

## 9) Segment Information

### 1. Geographic segment information

Region	Term	1Q of FY2009 (April 1, 2008 - June 30, 2008)		1Q of FY2010 (April 1, 2009 - June 30, 2009)			Change	
		(Yen millions)	%	(Yen millions)	%	(U.S.\$ thousands)	(Yen millions)	Change(%)
Japan	Net sales	84,062	100.0	56,064	100.0	584,000	(27,998)	-33.3
	Operating income (loss)	(1,772)	-2.1	(10,299)	-18.4	(107,281)	(8,527)	-
Americas	Net sales	21,862	100.0	18,841	100.0	196,260	(3,021)	-13.8
	Operating income	1,127	5.2	1,575	8.4	16,406	448	39.8
Europe	Net sales	10,756	100.0	33,251	100.0	346,365	22,495	209.1
	Operating income (loss)	12	0.1	(6,351)	-19.1	(66,156)	(6,363)	-
Asia and others	Net sales	141,994	100.0	134,148	100.0	1,397,375	(7,846)	-5.5
	Operating income	6,940	4.9	11,957	8.9	124,552	5,017	72.3
Intersegment eliminations	Net sales	68,051		60,758		632,896	(7,293)	
	Operating income	914		527		5,490	(387)	
Total	Net sales	190,623	100.0	181,546	100.0	1,891,104	(9,077)	-4.8
	Operating income (loss)	5,393	2.8	(3,645)	-2.0	(37,969)	(9,038)	-

**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 96, for convenience only.

### 2. Sales by region

Region	Term	1Q of FY2009 (April 1, 2008 - June 30, 2008)		1Q of FY2010 (April 1, 2009 - June 30, 2009)			Change	
		(Yen millions)	%	(Yen millions)	%	(U.S.\$ thousands)	(Yen millions)	Change(%)
Americas		22,590	11.9	16,491	9.1	171,781	(6,099)	-27.0
Europe		12,151	6.4	24,237	13.3	252,469	12,086	99.5
Asia and others		123,417	64.7	117,781	64.9	1,226,885	(5,636)	-4.6
Overseas sales total		158,158	83.0	158,509	87.3	1,651,135	351	0.2
Japan		32,465	17.0	23,037	12.7	239,969	(9,428)	-29.0
Net sales		190,623	100.0	181,546	100.0	1,891,104	(9,077)	-4.8

**Notes:**

1. Overseas sales are based on the location of the customers.
2. U.S.\$1=Yen 96, for convenience only.