November 2010

FY2010 1st Half Results and Activities for Vision 2012

Masayoshi Matsumoto

President and CEO



	1H/FY2009	1H/FY	′2010 	Increase Decrease	Increase Decrease
Unit: ¥Billion		Plan	Actual	from1H/FY2009	from Plan
Net Sales	812.3	975.0	990.6	+178.3	+15.6
Operating Profit(Loss)	(7.0)	40.0	46.0	+53.0	+6.0
Equity in net income	1.9	10.0	14.2	+12.3	+4.2
Others	1.2	0.0	2.0	+0.8	+2.0
Ordinary Income	(3.9)	50.0	62.2	+66.1	+12.2
Extraordinary gain or loss	(5.8)	(4.0)	(9.0)	(3.2)	(5.0)
IncomeTaxes and Minority Interests	0.0	(21.0)	(19.9)	(19.9)	+1.1
Net Income	(9.7)	25.0	41.4	+51.1	+16.4

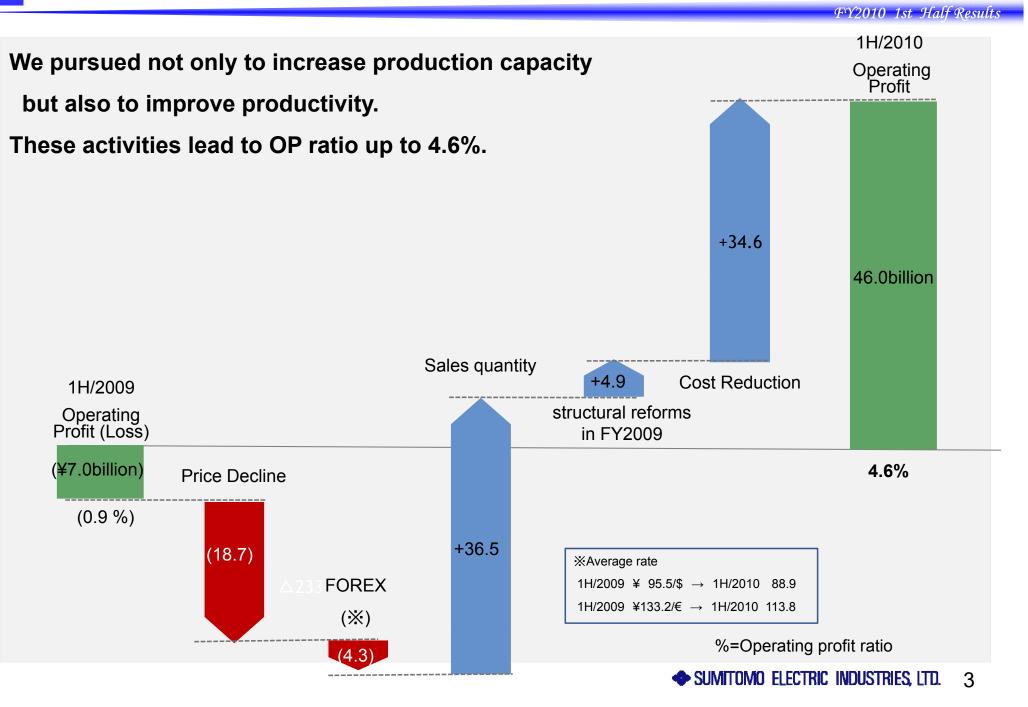
Performance by Segments in 1H / FY2010

Under global recovery in Auto and Electronics markets and expansion of emerging markets, Sales and Operating Profit improved mainly in Auto and exporting businesses.

In Information & Communication business, sales and OP declined, because of NW equipment peaked in the same period last year.

	1H/20	09		1H/2	Increase Decrease			
	1		Plan	2	Actua	I 3	3-1	
Unit: ¥Billion	Sales _※	OP	Sales	OP	Sales	ОР	Sales	OP
Automotive	349.4	(3.1)	455.0	29.0	468.9	32.7	+119.5	+35.8
Information & Communication	129.0	0.8	115.0	(3.0)	119.4	(1.5)	(9.6)	(2.3)
Electronics	72.7	(0.2)	95.0	5.0	86.0	3.9	+13.3	+4.1
Electric Wire & Cable,Energy	183.6	(1.1)	210.0	3.0	214.6	3.9	+31.0	+5.0
Industrial Materials & Others	103.9	(3.4)	135.0	6.0	133.1	7.0	+29.2	+10.4
Eliminations	(26.3)	0.0	(35.0)	0.0	(31.4)	0.0	(5.1)	+0.0
Total	812.3	(7.0)	975.0	40.0	990.6	46.0	+178.3	+53.0

Improvement in Operating Profit





In spite of unfavorable trends such as a slowdown in economy and strong Yen in 2H/2010, we will not change FY2010 original plan.

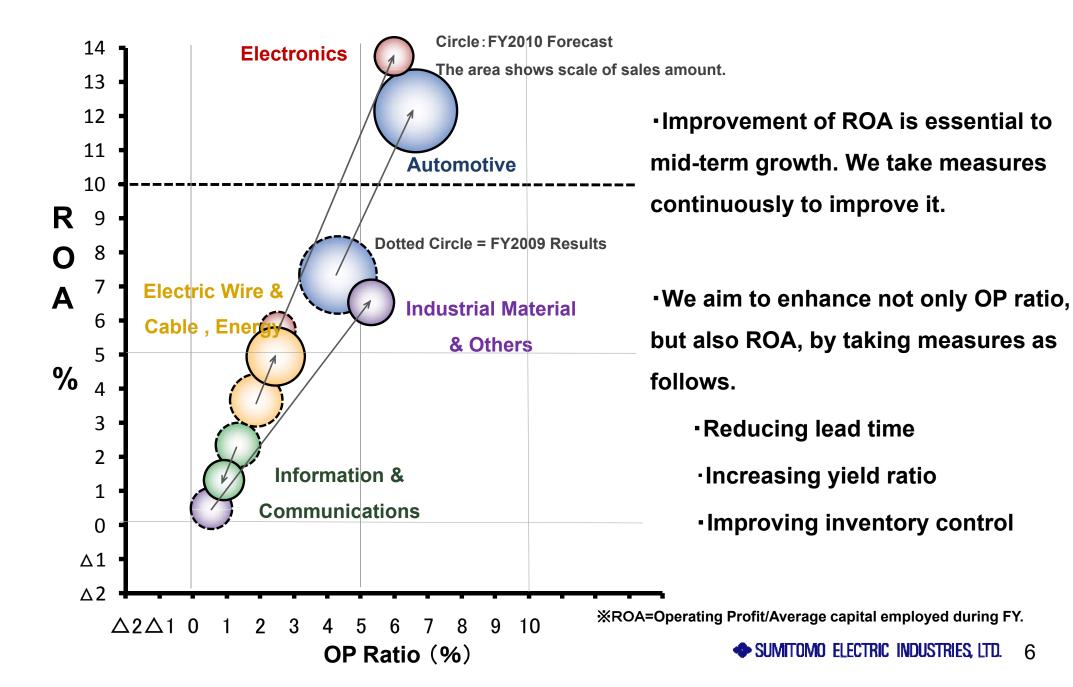
(exchange rates in 2H/FY2010 : ¥83/\$, ¥115/€)

	FY 2009		FY 2010		%Growth	
		1H Plan	[1H Actual]	2H Plan	Plan	
Unit: ¥Billioi	ı	1		2	1+2	Year-on-Year
Net Sales	1836.4	975.0	[990.6]	1025.0	2000.0	+9%
Operating Profit	51.7	40.0	[46.0]	60.0	100.0	+93%
Ordinary Income	y Income 68.2		[62.2]	70.0	120.0	+76%
Net Income	28.7	25.0	[41.4]	35.0	60.0	+109%
Capital Expenditure	73.3				110.0	+50%
DepreciationExpenses	103.8				100.0	▲ 4%
R&D Expenses	72.3				75.0	+4%
R O A 💥	3.6%				7.1%	+3.5%
R O E	3.3%				6.5%	+3.2%

Although market forecasts vary depending on regions or segments, we take the best measures for each market condition and obtain ¥100bn of OP.

	<u>1H Pla</u>	n (1)	[1H Ac	tual]	2H Pla	n @	Annual Plan①+②		
Unit: ¥Billion	× Sales	OP	[Sales]	[OP]	Sales	OP	Sales	OP	
Automotive	455.0	29.0	[468.9]	[32.7]	460.0	31.0	915.0	60.0	
Information &Communication	115.0	(3)	[119.4]	[(1.5)]	105.0	5.0	220.0	2.0	
Electronics	95.0	5.0	[86.0]	[3.9]	105.0	7.0	200.0	12.0	
Electric Wire &Cable,Energy	210.0	3.0	[214.6]	[3.9]	245.0	8.0	455.0	11.0	
Industrial Materials &Others	135.0	6.0	[133.1]	[7.0]	145.0	9.0	280.0	15.0	
Eliminations	(35)	0.0	[(31.4)]	[0.0]	(35)	0.0	(70)	0.0	
Total	975.0	40.0	[990.6]	[46.0]	1025.0	60.0	2000.0	100.0	
XOP=Operating Prof	fit (Loss)			I SUN	ntomo elect	ric industries, i	TTL 5		

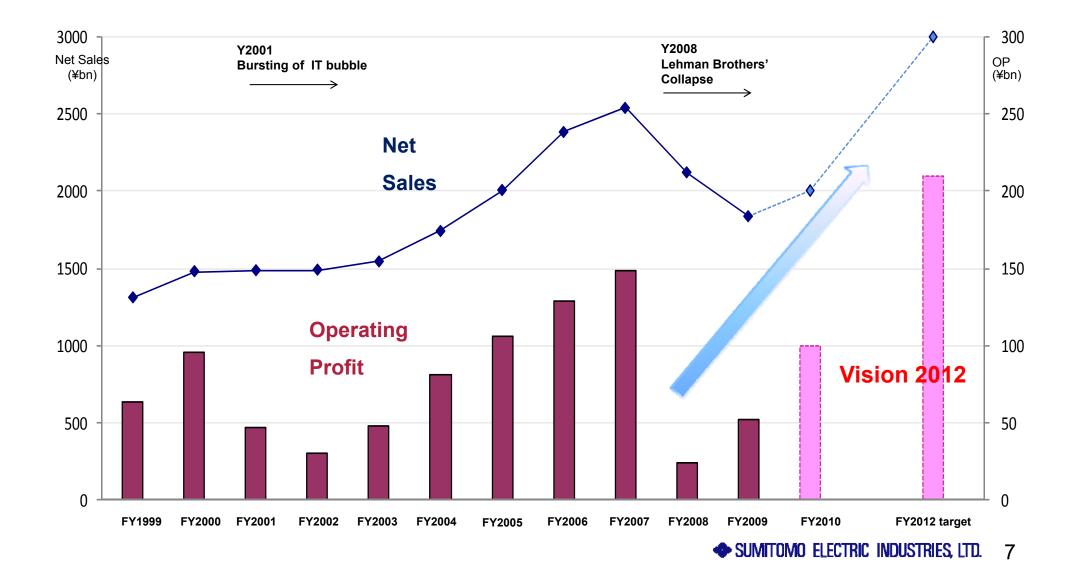
FY2010 OP Ratio & ROA by Segments(%)



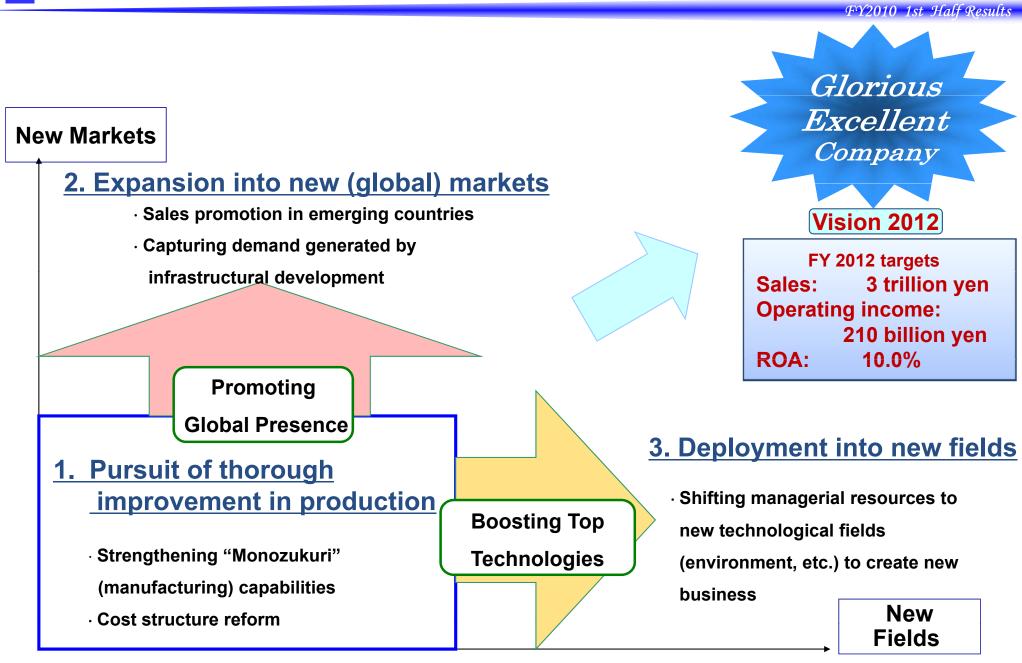
Realizing Vision 2012 (1) – Group performance evolution –

FY2010 1st Half Results

To achieve our medium-term business plan "Vision 2012", we accelerate unremitting efforts to reinforce our business foundation and to start up new business.

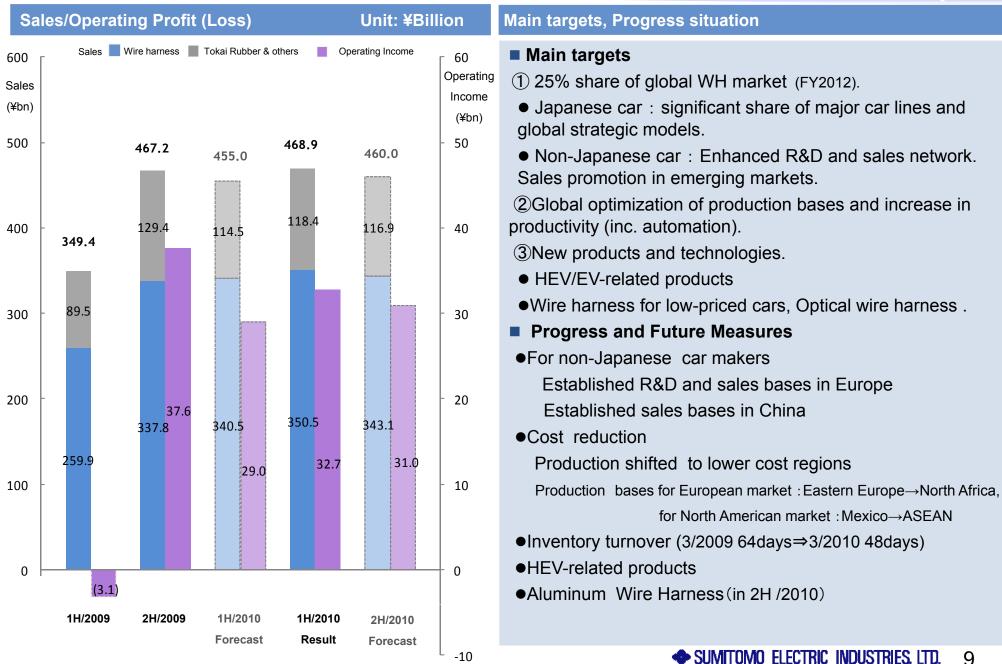






Activities: Automotive

FY2010 1st Half Results



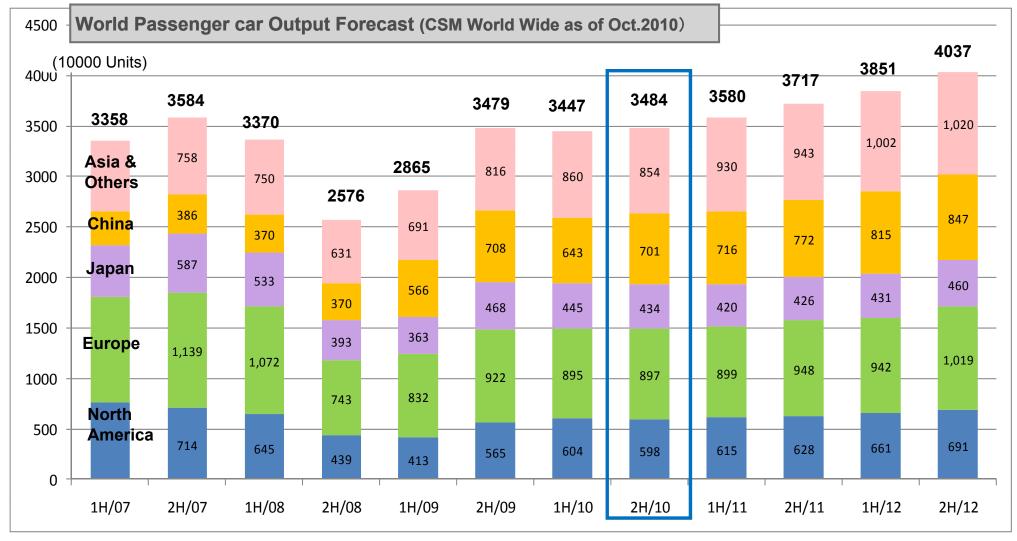
World Automobile (Passenger cars) Output Forecast

FY2010 1st Half Results

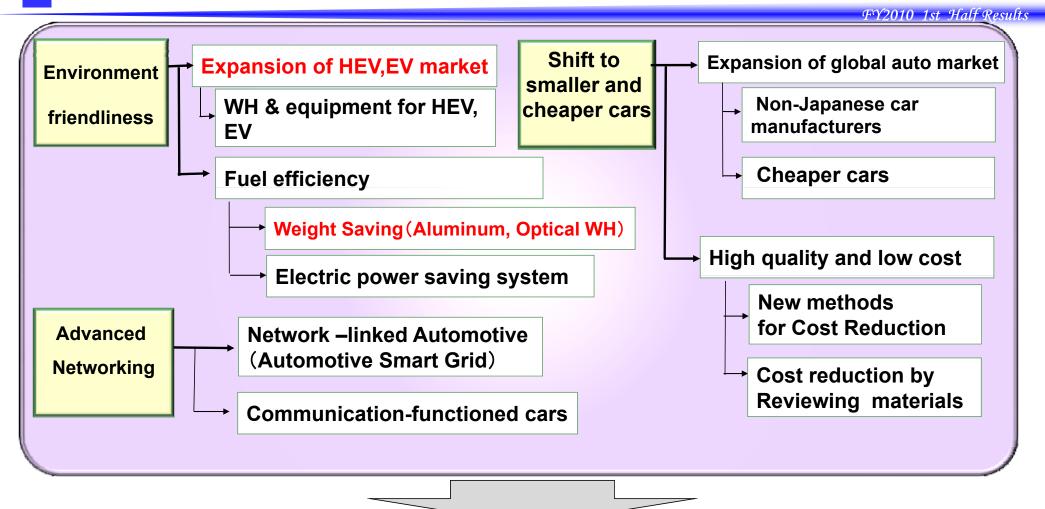
✓ Production volume recovered to FY2007 and FY2008 levels.

 \checkmark 40million/half year expected in FY2012 due to the boom in emerging markets.

✓While, low growth in Japan, North America and Europe.



Trends of Wiring Harness

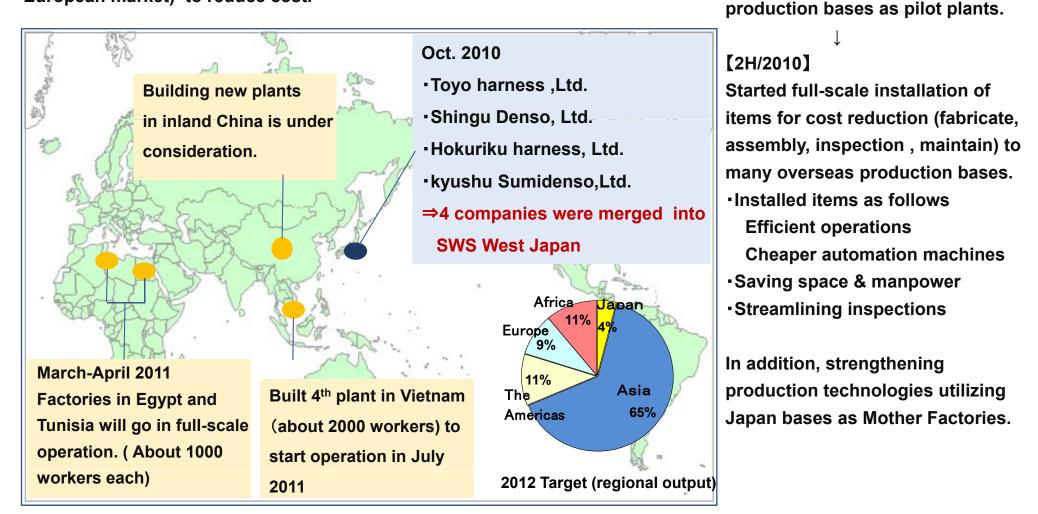


These trends can be good opportunities to increase our global share. We concentrate managerial resources on R&D and accelerate it by making the best use of SEI group's wide-ranging technologies.

Activities for Cost Reduction of WH

Global optimization of production bases

Streamlining domestic production and building up of new production bases in China and ASEAN (for Japanese & North American markets), in Africa (for European market) to reduce cost.



Cost Reduction in overseas bases

Installed innovative machines and

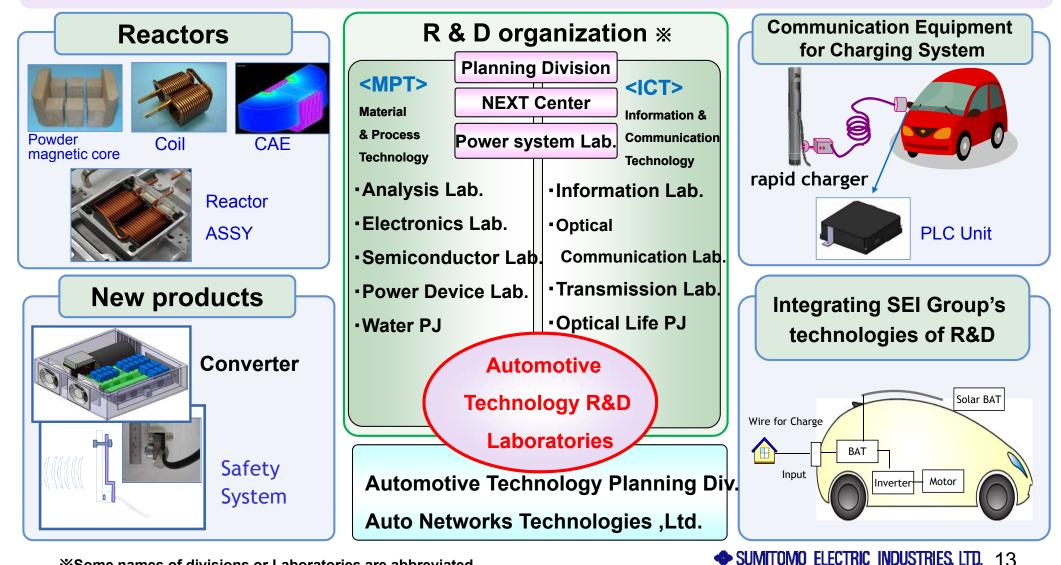
operations in some overseas

[1H/2010]

FY2010 1st Half Results

Enhanced Activities of R&D for Automotive

 \checkmark "Automotive Technology R&D Laboratories" — a hub of the R&D network. Accelerated development of new products and technologies for automotive based on core technologies; Materials, Semiconductor Devices, Processing and IT.



Some names of divisions or Laboratories are abbreviated.

Activities : Information & Communications

							FY2010 1st Half Results
S	ales/Operat	ing Profit	(Loss)	Un	it: ¥Billior	า	Main targets, Progress situation
	Sales 💳	le / Accessories	Optical & Elec		_		Main targets
150	Access N	etwork equipment	_		Operating Inc	come	①Capture of growing demand for communications infrastructures
Sales		142.2		m 2H/2010, Con e an equity metho	·	Operating	in emerging markets.
(¥bn)	129.0					Income	②Restructure of R&D and production bases corresponding to
, ,			115.0	119.4		(¥Bn) - 10	shrinking domestic market.
		42.8	115.0		105.0		③Global optimization of production in response to strong yen.
	34.4				105.0		④Development and sales promotion of high-speed optical
100	-			34.3		- 8	communication devices.
	8.0	17.3	37.0		21.0		5 Development of new products such as GaN semiconductor
				7.8			devices for broadband wireless telecommunication equipment.
	26.7	<mark>16.3</mark>	1.3		<mark>15.8</mark>	- 6	Progress and Future Measures
			13.6	15.4			■Optical fiber/cable
		25 4			26.1		 Alliance with Futong in China.
50	22.5	25.4	25.1	24.4		- 4	■Optical equipment
							 JV for FTTx optical networking equipment with Nanjing Putian
					5.0		Telecommunications Co,.Ltd.
		40.4	38	37.5	42.1	- 2	 Merged Toyokuni Electric Cable Co,.Ltd. and Sumiden High
	37.4	2.8	50	37.5			Precision Co., Ltd. into SEI Optifrontier Co,. Ltd
	0.8						Optical & Electric devices
0	1H/2009	2H/2009			2H/2010	0	 40/100Gbps optical devices
				(1.5)	Forecast		 GaN-semiconductor devices for next-generation base station
			(3.0)			- Δ2	(for LTE).
							■Commuture Corp. ,shareholding ratio 54%→22% on Oct. 1st,
			1H/2010	1H/2010)		2010.
			Forecast	Result		∆4	Sumitomo electric industries, LTD. 14

Streamlining Japanese Bases & Strengthening Overseas Activities

FY2010 1st Half Results

Market conditions

- Increasing oversea demand for communications infrastructures
- Decreasing domestic investment in optical products

Measures in Japan

 Streamlining manufacturing operations.
 Consolidation and Integration of production lines.

Activities in FY2010

Optical Equipment

Toyokuni Electric Cable and Sumiden High Precision were merged into SEI Optifrontier (July.2010)

Commuture

Through "Miraito-Holding Corporation", Commuture ,Daimei and Todentsu merged their operations. Commuture became an equity method affiliate. (Oct.2010)

Overseas measures

- •To capture demand in emerging markets,
- SEI Group reinforce production capacity.
- →Strengthening ties with local partners in China

Activities in 2010

Tianjin SEI-Futong optical SEI-Nanjing Putian cable Co..Ltd. **Optical Network** Beginning cabling within Y2010 Began operation Aug.2010. JV with Nanjing Putian Telecommunications for FTTx optical networking equipment **Chenadu SEI-Futona Optical Cable** Started fiber drawing July.2010 in addition to cable manufacturing Hangzhou SEI-Futong **SEI Optical Cable Optical Fiber** (Shenzhen) Began preform FT-SEI 田光纤 (町州) manufacturing **Reinforced capabilities** Sep.2010 Cable manufacturing fiber drawing

Opening Ceremony in Sep.2010

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Information & Communications ~New Products~

FY2010 1st Half Results

High-speed & large-capacity communications

Advanced communication & electric saving, contributing to building a broadband society.

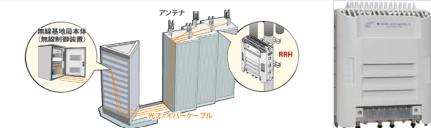


Commercial production of high power "GaN HEMT" (Sep.2010)



40GbE Optical Transceiver for 40Km transmission. (Sep. 2010)

Communication in any areas



Developed WiMAX Remote Radio Head(RRH) capable of transmitting and receiving up to 4 channels .



for High Vision (Oct.2010)



Lower attenuation single mode fiber capable of being bended at a 5mm radius.(Feb.2010)



10Gbit/s XFP for 80 Km transmission corresponding to DWDM(July.2010)

Advanced optical technology to life science

Composition imaging system using near-infrared light "Compovision" (Aug.2010). This can create two-dimensional images of composition distribution in real time without destruction.



Microscope-type



Inline -type



"MC3000 "modems to create high – speed network by using existing community coaxial TV cable in building. (Nov. 2010).



Activities : Electronics

							FY2010 1st Half Results
Sale	es /Operati	ng profit	(Loss)	Unit	: ¥Billior	า	Main targets, Progress situation
	Sales 📕 Electro	onic Wire 📕 FF	PC 🧧 Semicon	ductors 📕 Othe	ers 📕 Operatir	ng Income	Main targets
110 Sales (¥Bn)	-	92.4	95.0		105.0	- 11 Operating Income (¥bn)	 Sales promotion in growing area . (cell phone, liquid crystal , storage devices, etc) Strengthening sales and production network in emerging markets.
80			25.9	86.0	27.8	- 9	③Promoting sales of high-value -added products and reducing costs.
80	72.7	28.3		22.9	8.3	- 7	 ④Launching new products and developing new technologies. ■ Progress and Future Measures
	18.4	7.2	7.9	7.2			 Electronic wires Tab-lead for Li-ion battery for Evs Helegen, free wire, Elet cable for Chinese market
50	_ 5.3	29.2	32.6	27.8	40.9	- 5	 Halogen -free wire ,Flat cable for Chinese market FPC Sales promotion for smart phones, HDDs
	29.0	5.1	5.0		7.0	- 3	 Value-added products such as high-density IC mounting FPC and highly-modularized FPC
20	-	27.7	28.6	3.9 28.1	28.0		 Integrated production in China Semiconductor Green lasers using GaN substrates
	20.0					- 1	 GaAs substrates for cellular phones Others
	1H/2009	2H/2009	1H/2010 Forecast	1H/2010 Result	2H/2010 Forecast	-1	 Superfine filtration membrane module ACF (Anisotropically-Conductive film), Nano metal powder paste

Major Challenges in Electronics

FY2010 1st Half Results

Development & sales promotion of new products



Tab-lead for Li-ion battery For Li-ion battery of electric vehicles. The demand is expected to increase because Evs come to market.



Microfiltration Membrane Module Strong and chemically resistant. Widely used in water purification plant in China and Taiwan.



FPC for touch panel High-function and compactness acheived by high-density IC mounting. The demand is expanding due to Smart phones.



GaN substrate for green laser The world's first pure green laser. Promote development to apply this laser to laser display & new applications.

Magnesium Alloy

Due to superiority in strength and corrosion resistance, expected to be used for mobile products & in many fields.



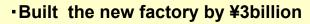
Optical/Coaxial combined wire Promoting sales for CCD utilizing the advantage of high-speed transmission. Prepared for high-volume production

Global optimization of production



Sumitomo Electric Interconnect Products(Shenzhen) Limited • the largest base of SEI in China • approx. 10000 employees • Sales of FY2011= approx. ¥60bn FY2012= approx. ¥68bn • Expanded sales to Chinese market. (Started Yuan-based transaction)

Strengthening production capacity for Vision 2012
 Sales promotion to local customers
 Cost reduction



- •Captured demand for electronic parts mainly for smart phones in China.
- Started integrated production of FPC in China
- •Shifted Electronic wire production partially to China.
- •Further steps are under consideration as follows. Further Investment in China

Promotion of export from China to ASEAN

Activities : Electric Wire, Cables and Energy

FY2010 1st Half Results

Sal	es/Operatin	g Profit (Loss)	U	nit:¥Billion		Main targets, Progress situation
Sales	Copper wire rod	s 📕 Electric	oower cables	Magnet wires	Sumitomo Densetu	Co.,Ltd.	Main targets
270 Sales (¥bn)	Nissin Electric C	Co.,Ltd	Others	Operating Income	245.0	18 Operating Income (¥bn)	 (1)Further structural reforms in mature business areas and thorough reduction of costs.
240		228.9 19.5	210.0	214.6	25.9	- 16	(2)Capturing demand for infrastructures such as energy and railway in overseas and emerging markets.
210	183.6	19.5	19.4	16.5		- 14	(3)Developing products for automobile and electric fields.(4)Exploring new business opportunities in environment,
180	13.4	52.3	12.0	38.6	55.0	- 12	energy and resource-conservation fields.
150	34.9		42.0			- 10	 Progress and Future Measures Magnet wire
120		63.8	48.0	48.2	62.0	- 8	Quality improvement for HEVs and EVs.Thorough cost reduction.
90 ·	56.1			48.9		- 6	 Others Electricity infrastructures in Asia and Middle-East Clobalization of production because of high % middle voltage
60	31.6	^{39.8} 9.0	44.2		47.1 8.0	- 4	 Globalization of production bases of high & middle-voltage electric cables. Air cushions and trolley wire in response to increasing
30 ·	21	21.6	21.5 34.9 3.0	22.3 3.9 40.1	21.9	- 2	 All cushions and trolley whe intresponse to increasing railway infrastructure demand . R&D and commercialization of superconducting cables and
	26.6 (1.1)	31.9			33.1	0	 apparatus. Recyclable energy (solar, wind, etc.) and electric-efficient
	1H/2009	2H/2009	1H/2010 Forecast	1H/2010 Result	2H/2010 Forecast	Δ2	infrastructure . SUMITOMO ELECTRIC INDUSTRIES, LTD. 19



Market conditions

•Domestic construction markets remain stagnant.

Increasing overseas demand with tougher competition

Capturing overseas demand for infrastructures
 Promoting sales in emerging markets
 Cost reduction utilizing overseas bases

FY2010 1st Half Results

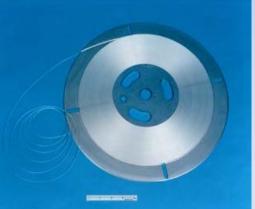
Demand for Railways J-Power Systems Saudi Arabia Co, Ltd Promotion of sales utilizing Mid-voltage submarine cables production bases in China Begin operation in Y2011 (Air Cushion=Changzhou, **Finolex J-Power Systems Trolley = Yantai**) **Air Cushion Trolley Wire** Private Limited. High-voltage CV cables **Overhead Power Line** Begin operation in Y2011 **Export for Growing Market China and India** DCCV Cable **Demand for WR Demand for electricity infrastructure Capturing Asian demand** Establishing new cable production bases for WR not only in in India and Saudi Arabia (JPS) electricity infrastructure Capturing electric power projects in Asia field but in Auto & Accelerate R&D in coalition with Electronics fields, utilizing an Indonesian Power System lab. Nissin Electric Co., production base (KSI) and Meidensha Co... SUMITOMO ELECTRIC INDUSTRIES, LTD. 20

Efficient Electric Power Transmission

Meeting changing needs in the areas of energy, resources and environment.

Electric power transmission Environment-friendly products Power Conditioner for solar power generation system (Nissin Electric Co.,Ltd) <Merit > 1 DCCV cable (JPS) Solar power generation system design and installation ⇒(Nissin Electric, Co.,Ltd. Sumitomo Densetsu Co.,Ltd.)

High-temperature superconducting cable





Bismuth-based superconducting wire

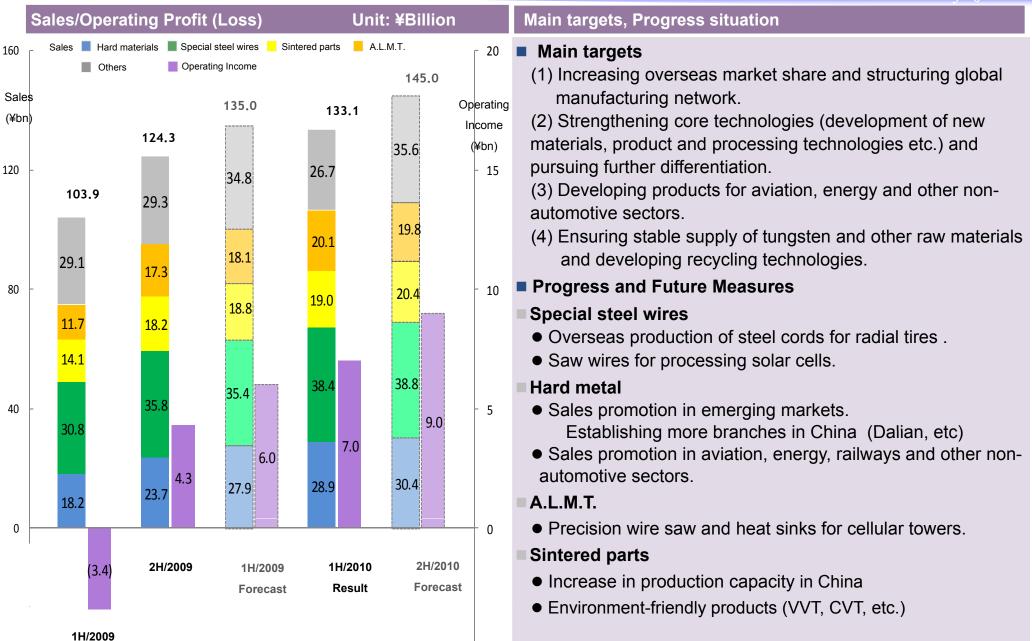
High-temperature superconducting cable

- -50% reduction of loss compared with Cu cable
- 200 times current density compared with Cu
- Reducing construction cost drastically
- by much smaller cable size

Besides joining demonstration projects in Japan (Tokyo Electric Power Company, Chubu Univ., etc), supplied materials to oversea experiments. (ex. Russia.)

Activities : Industrial Materials

FY2010 1st Half Results

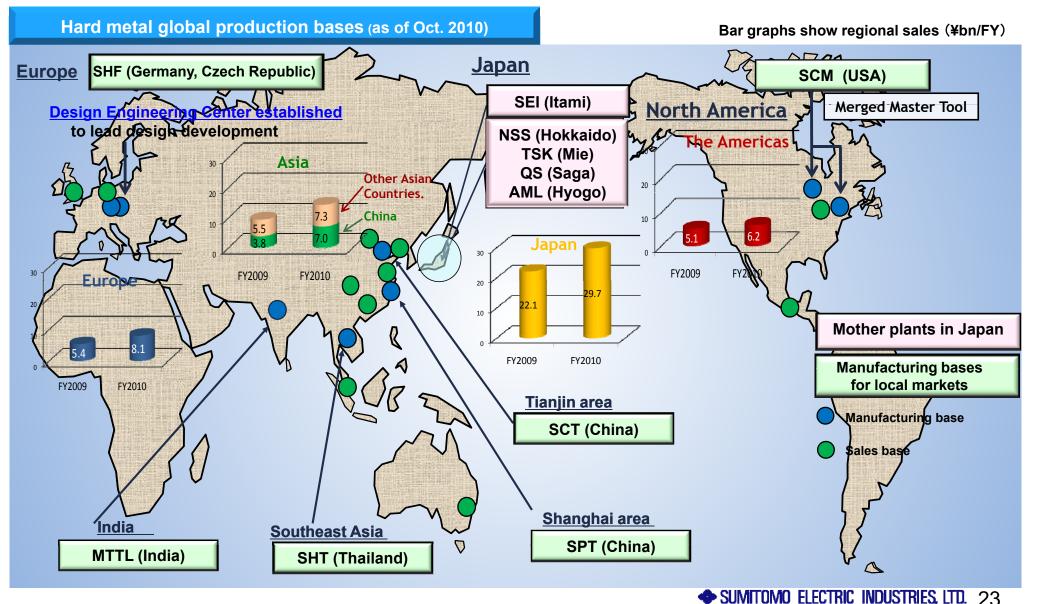


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Global Sales and Production Networks for Hard Metal

•Establishment of sales branches in emerging countries and more production bases in China.

•Further promotion of material recycling for resource conservation and cost reduction.



Industrial Materials ~New Products~

FY2010 1st Half Results

Abrasion- & defect-resistant cutting tool





"Ace-coat AC810P "; long service life and efficiency in turning process.



"T1500A" realizing smoother finished surface by fine-grain-size control.

Cutoff tools for new fields such as solar energy generator

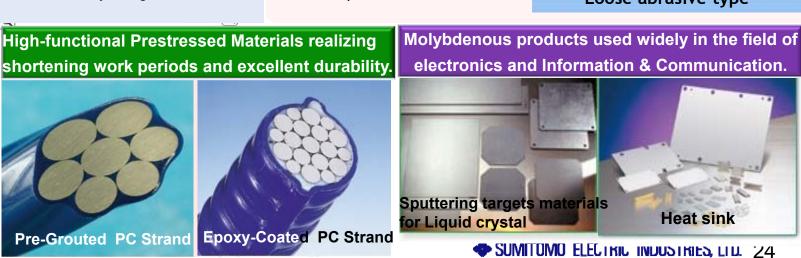
PWS (Precision wire saw) Environment-friendly and highly durable. The demand is expected to increase in the fields of cutting sapphire substrate for LED and silicon ingot for solar energy generator.



Loose abrasive type



"Super Multi Drill HGS" realizing efficient and precise drilling



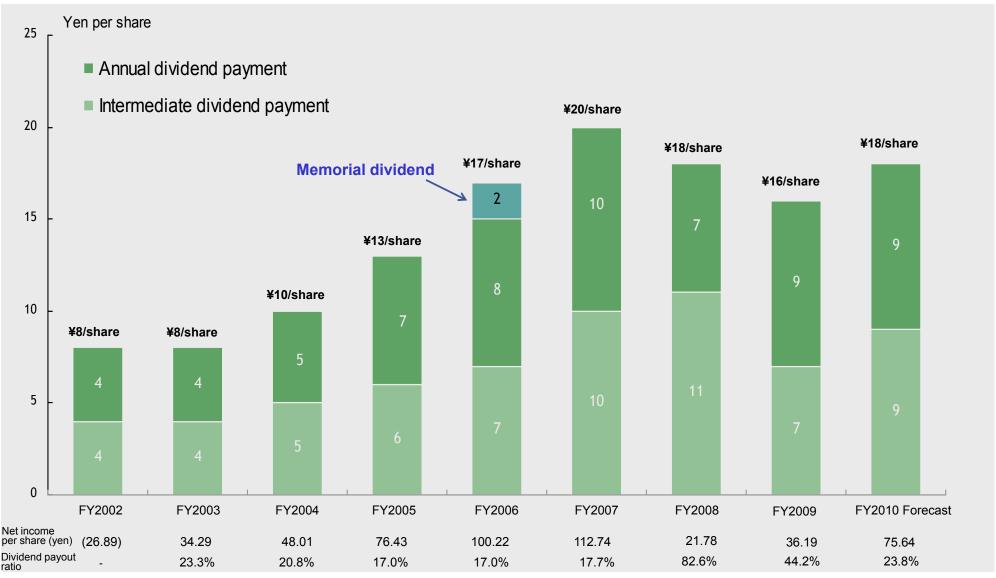
Bonded abrasive type

Saw wires Currently Saw wire is used widely for cutting silicon ingot. We have a plan to establish a new production base to capture Asian demand .

Return to Shareholders: Dividend Amount & Payout Ratio

FY2010 1st Half Results

In FY2010: Interim dividend is ¥9 / share. Year total dividend is planned to be ¥18 / share.



SEI Group Corporate Social Responsibility (CSR) Activities



FY2010 1st Half Results

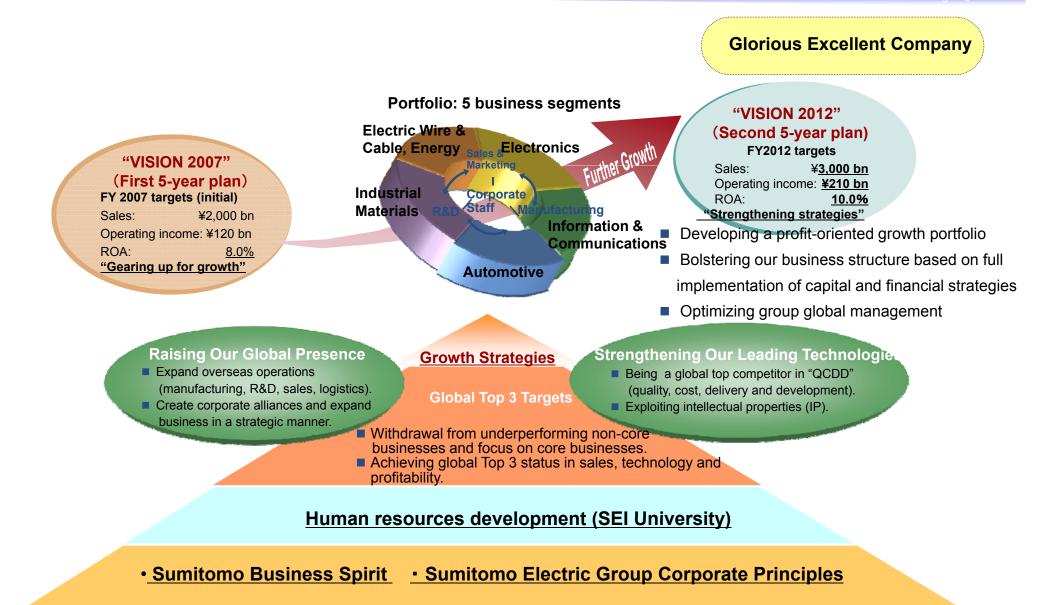
Appendix



New Mid-term Management Plan "Vision 2012"

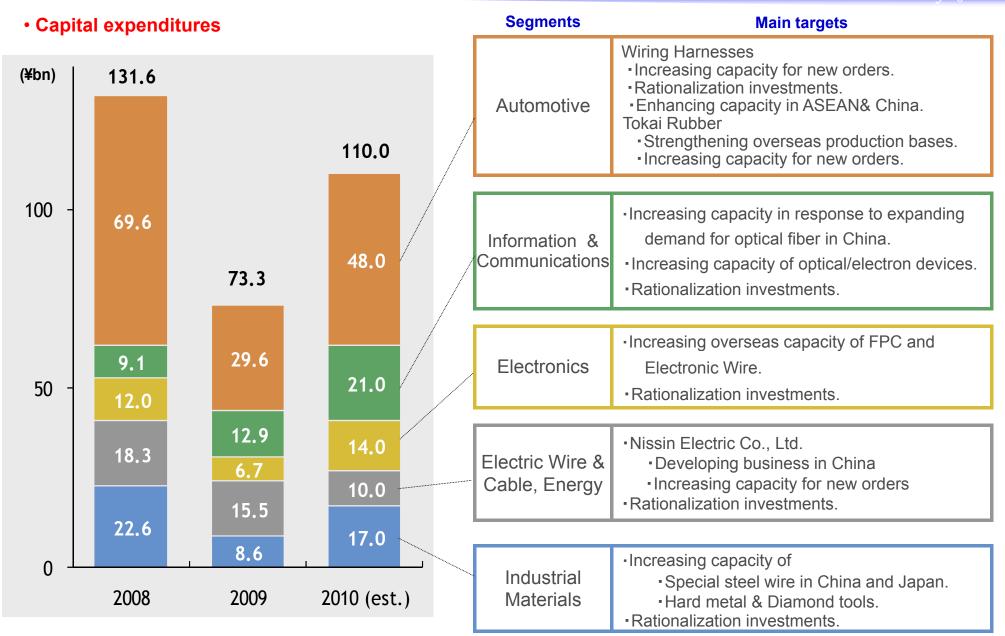
- Leaping forward to become a Glorious Excellent company

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FY2010 1st Half Results
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Prioritized Investments into Growing Areas: Capital Expenditures

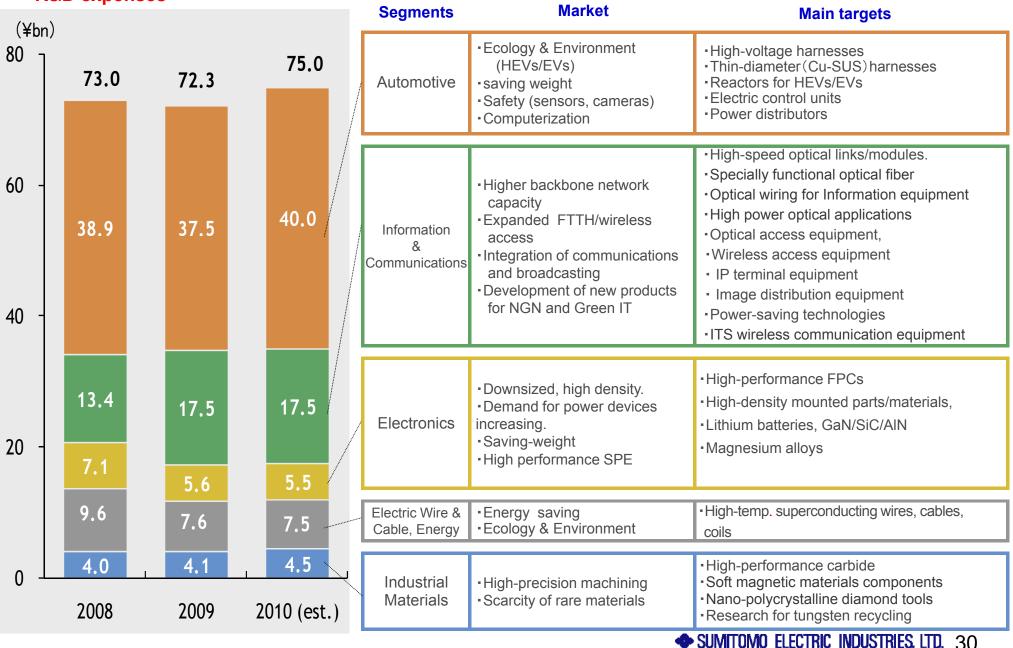
FY2010 1st Half Results



Prioritized Investments into Growing Areas: R&D Expenses

FY2010 1st Half Results

R&D expenses



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- 1. Market and economic conditions in the United States, Europe, Japan and other Asian countries, especially increases or decreases in personal consumption and capital expenditures.
- 2. Fluctuations of currency exchange rates, especially between Japanese yen and U.S. dollar, Euro and Asian currencies.
- 3. The ability of Sumitomo Electric and its affiliated companies to cope with rapid technological development.
- 4. Changes in financial, managemental, environmental and other assumptions.
- 5. Changes in laws and regulations in foreign countries involving trade and other activities.
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