



Fiscal year ending December 2010
First three months
(January – March)
Business Results

April 28, 2010

OTSUKA CORPORATION

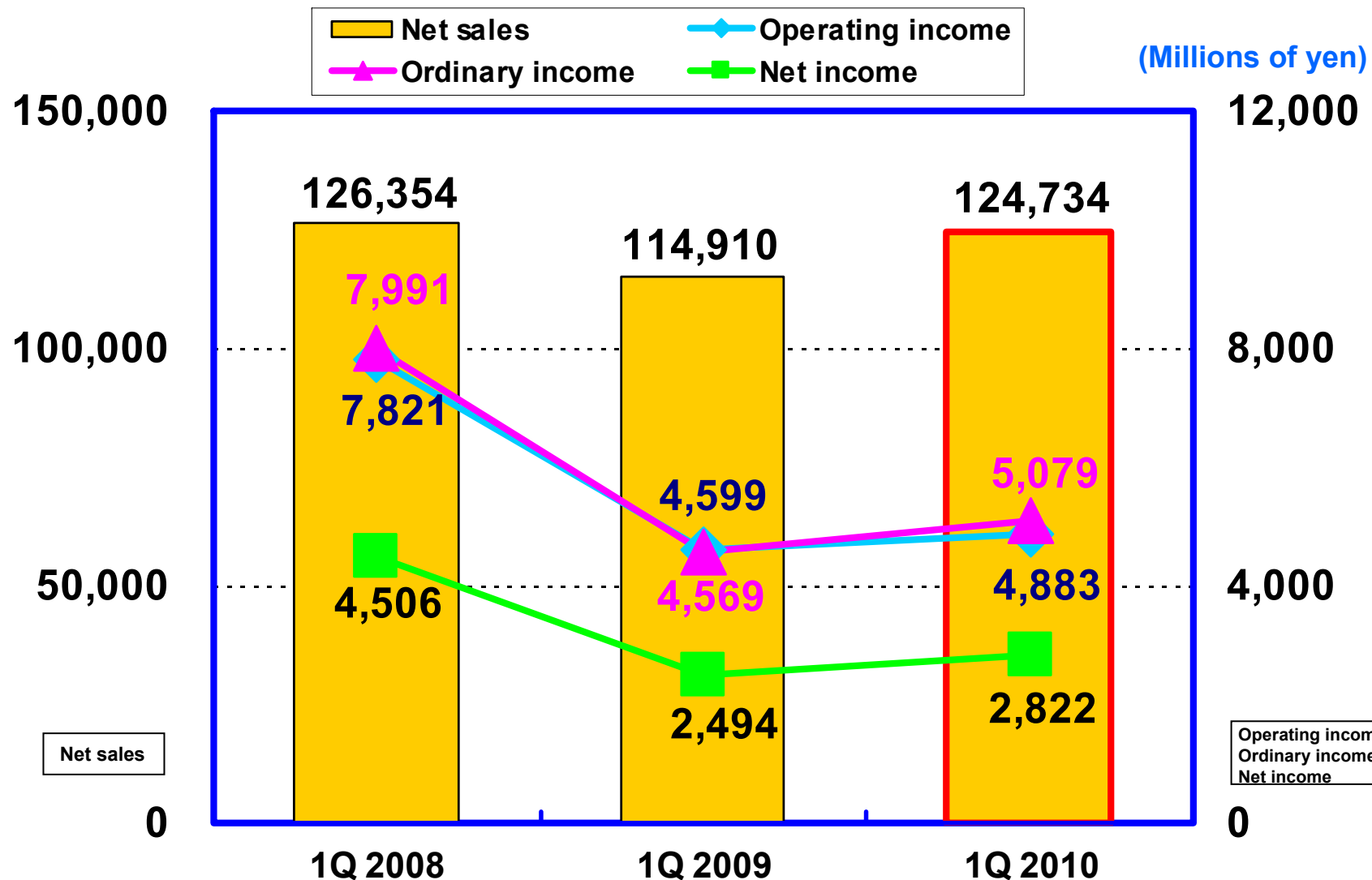
Summary of Business Results, January - March, 2010

(Millions of yen)

	Consolidated		Non-Consolidated	
	Amount	Change to Last year	Amount	Change to Last year
Net sales	124,734	+8.5%	116,321	+8.4%
Operating income	4,883	+6.2%	4,370	+11.6%
Ordinary income	5,079	+11.2%	4,595	+9.9%
Net income	2,822	+13.1%	2,565	+6.1%

Consolidated

Net sales and Profits



External Environment

Economy is on a mild recovery track

The global economy is on a recovery trend

Increase in exports and pickup in production

Improvement in corporate earnings and decrease in number of corporate bankruptcies

Downward trend for investment in facilities and equipment bottoming out

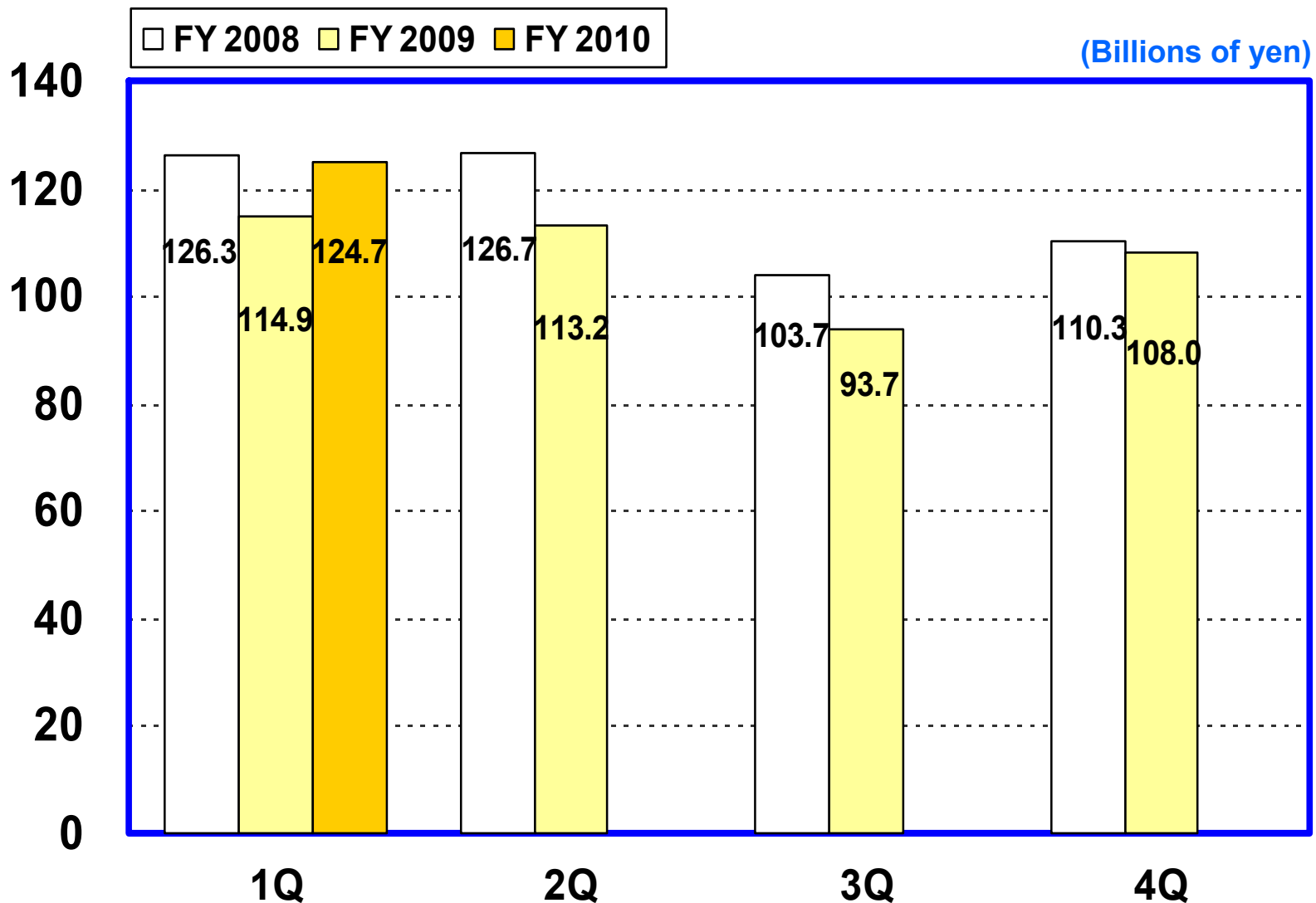
IT investments are starting to pick up centering on demand for replacement and upgrades.

OTSUKA Group's Activities

- **System proposals that lead to cost reductions, improvement of productivity and strengthening of competitiveness**
- **Strengthening of customer contact**
- **Private fairs in Tokyo, Osaka and Nagoya**
- **Focus on “tanomail”**
- **New business activities**

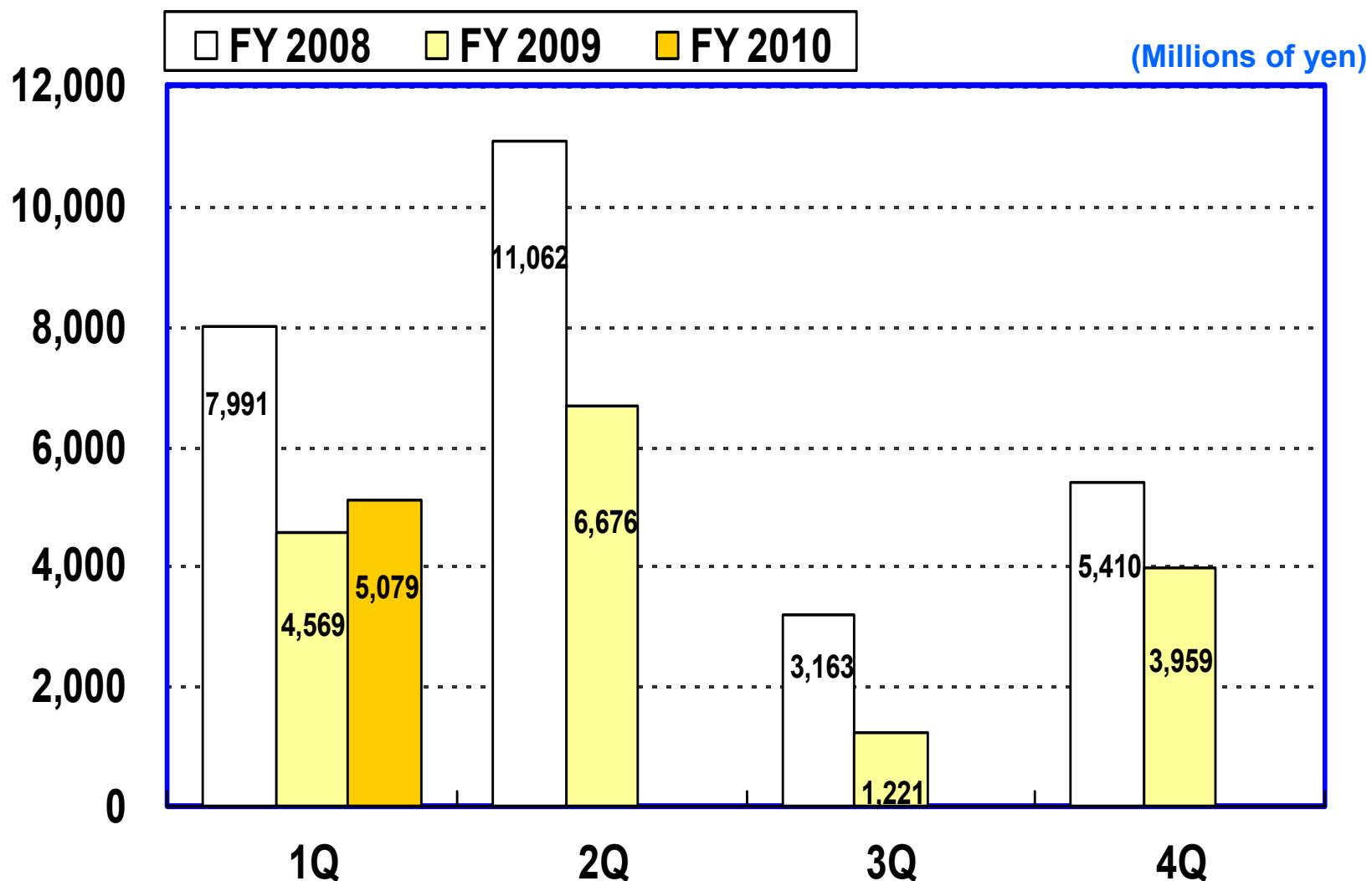
Consolidated

Quarterly change of Net sales



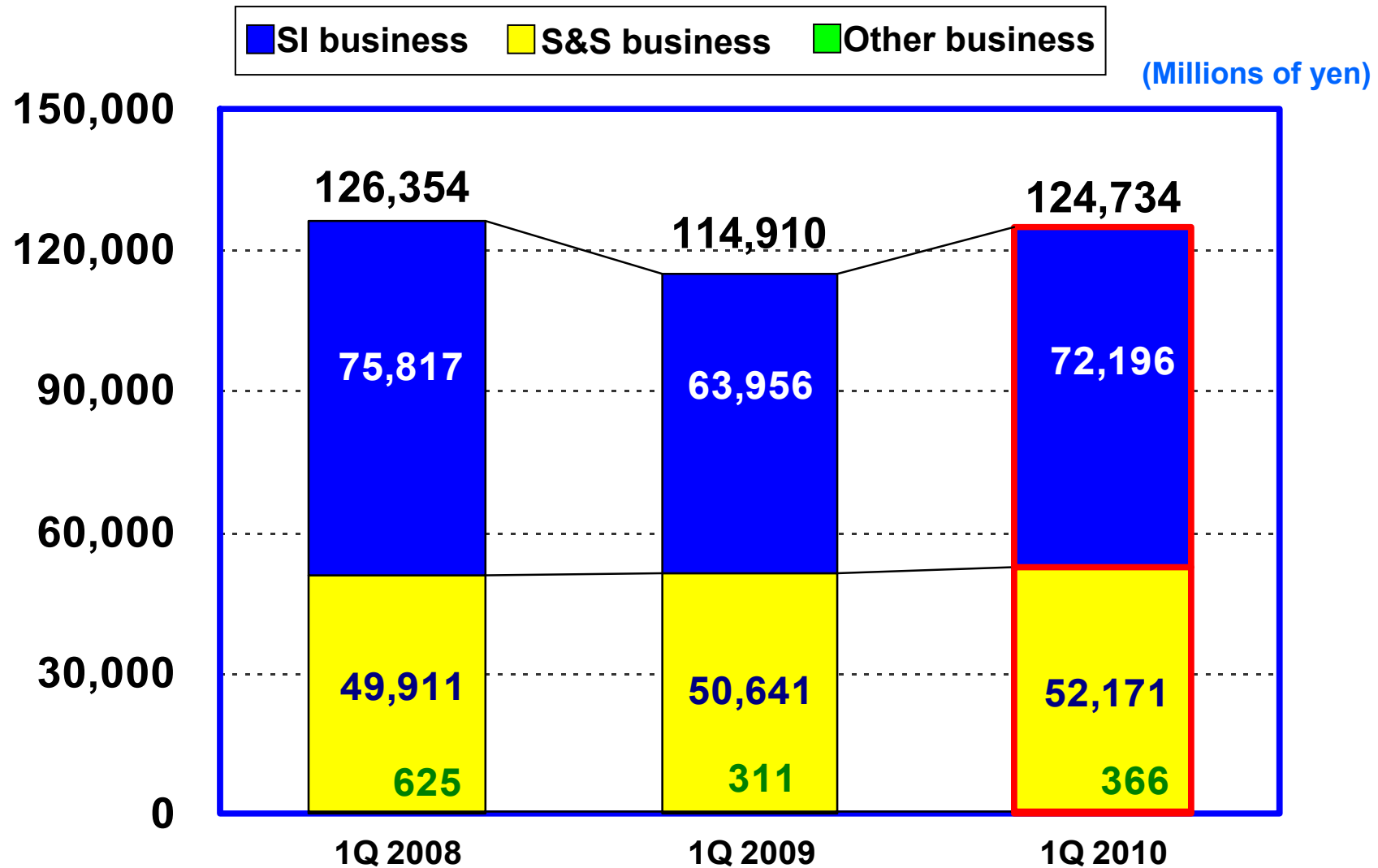
Consolidated

Quarterly change of Ordinary income

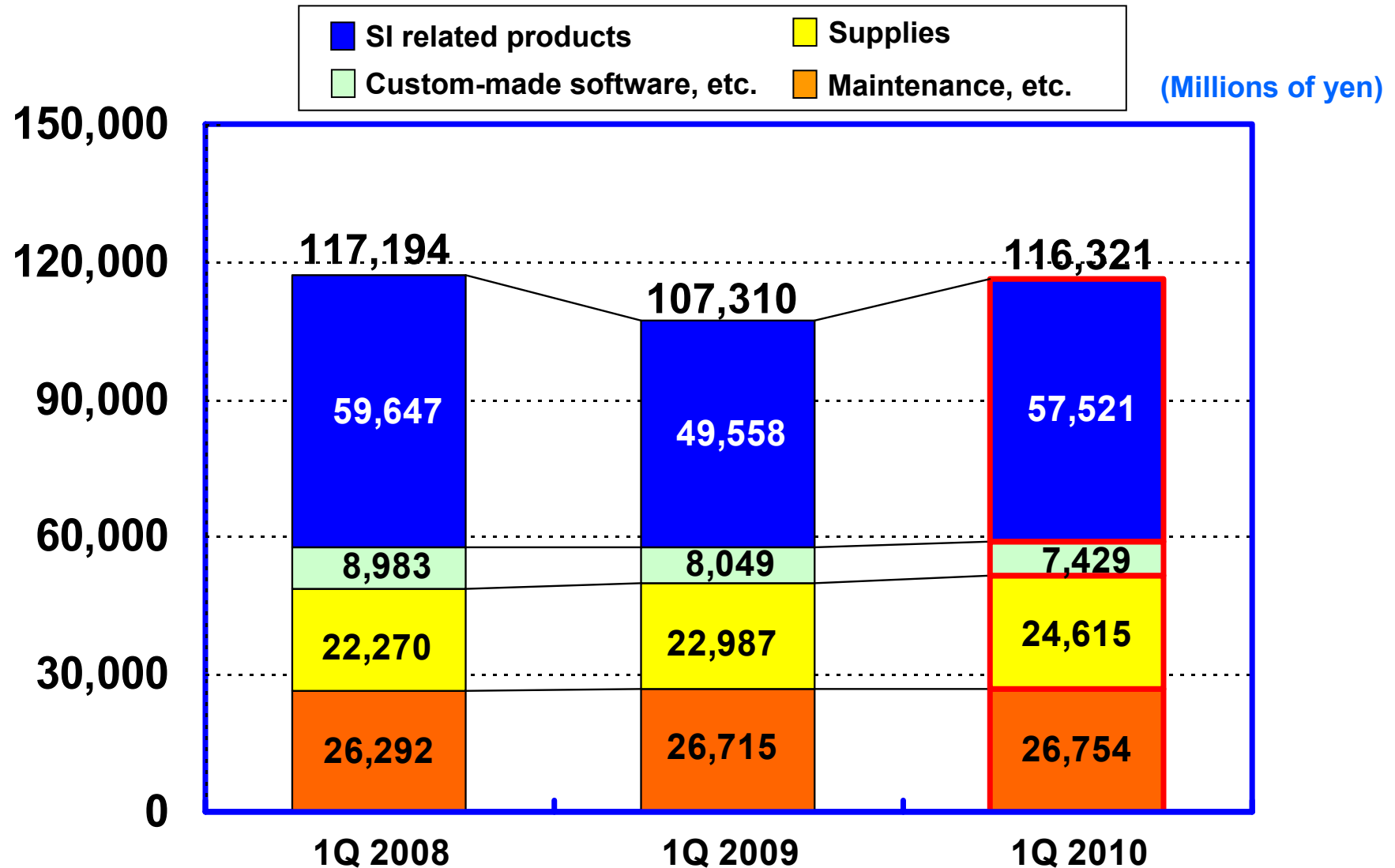


Consolidated

Net sales by segments

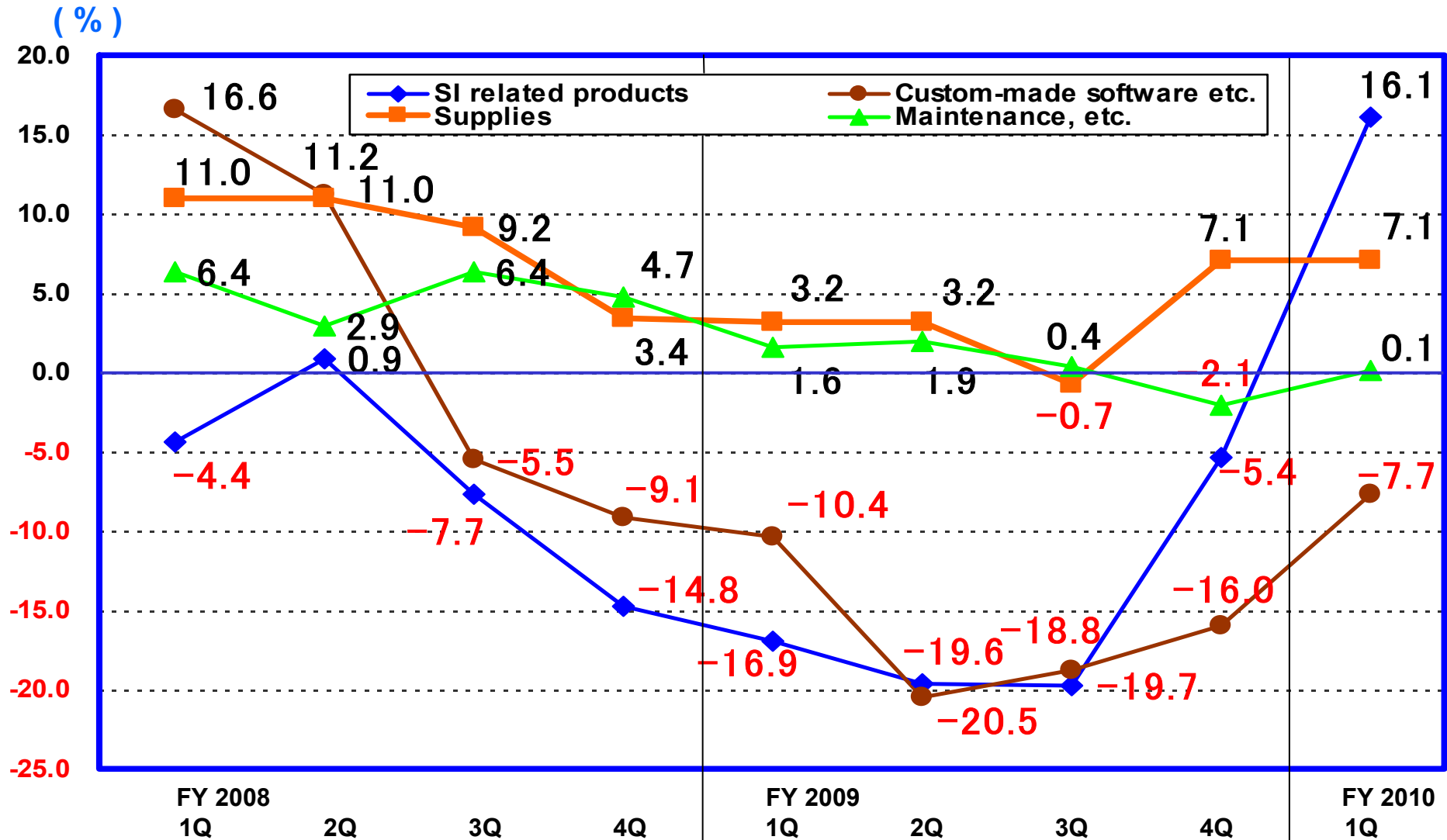


Net sales by 4 segments



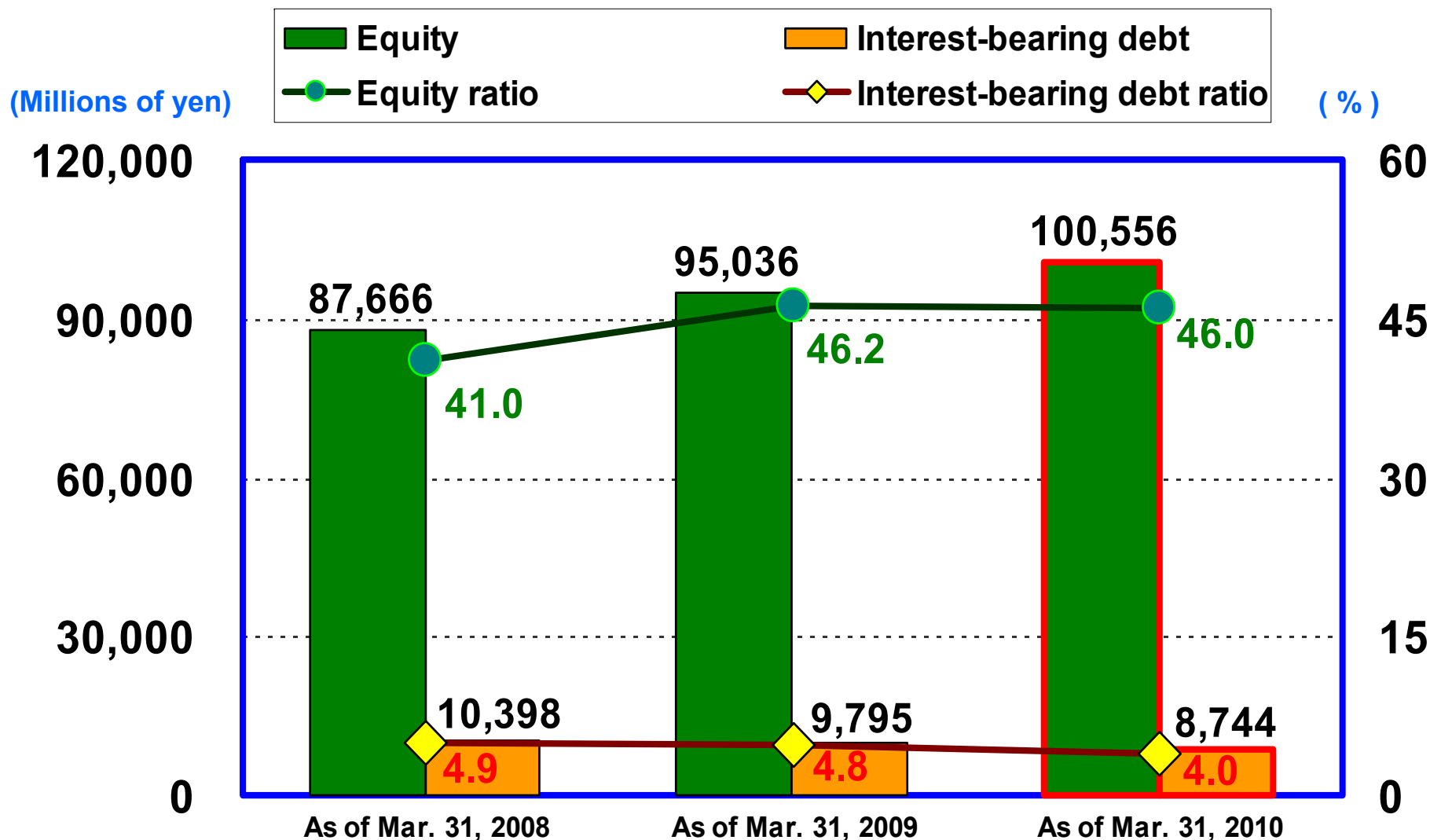
Non-Consolidated

Quarterly Net Sales by 4 segments (% change year-on-year)



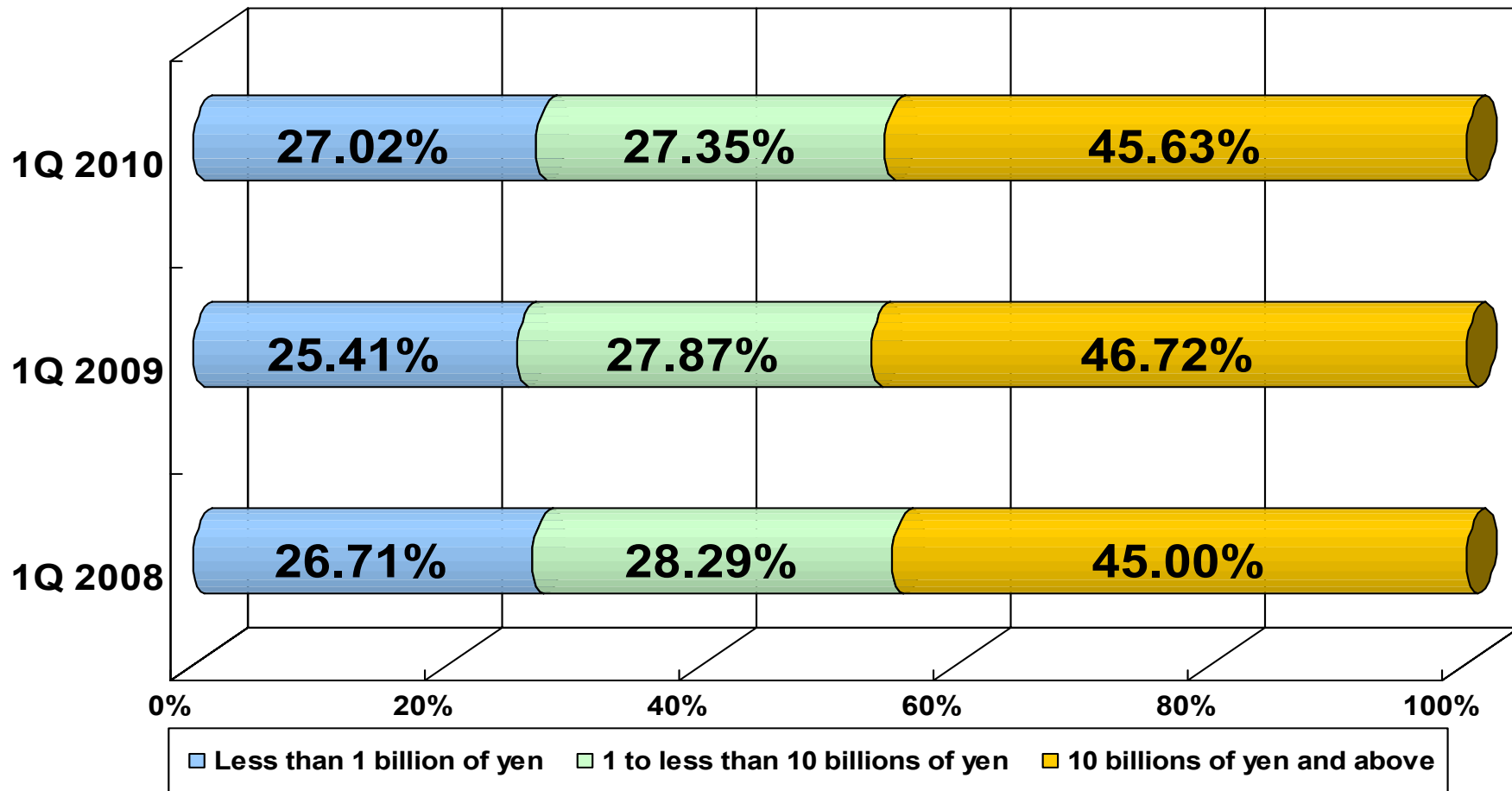
Consolidated

Equity and Interest-bearing debt



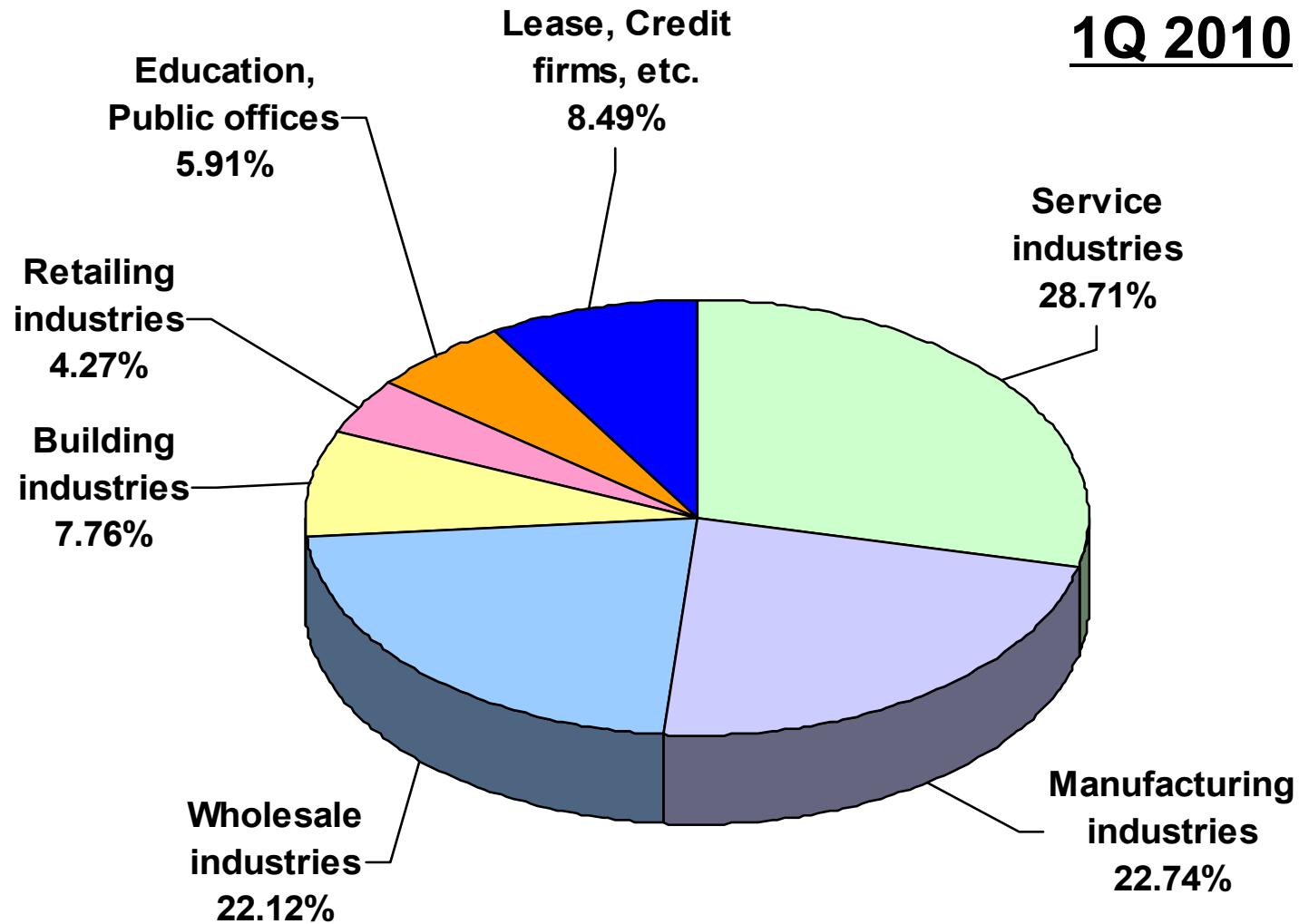
Non-Consolidated

Net sales structure on customers' total annual business scale



Non-Consolidated

Sales breakdown by customers' type of industry





Key strategic business

<Amount of Sales>

(Millions of yen)

	1Q 2008	1Q 2009		1Q 2010		
	Amount	Amount	Change to Last year	Amount	Difference to Last year	Change to Last year
“tanomail”	22,530	23,269	+3.3%	25,539	+2,269	+9.8%
SMILE	1,426	1,546	+8.4%	1,443	-103	-6.7%
ODS21	9,677	8,583	-11.3%	9,562	+979	+11.4%
OSM	12,006	11,018	-8.2%	12,163	+1,145	+10.4%

<As reference: Number of Sales>

(Units)

Copier	7,576	6,181	-18.4%	7,044	+863	+14.0%
(of which Color copier)	5,130	4,566	-11.0%	5,454	+888	+19.4%
Server	8,636	9,008	+4.3%	9,500	+492	+5.5%
PC	139,953	148,582	+6.2%	214,538	+65,956	+44.4%

Non-Consolidated

“tanomail” Sales

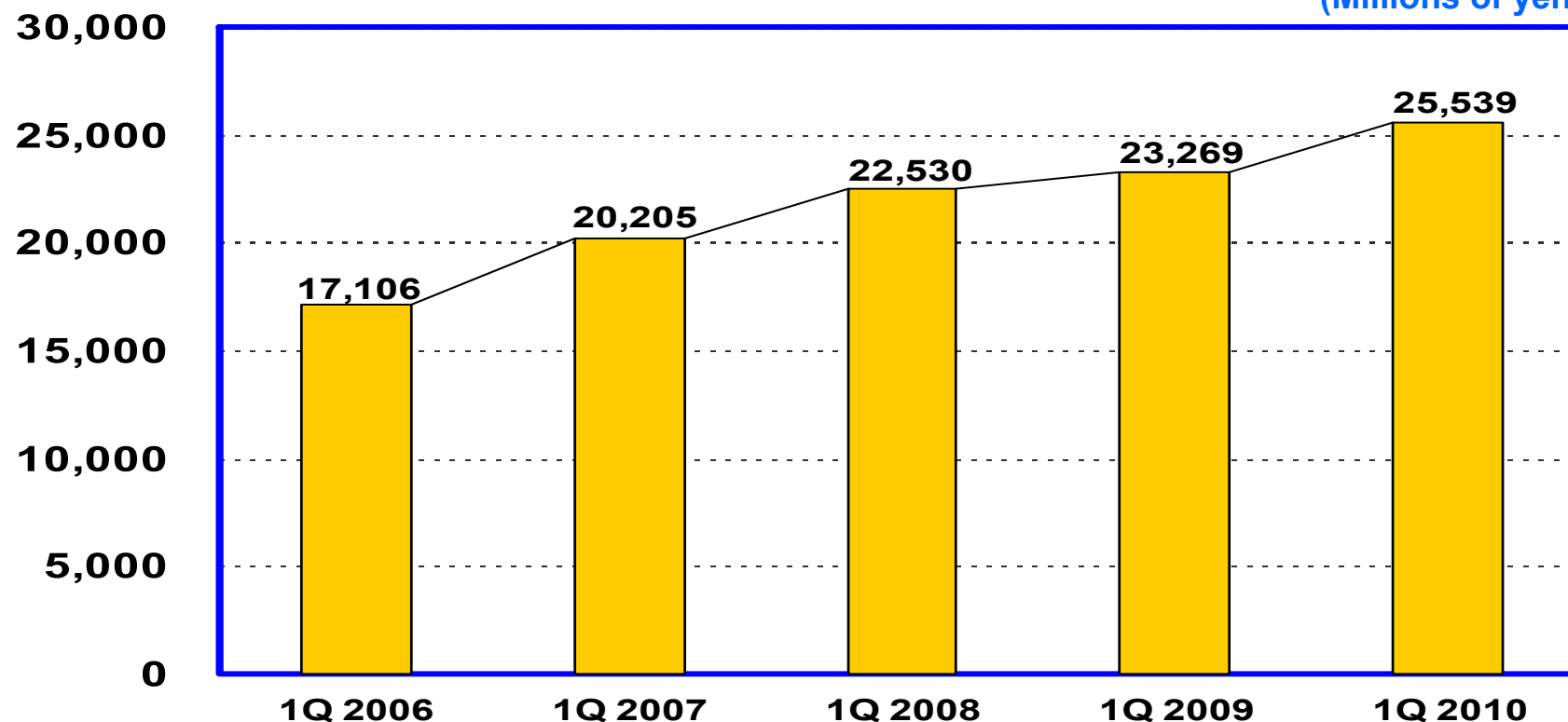


Campaign to commemorate 10th anniversary of “tanomail”
 (“Personal tanomail” 5th anniversary campaign)

wrapped up in March 2010

We would like to express our sincere appreciation for your loyal patronage.

(Millions of yen)



Plans for FY 2010

(Millions of yen)

	Consolidated		
	1Q 2010 (Result)	1H 2010 (Plan)	FY 2010 (Plan)
Net sales	124,734	234,600	451,000
Operating income	4,883	11,100	16,700
Ordinary income	5,079	11,340	17,000
Net income	2,822	6,230	9,160



Cautionary statement

1. This material is intended to provide information about the business performance of the 1st quarter of fiscal year 2010 and strategy of the OTSUKA CORPORATION and Group companies. It is not intended and should not be construed as an inducement to purchase or sell stocks of OTSUKA CORPORATION.
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