

## 8) Segment Information

### 1. Industry segment information

Recording media sales have dropped sharply due to the August 2007 transfer of the TDK brand recording media sales business and as a result these sales now account for less than 10% of total net sales. Because the electronic materials and components segment accounted for more than 90% of total net sales and operating income, segment information has been omitted.

### 2. Geographic segment information

Term		1Q of FY2008 (April 1, 2007 - June 30, 2007)		1Q of FY2009 (April 1, 2008 - June 30, 2008)			Change	
		(Yen millions)	%	(Yen millions)	%	(U.S.\$ thousands)	(Yen millions)	Change(%)
Japan	Net sales	99,785	100.0	84,062	100.0	793,038	(15,723)	-15.8
	Operating income (loss)	9,454	9.5	(1,772)	-2.1	(16,717)	(11,226)	-
Americas	Net sales	27,212	100.0	21,862	100.0	206,245	(5,350)	-19.7
	Operating income	621	2.3	1,127	5.2	10,632	506	81.5
Europe	Net sales	18,318	100.0	10,756	100.0	101,472	(7,562)	-41.3
	Operating income (loss)	(498)	-2.7	12	0.1	113	510	-
Asia and others	Net sales	142,860	100.0	141,994	100.0	1,339,566	(866)	-0.6
	Operating income	6,600	4.6	6,940	4.9	65,472	340	5.2
Intersegment eliminations	Net sales	81,476		68,051		641,991	(13,425)	
	Operating income	48		914		8,623	866	
Total	Net sales	206,699	100.0	190,623	100.0	1,798,330	(16,076)	-7.8
	Operating income	16,129	7.8	5,393	2.8	50,877	(10,736)	-66.6

#### Notes:

1. Net sales in each geographic area are based on the location of TDK entities where the sales are generated.
2. U.S.\$1=Yen 106, for convenience only.

### 3. Sales by region

Term		1Q of FY2008 (April 1, 2007 - June 30, 2007)		1Q of FY2009 (April 1, 2008 - June 30, 2008)			Change	
		(Yen millions)	%	(Yen millions)	%	(U.S.\$ thousands)	(Yen millions)	Change(%)
Americas		24,735	12.0	22,590	11.9	213,113	(2,145)	-8.7
Europe		18,010	8.7	12,151	6.4	114,632	(5,859)	-32.5
Asia and others		125,011	60.5	123,417	64.7	1,164,312	(1,594)	-1.3
Overseas sales total		167,756	81.2	158,158	83.0	1,492,057	(9,598)	-5.7
Japan		38,943	18.8	32,465	17.0	306,273	(6,478)	-16.6
Net sales		206,699	100.0	190,623	100.0	1,798,330	(16,076)	-7.8

#### Notes:

1. Overseas sales are based on the location of the customers.
2. U.S.\$1=Yen 106, for convenience only.