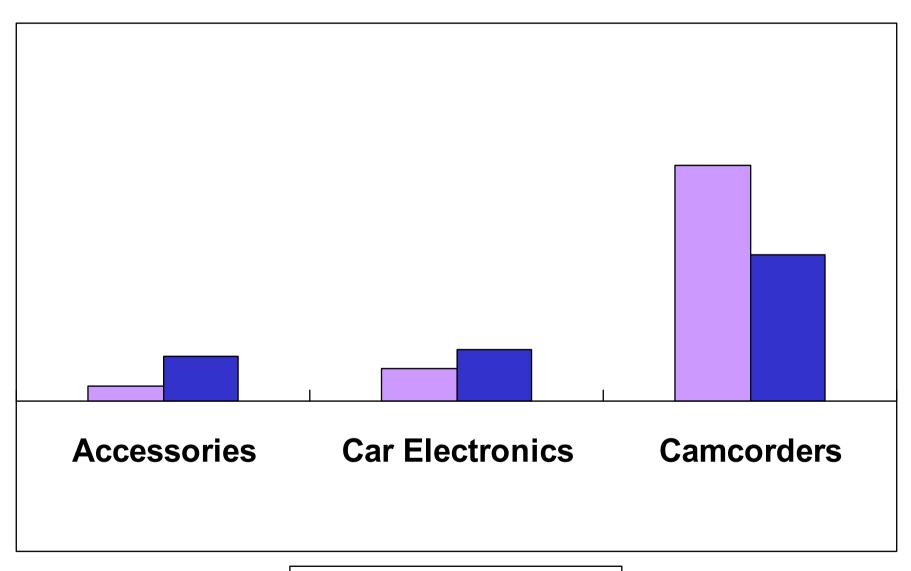
FY2009/1Q **Operating income** -1.3





Consumer Electronics - Operating Income (profit-earning business)

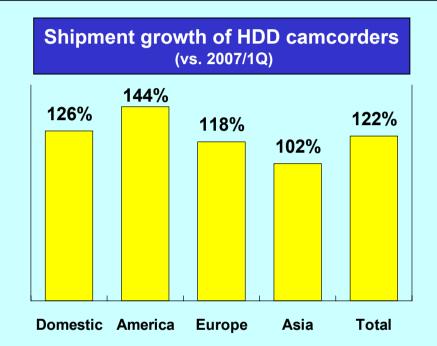


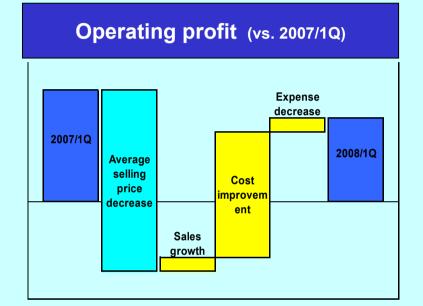


■ 2007/1Q ■ 2008/1Q



Camcorder business in 2008/1Q





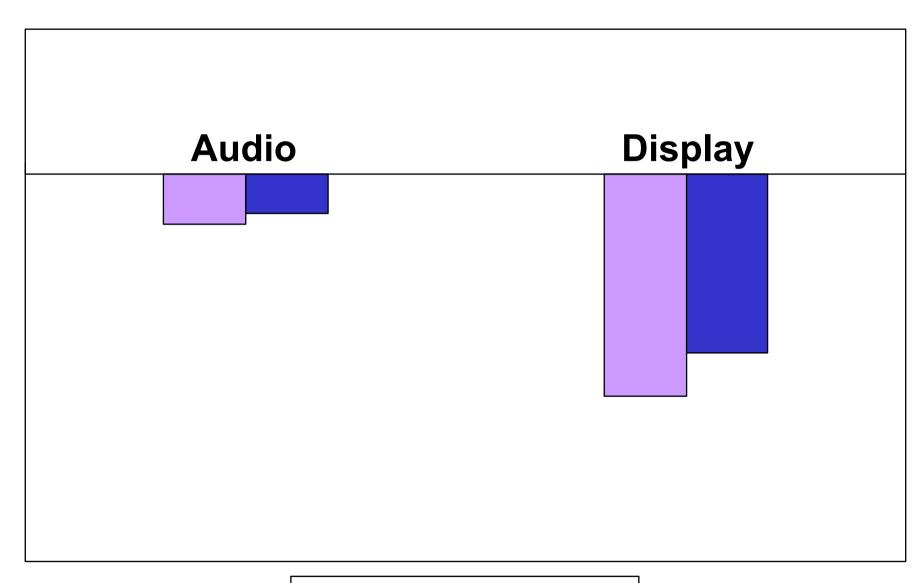
Unit sales increased in each region driven by a big hit, **Everio MG330**

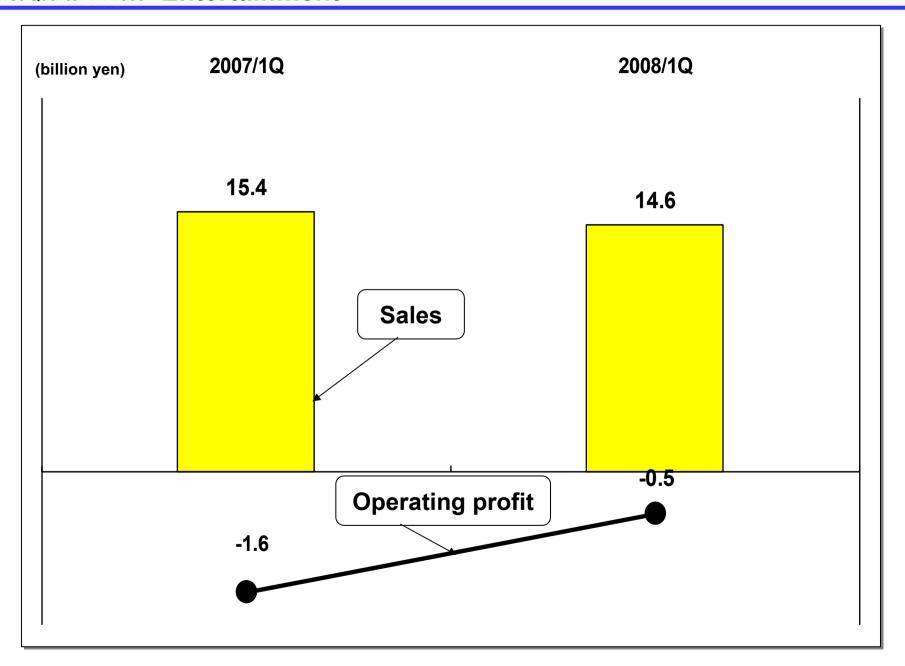
In addition to price decline, price markdowns on previous model in distribution inventory were taken.

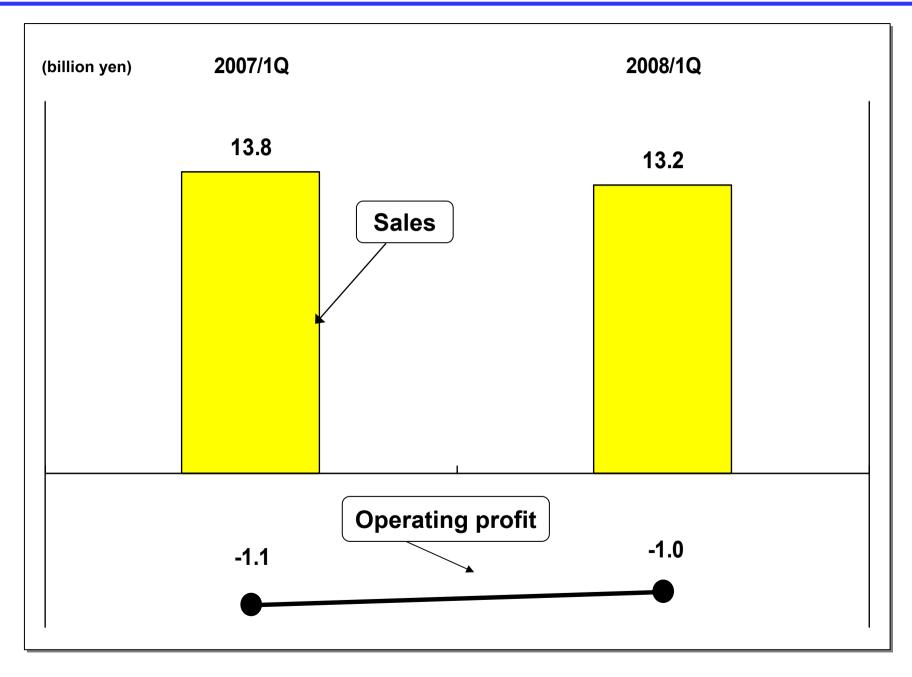
Approach of Camcorder business in FY2009/Q2

- 1. Strengthen the market position through bringing out new line of hi-definition camcorders (GZ-HD30/40)
- 2. Release Memory camcorder, attracting new demand and grabbing market share from DVD camcorders
- 3. Increased lineup of SD & HD in FY2009/Q2 Embark on a marketing drive with advertising campaign









First Quarter FY2009 Financial Condition

(billion yen)	2007/03 (12 month)	2007/06	2008/03 (12 month)	2008/06	change vs. 2007
Total Assets	420.7	408.5	315.0	309.3	-99.2
Net Assets	133.8	128.3	114.1	110.1	-18.2
Operating Income	-5.7	-6.3	3.3	-1.3	5.0
ROA (Operating Income/Total Assets)	-2.7%	-6.1%	0.9%	-1.6%	4.4%
	50days	60days	43days	53days	-7days
Inventory Assets	103.8	105.9	78.5	78.6	-27.3
Bonds	30.0	30.0	42.5	42.5	12.5
Loans	90.5	99.6	27.1	36.6	-63.1
Interest-bearing Debt (excl. lease debt)	120.5	129.6	69.6	79.1	-50.5
Net Funds	-50.5	-71.6	-26.2	-43.2	28.4
Free Cash Flow	12.5	-20.5	-5.3	-16.3	4.2
Capital Expenditure (excl. die & mold)	13.3	1.5	7.0	1.7	0.2
Depreciation (excl. die & mold)	16.8	4.2	16.3	2.8	-1.4

Forecast remains the same as provided on April 25.

FY2009 (12 month)

FY2009/2Q (6month)

(billion yen)	Forecast	FY2008	vs. FY2008
Sales	595.0	658.4	90%
Operating Income	1.3% 8.0	0.5% 3.3	4.7
Ordinary Income	0.0% 0.0	-1.2% -8.0	8.0
Net Income	0.0%	-7.2% -47.5	47.5

Forecast	FY2008/2Q	vs. FY2008/2Q
291.0	330.2	88%
0.0%	-1.6%	
0.0	-5.4	5.4
-1.4%	-3.2%	
-4.2	-10.5	6.3
-1.2%	-12.7%	
-3.4	-42.1	38.7



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