

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

[1st half results]

Term		1H of FY2008 (April 1, 2007 - Sep. 30, 2007)		1H of FY2009 (April 1, 2008 - Sep. 30, 2008)			Change	
		(Yen millions)	%	(Yen millions)	%	(U.S.\$ thousands)	(Yen millions)	Change(%)
Japan	Net sales	201,260	100.0	168,428	100.0	1,619,500	(32,832)	-16.3
	Operating income (loss)	30,257	15.0	(5,525)	-3.3	(53,125)	(35,782)	-
Americas	Net sales	56,062	100.0	45,532	100.0	437,808	(10,530)	-18.8
	Operating income	5,284	9.4	5,779	12.7	55,567	495	9.4
Europe	Net sales	31,967	100.0	21,419	100.0	205,952	(10,548)	-33.0
	Operating income (loss)	(3,666)	-11.5	(758)	-3.5	(7,288)	2,908	-
Asia and others	Net sales	312,723	100.0	301,404	100.0	2,898,115	(11,319)	-3.6
	Operating income	16,243	5.2	16,925	5.6	162,740	682	4.2
Intersegment eliminations	Net sales	168,924		140,246		1,348,519	(28,678)	
	Operating income	973		2,040		19,615	1,067	
Total	Net sales	433,088	100.0	396,537	100.0	3,812,856	(36,551)	-8.4
	Operating income	47,145	10.9	14,381	3.6	138,279	(32,764)	-69.5

[2nd quarter results]

Term		2Q of FY2008 (July 1, 2007 - Sep. 30, 2007)		2Q of FY2009 (July 1, 2008 - Sep. 30, 2008)			Change	
		(Yen millions)	%	(Yen millions)	%	(U.S.\$ thousands)	(Yen millions)	Change(%)
Japan	Net sales	101,475	100.0	84,366	100.0	811,212	(17,109)	-16.9
	Operating income (loss)	20,803	20.5	(3,753)	-4.4	(36,087)	(24,556)	-
Americas	Net sales	28,850	100.0	23,670	100.0	227,596	(5,180)	-18.0
	Operating income	4,663	16.2	4,652	19.7	44,731	(11)	-0.2
Europe	Net sales	13,649	100.0	10,663	100.0	102,529	(2,986)	-21.9
	Operating income (loss)	(3,168)	-23.2	(770)	-7.2	(7,404)	2,398	-
Asia and others	Net sales	169,863	100.0	159,410	100.0	1,532,788	(10,453)	-6.2
	Operating income	9,643	5.7	9,985	6.3	96,010	342	3.5
Intersegment eliminations	Net sales	87,448		72,195		694,183	(15,253)	
	Operating income	925		1,126		10,827	201	
Total	Net sales	226,389	100.0	205,914	100.0	1,979,942	(20,475)	-9.0
	Operating income	31,016	13.7	8,988	4.4	86,423	(22,028)	-71.0

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 104, for convenience only.

3. Overseas Sales

[1st half results]

Region	Term	1H of FY2008 (April 1, 2007 - Sep. 30, 2007)		1H of FY2009 (April 1, 2008 - Sep. 30, 2008)			Change	
		(Yen millions)	%	(Yen millions)	%	(U.S.\$ thousands)	(Yen millions)	Change(%)
Americas		50,947	11.8	44,589	11.2	428,740	(6,358)	-12.5
Europe		32,879	7.6	23,998	6.1	230,750	(8,881)	-27.0
Asia and others		272,995	63.0	264,342	66.7	2,541,750	(8,653)	-3.2
Overseas sales total		356,821	82.4	332,929	84.0	3,201,240	(23,892)	-6.7
Japan		76,267	17.6	63,608	16.0	611,616	(12,659)	-16.6
Net sales		433,088	100.0	396,537	100.0	3,812,856	(36,551)	-8.4

[2nd quarter results]

Region	Term	2Q of FY2008 (July 1, 2007 - Sep. 30, 2007)		2Q of FY2009 (July 1, 2008 - Sep. 30, 2008)			Change	
		(Yen millions)	%	(Yen millions)	%	(U.S.\$ thousands)	(Yen millions)	Change(%)
Americas		26,212	11.6	21,999	10.7	211,529	(4,213)	-16.1
Europe		14,869	6.6	11,847	5.8	113,913	(3,022)	-20.3
Asia and others		147,984	65.3	140,925	68.4	1,355,048	(7,059)	-4.8
Overseas sales total		189,065	83.5	174,771	84.9	1,680,490	(14,294)	-7.6
Japan		37,324	16.5	31,143	15.1	299,452	(6,181)	-16.6
Net sales		226,389	100.0	205,914	100.0	1,979,942	(20,475)	-9.0

Notes:

1. Overseas sales are based on the location of the customers.
2. U.S.\$1=Yen 104, for convenience only.