

8) Segment Information

1. Geographic segment information

[9-month-period results]

Region \ Term		The 9-month-period of FY2009 (April 1, 2008 - Dec. 31, 2008)		The 9-month-period of FY2010 (April 1, 2009 - December 31, 2009)			Change	
		(Yen millions)	%	(Yen millions)	%	(U.S.\$ thousands)	(Yen millions)	Change(%)
Japan	Net sales	237,470	100.0	199,584	100.0	2,169,391	(37,886)	-16.0
	Operating income (loss)	(14,467)	-6.1	(13,366)	-6.7	(145,283)	1,101	-
Americas	Net sales	68,599	100.0	58,115	100.0	631,685	(10,484)	-15.3
	Operating income (loss)	7,185	10.5	(1,791)	-3.1	(19,468)	(8,976)	-
Europe	Net sales	54,585	100.0	112,534	100.0	1,223,196	57,949	106.2
	Operating income (loss)	(5,304)	-9.7	(15,384)	-13.7	(167,217)	(10,080)	-
Asia and others	Net sales	439,084	100.0	442,903	100.0	4,814,163	3,819	0.9
	Operating income	21,816	5.0	48,172	10.9	523,609	26,356	120.8
Intersegment eliminations	Net sales	211,422		215,623		2,343,728	4,201	
	Operating income (loss)	(42)		136		1,478	178	
Total	Net sales	588,316	100.0	597,513	100.0	6,494,707	9,197	1.6
	Operating income	9,272	1.6	17,495	2.9	190,163	8,223	88.7

[3rd quarter results]

Region \ Term		3Q of FY2009 (Oct. 1, 2008 - Dec. 31, 2008)		3Q of FY2010 (October 1, 2009 - December 31, 2009)			Change	
		(Yen millions)	%	(Yen millions)	%	(U.S.\$ thousands)	(Yen millions)	Change(%)
Japan	Net sales	69,042	100.0	77,254	100.0	839,718	8,212	11.9
	Operating income (loss)	(8,942)	-13.0	1,639	2.1	17,815	10,581	-
Americas	Net sales	23,067	100.0	16,436	100.0	178,652	(6,631)	-28.7
	Operating income (loss)	1,406	6.1	(4,668)	-28.4	(50,739)	(6,074)	-
Europe	Net sales	33,166	100.0	40,365	100.0	438,750	7,199	21.7
	Operating income (loss)	(4,546)	-13.7	(4,708)	-11.7	(51,174)	(162)	-
Asia and others	Net sales	137,680	100.0	156,491	100.0	1,700,989	18,811	13.7
	Operating income	4,891	3.6	19,729	12.6	214,446	14,838	303.4
Intersegment eliminations	Net sales	71,176		78,884		857,435	7,708	
	Operating income (loss)	(2,082)		(101)		(1,098)	1,981	
Total	Net sales	191,779	100.0	211,662	100.0	2,300,674	19,883	10.4
	Operating income (loss)	(5,109)	-2.7	12,093	5.7	131,446	17,202	-

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 92, for convenience only.

2. Sales by region**[9-month-period results]**

Region	Term	The 9-month-period of FY2009 (Apr. 1, 2008 - Dec. 31, 2008)		The 9-month-period of FY2010 (April 1, 2009 - December 31, 2009)			Change	
		(Yen millions)	%	(Yen millions)	%	(U.S.\$ thousands)	(Yen millions)	Change(%)
Americas		65,262	11.1	59,278	9.9	644,326	(5,984)	-9.2
Europe		49,716	8.4	80,677	13.5	876,924	30,961	62.3
Asia and others		381,048	64.8	379,522	63.5	4,125,239	(1,526)	-0.4
Overseas sales total		496,026	84.3	519,477	86.9	5,646,489	23,451	4.7
Japan		92,290	15.7	78,036	13.1	848,218	(14,254)	-15.4
Net sales		588,316	100.0	597,513	100.0	6,494,707	9,197	1.6

[3rd quarter results]

Region	Term	3Q of FY2009 (Oct. 1, 2008 - Dec. 31, 2008)		3Q of FY2010 (October 1, 2009 - December 31, 2009)			Change	
		(Yen millions)	%	(Yen millions)	%	(U.S.\$ thousands)	(Yen millions)	Change(%)
Americas		20,673	10.8	22,808	10.8	247,913	2,135	10.3
Europe		25,718	13.4	29,003	13.7	315,250	3,285	12.8
Asia and others		116,706	60.8	130,624	61.7	1,419,826	13,918	11.9
Overseas sales total		163,097	85.0	182,435	86.2	1,982,989	19,338	11.9
Japan		28,682	15.0	29,227	13.8	317,685	545	1.9
Net sales		191,779	100.0	211,662	100.0	2,300,674	19,883	10.4

Notes:

1. Overseas sales are based on the location of the customers.
2. U.S.\$1=Yen 92, for convenience only.