



Fiscal year ending December 2010
Nine months (January – September)
Business Results

October 29, 2010

OTSUKA CORPORATION

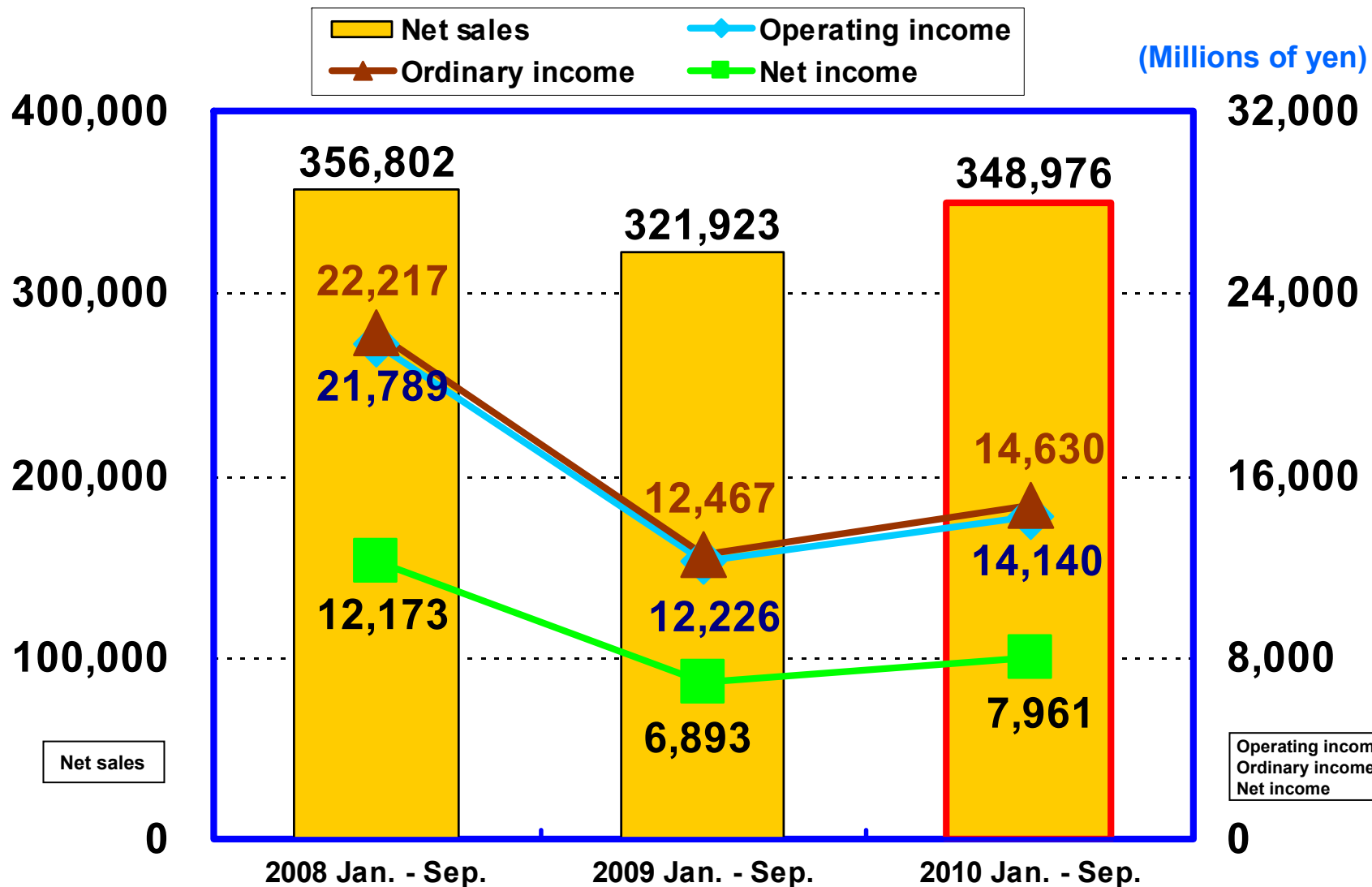
Summary of Business Results, January – September, 2010

(Millions of yen)

	Consolidated		Non-Consolidated	
	Amount	Change to Last year	Amount	Change to Last year
Net sales	348,976	+8.4%	325,906	+8.1%
Operating income	14,140	+15.7%	13,164	+19.3%
Ordinary income	14,630	+17.3%	13,761	+18.9%
Net income	7,961	+15.5%	7,523	+13.8%

Consolidated

Net sales and Profits



External Environment

Economy is on a mild recovery track; however, the outlook remains unclear.

Slowdown in global economic recovery

High yen, falling stock prices, weakened exports and production

Slowing down of decrease in the number of corporate bankruptcies

Gradual pick up in investment in facilities and equipment

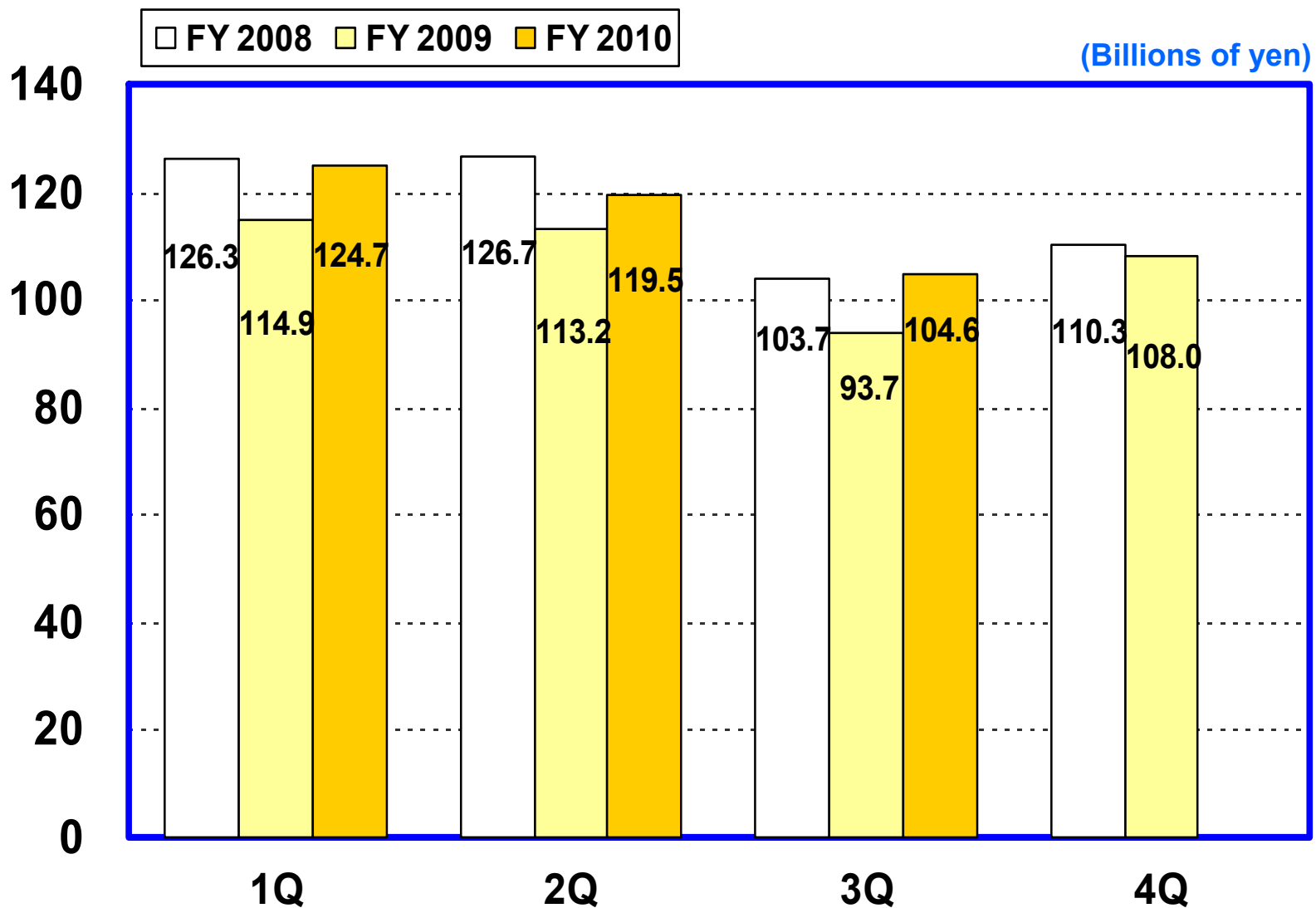
IT investments are starting to pick up centering on demand for replacement and upgrades.

OTSUKA Group's Activities

- **System proposals that lead to cost reductions, improvement of productivity and strengthening of competitiveness**
- **Strengthening of customer contact**
- **Promotion of accumulated business campaigns**
- **Focus on “tanomail”**
- **New business activities**

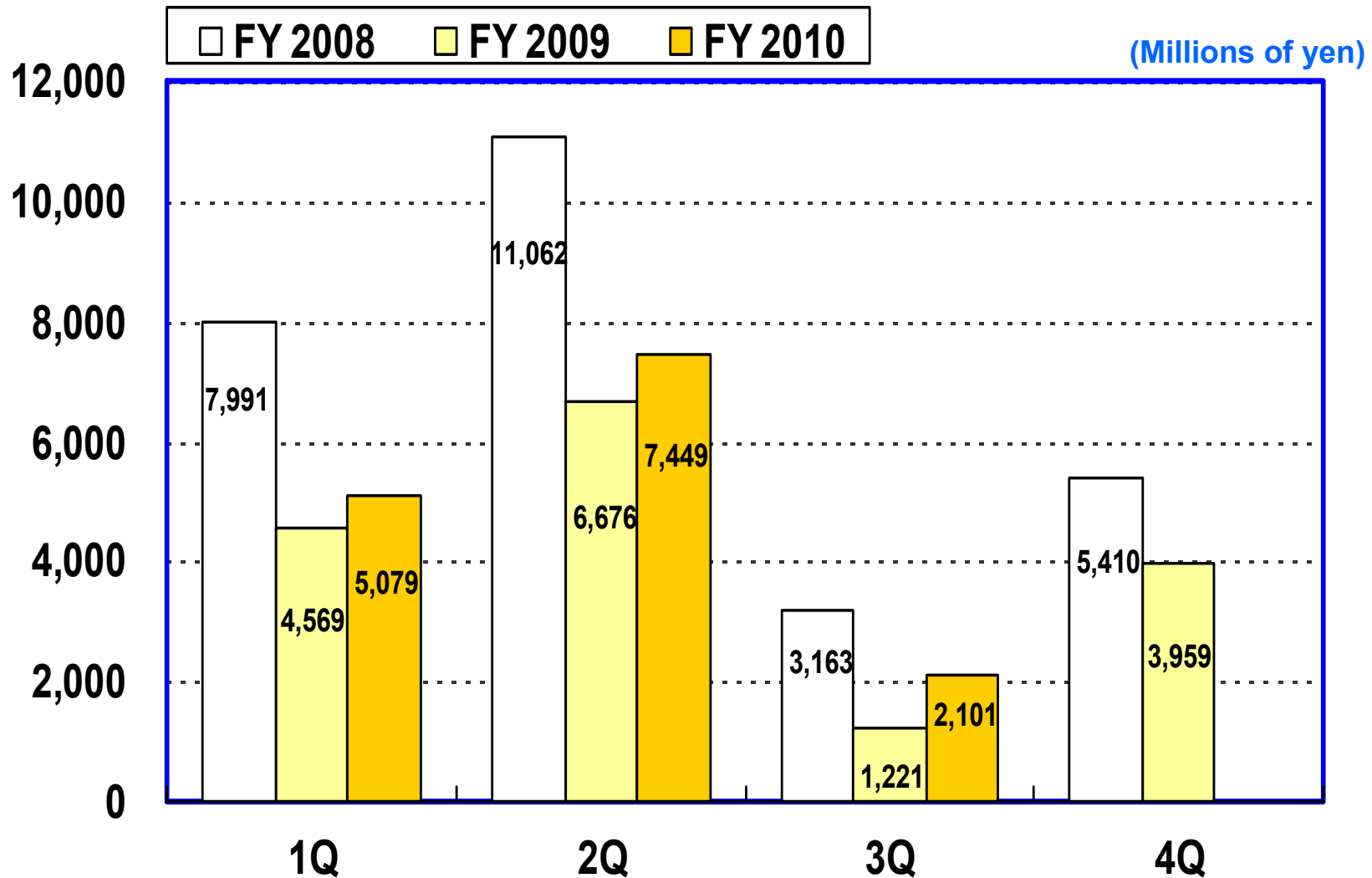
Consolidated

Quarterly change of Net sales



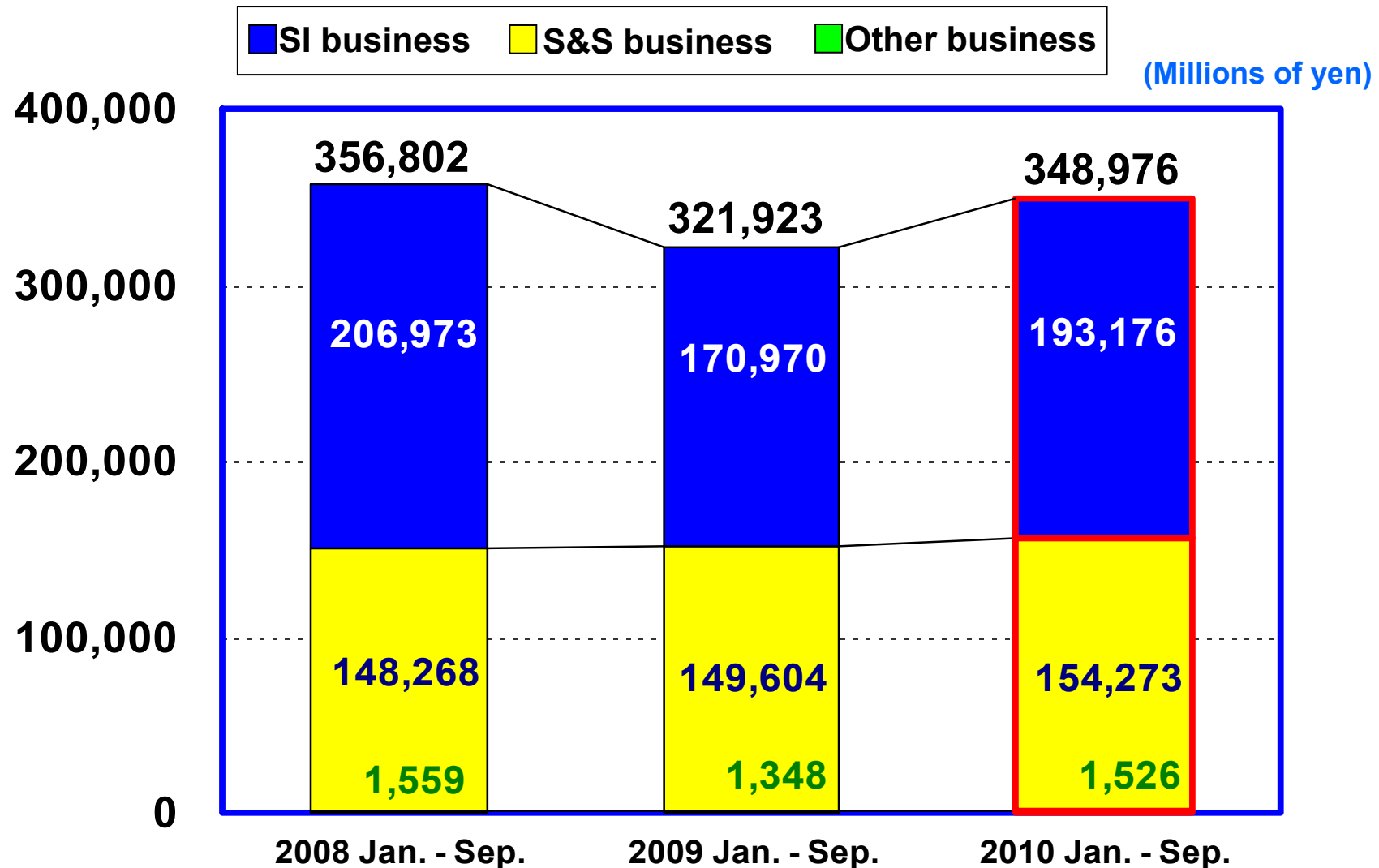
Consolidated

Quarterly change of Ordinary income

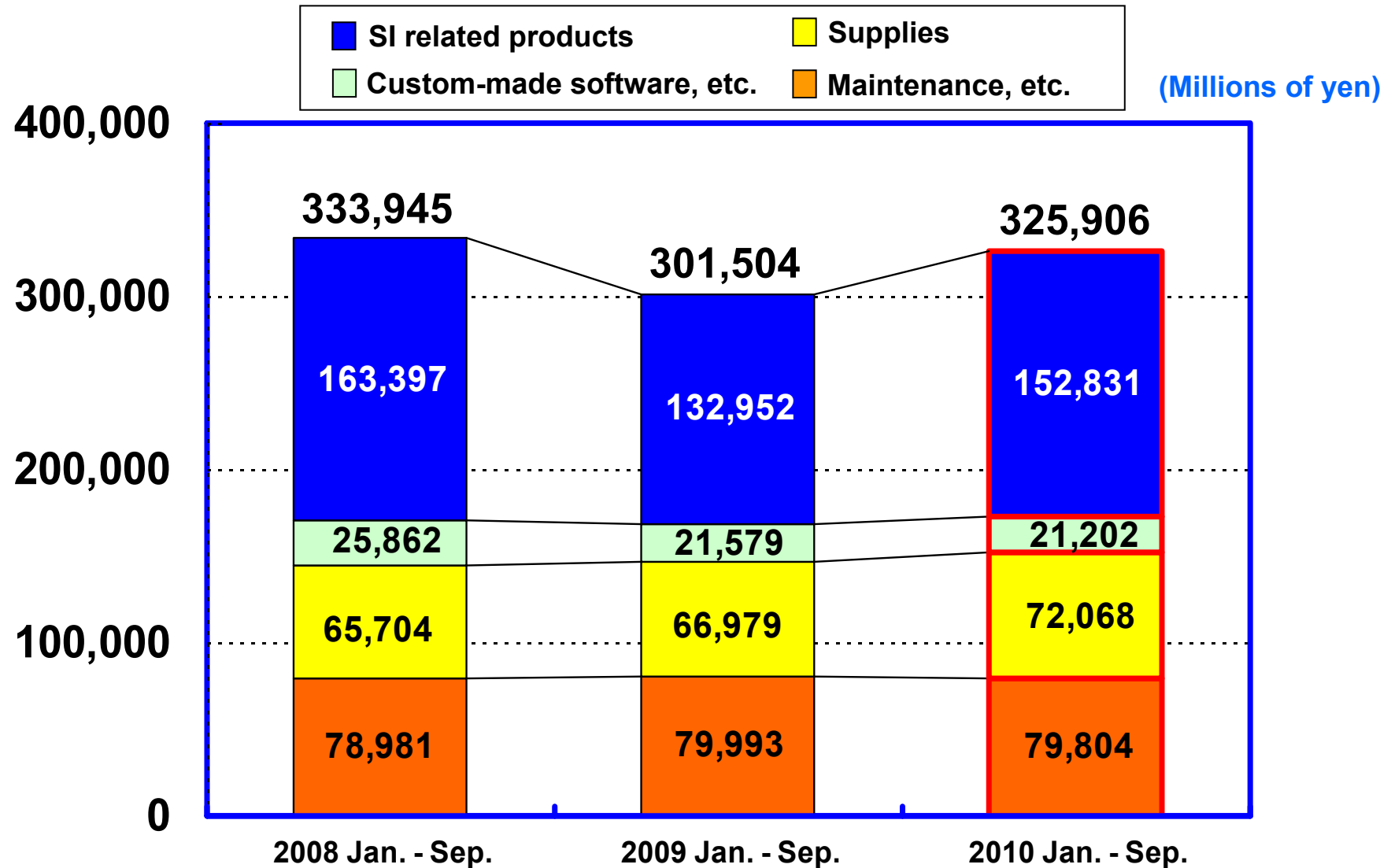


Consolidated

Net sales by segments

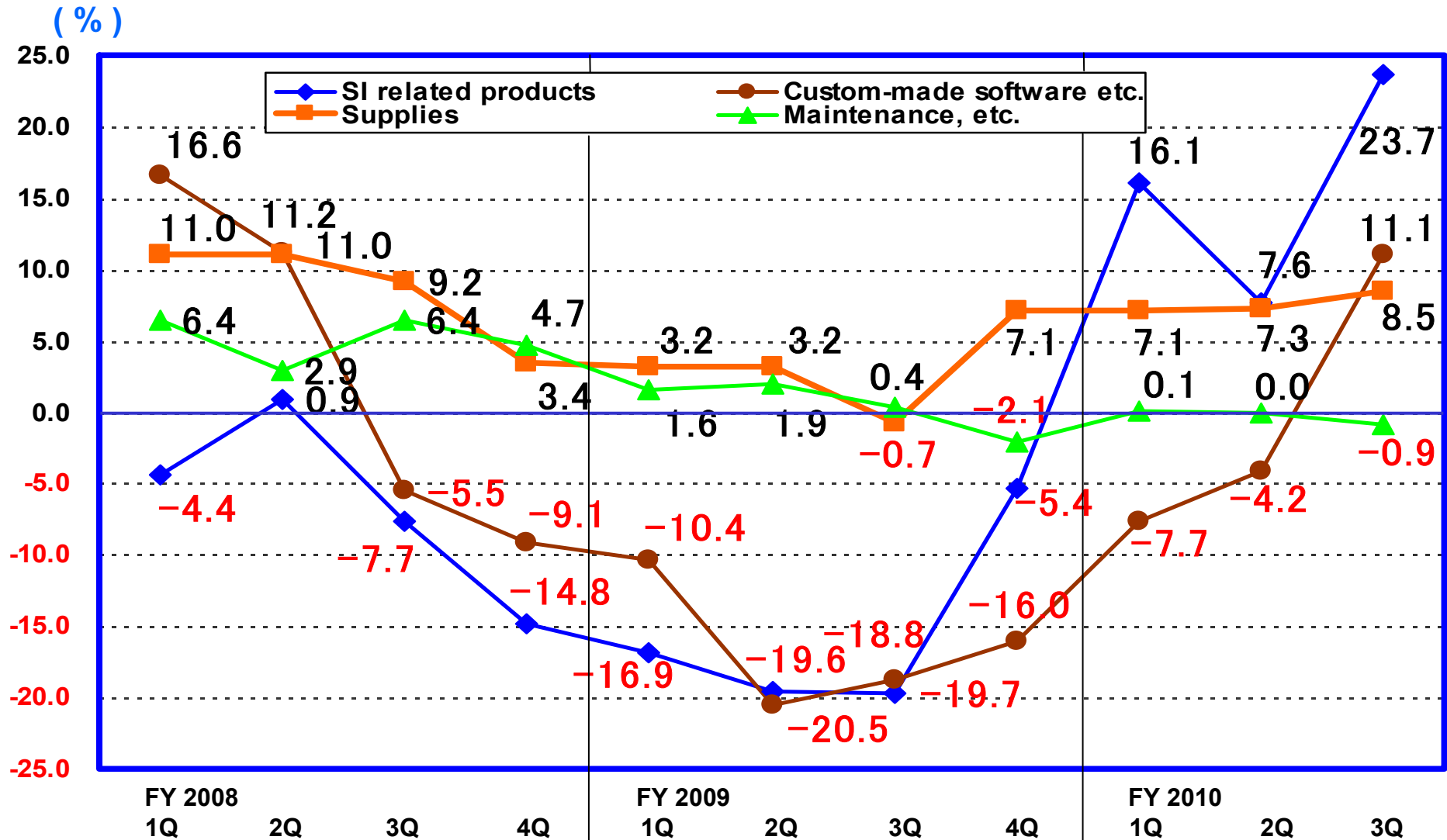


Net sales by 4 segments



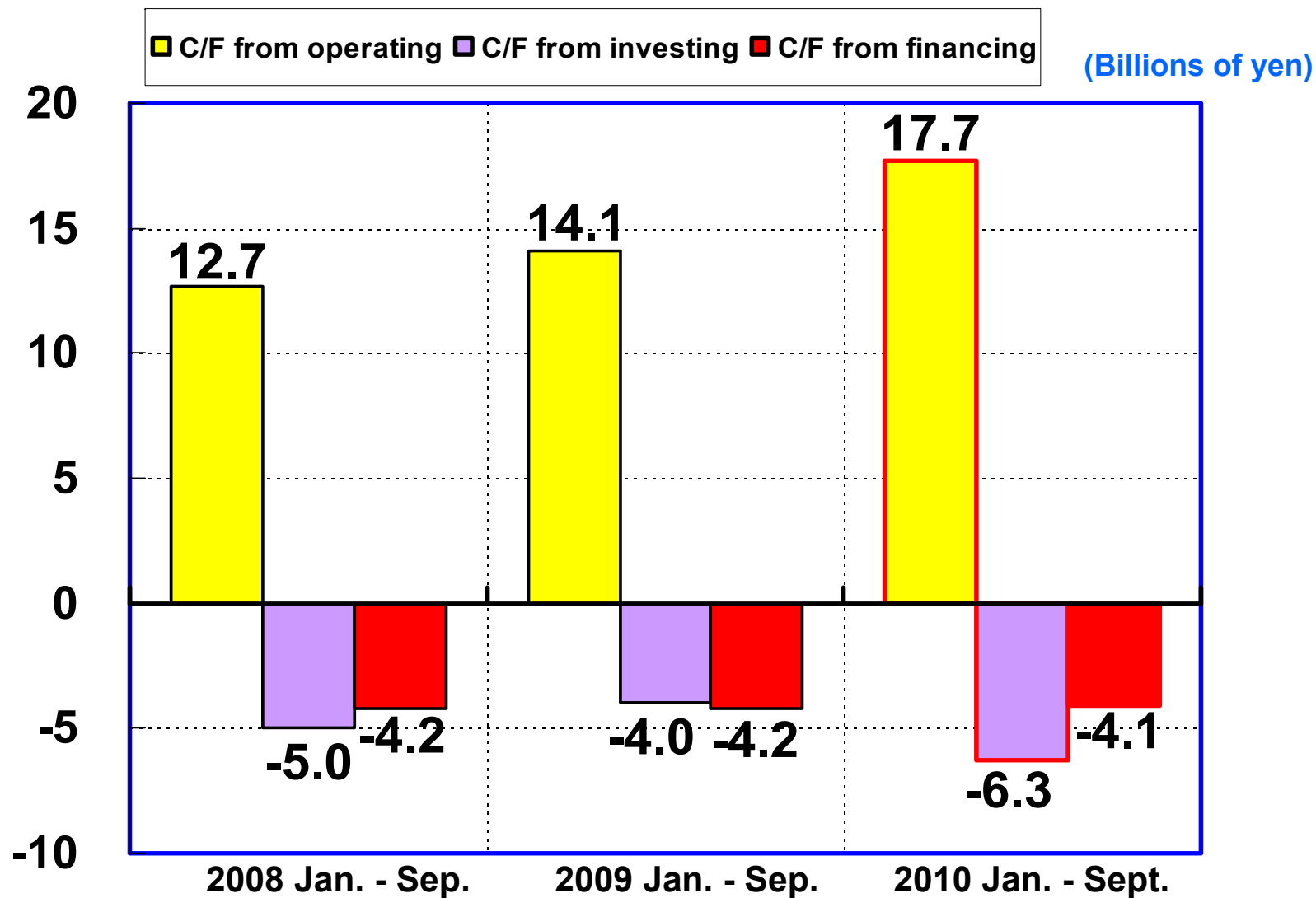
Non-Consolidated

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



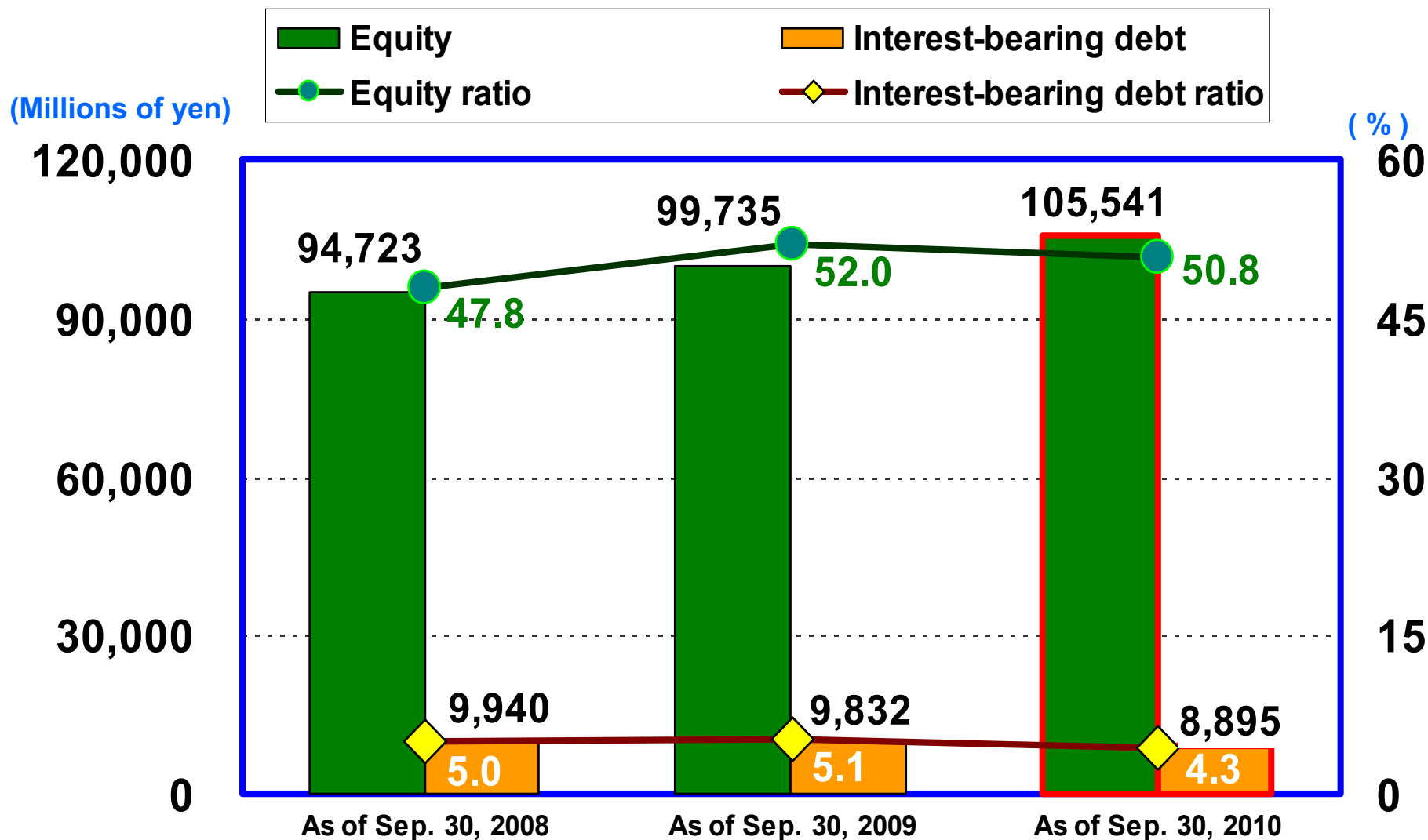
Consolidated

Cash flows



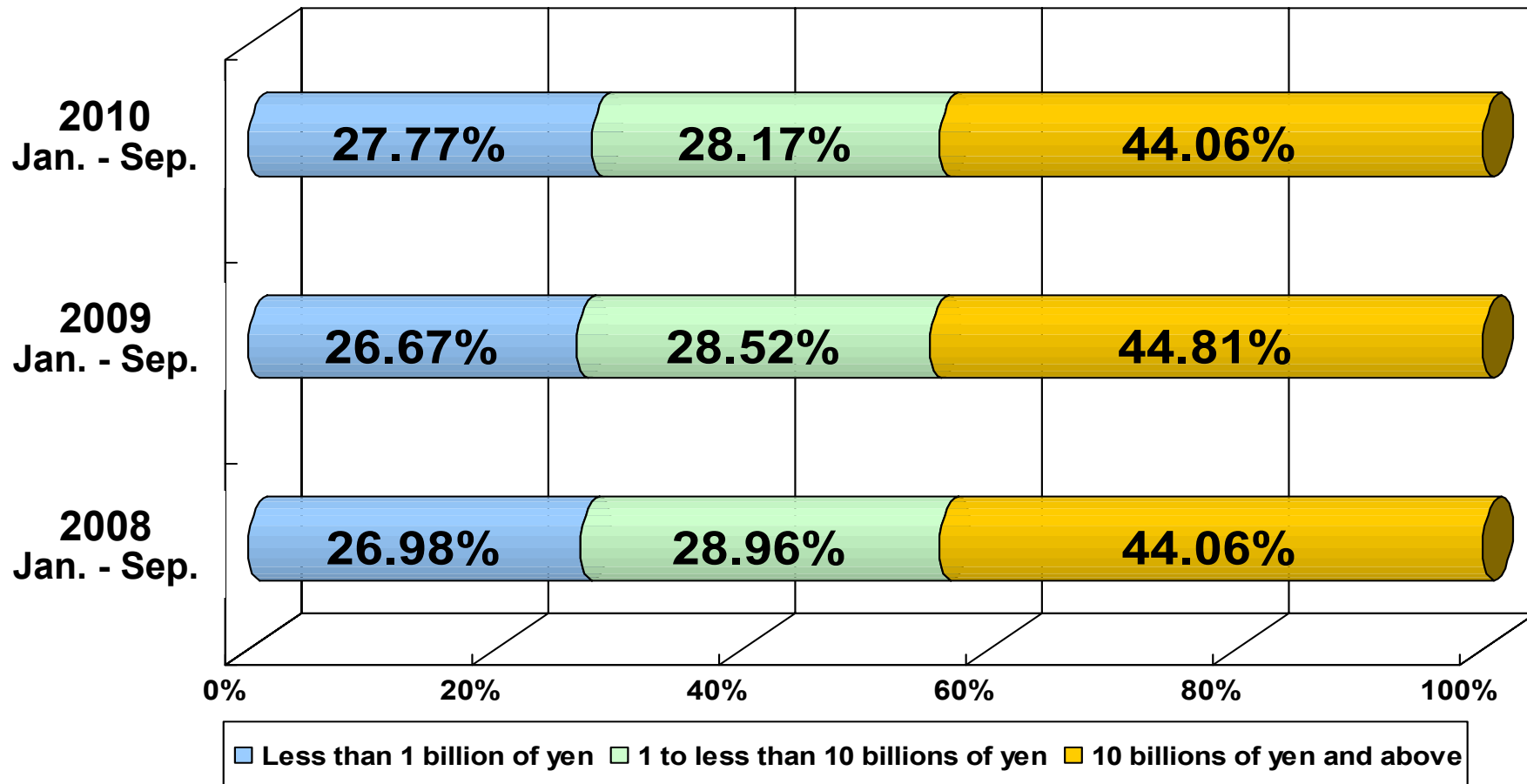
Consolidated

Equity and Interest-bearing debt



Non-Consolidated

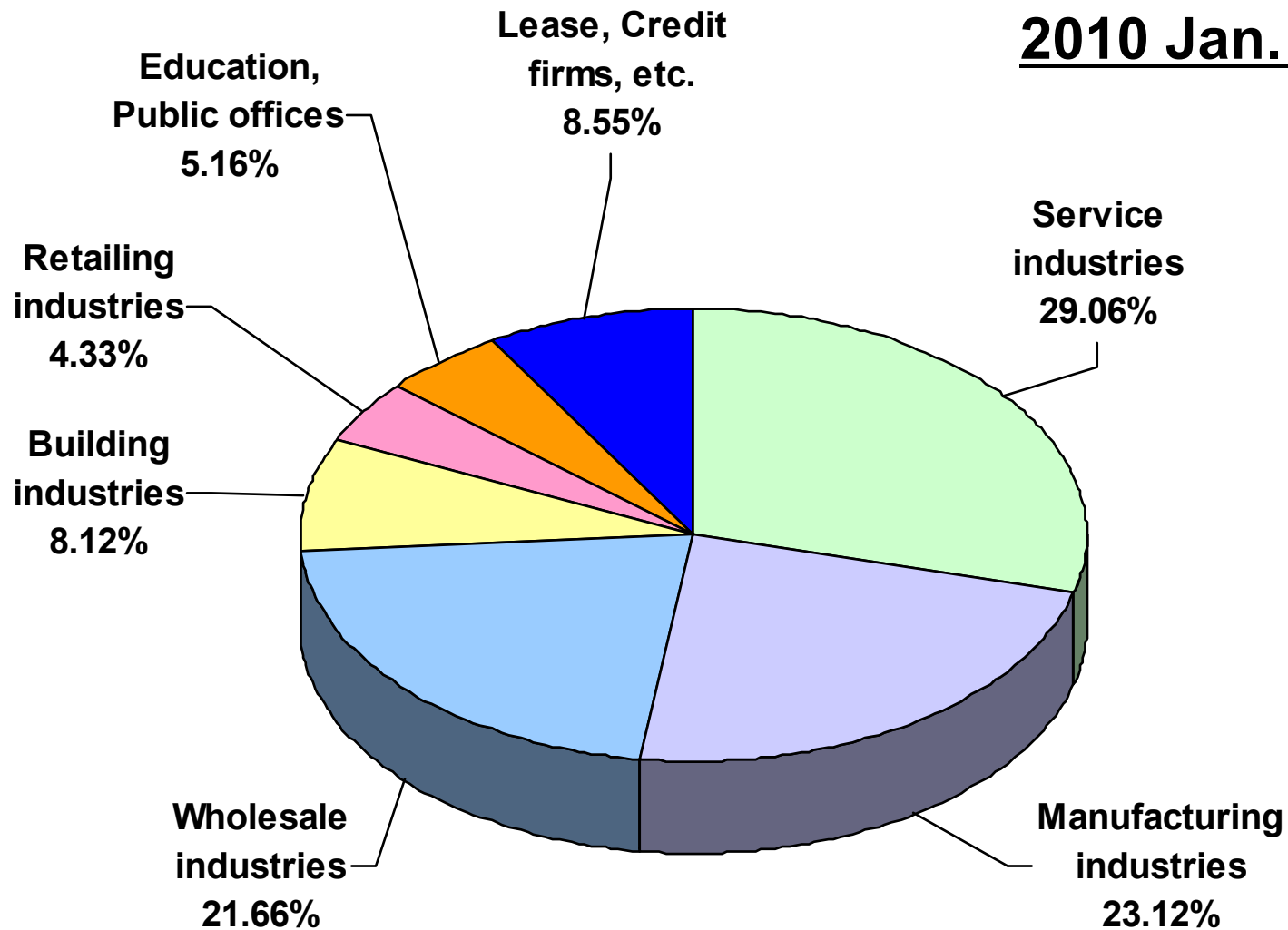
Net sales structure on customers' total annual business scale



Non-Consolidated

Sales breakdown by customers' type of industry

2010 Jan. – Sep.





Key strategic business

<Amount of Sales>

(Millions of yen)

	2008 Jan. - Sep.	2009 Jan. - Sep.		2010 Jan. - Sep.		
	Amount	Amount	Change to Last year	Amount	Difference to Last year	Change to Last year
“tanomail”	66,287	67,849	+2.4%	74,313	+6,464	+9.5%
SMILE	4,992	4,613	-7.6%	5,046	+432	+9.4%
ODS21	28,211	24,543	-13.0%	28,953	+4,410	+18.0%
OSM	32,870	30,573	-7.0%	33,422	+2,849	+9.3%

<As reference: Number of Sales>

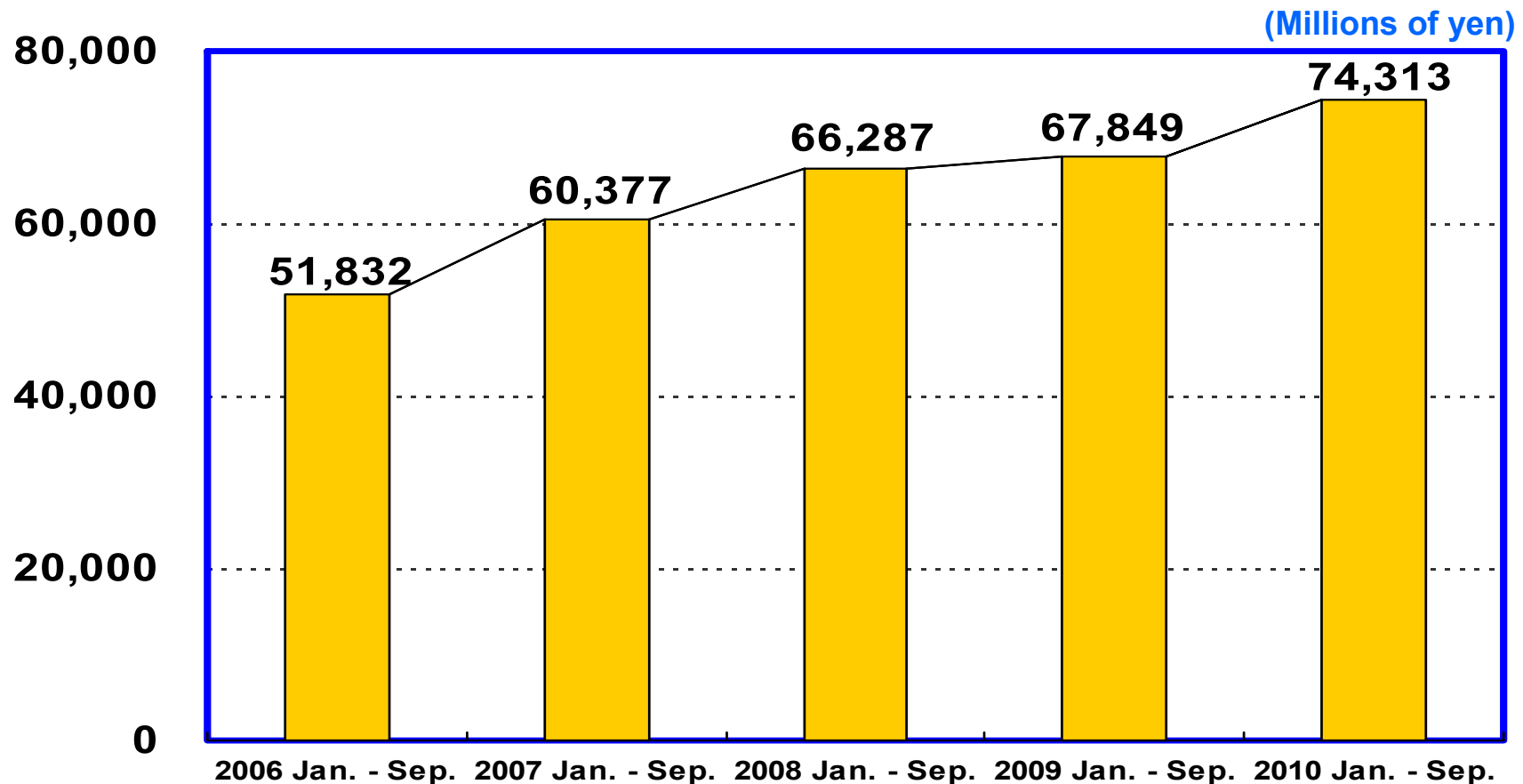
(Units)

Copier	22,345	18,074	-19.1%	20,186	+2,112	+11.7%
(of which Color copier)	15,349	13,356	-13.0%	15,995	+2,639	+19.8%
Server	25,423	23,673	-6.9%	27,061	+3,388	+14.3%
PC	389,326	373,692	-4.0%	499,059	+125,367	+33.5%

* The scope of calculation for copiers and color copiers has partially changed as of January-September, 2010. Figures for 2008 and 2009 are also indicated accordingly.

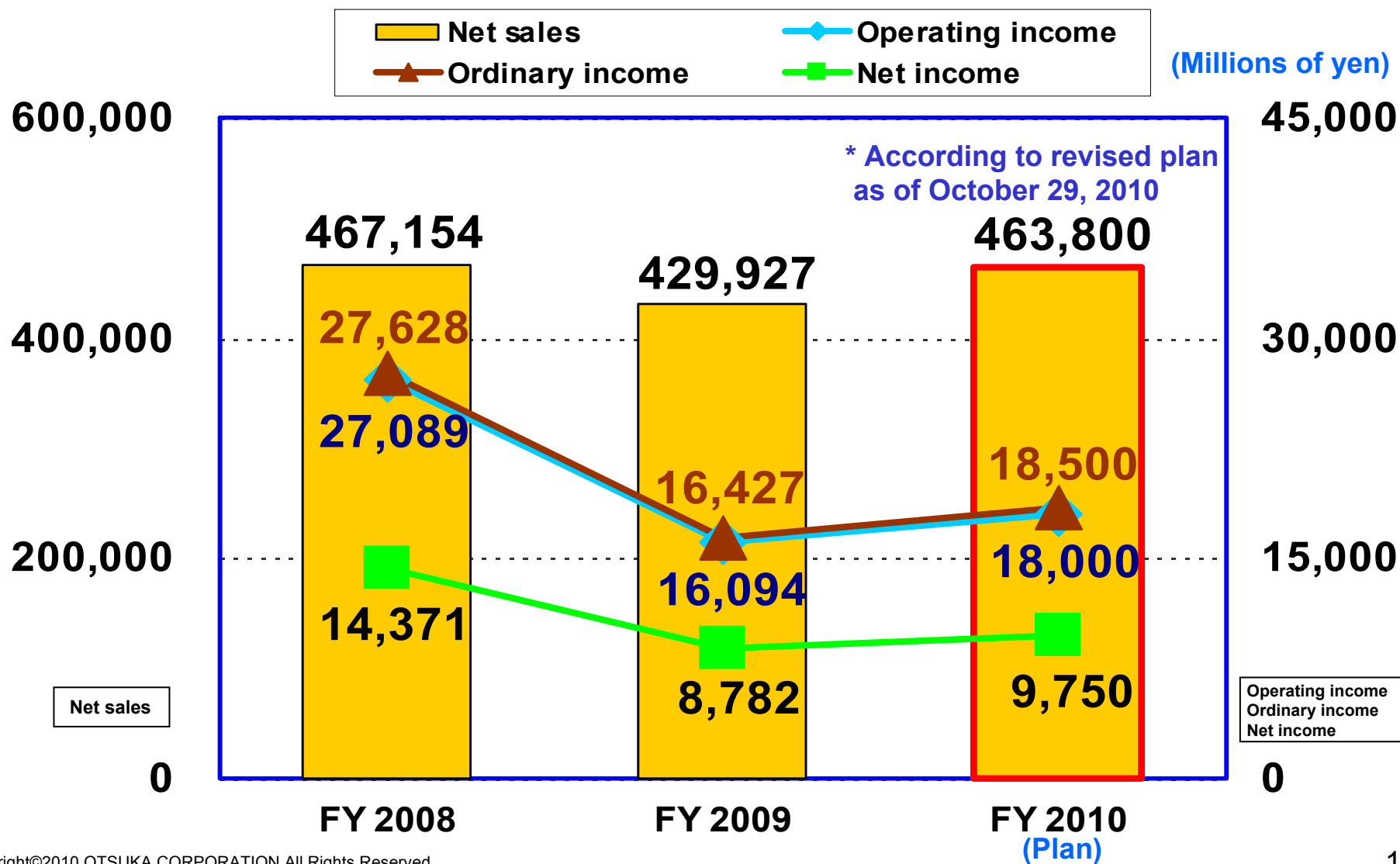
“tanomail” Sales

**Aim to achieve 100 billion yen
for the fiscal year ending December 2010**



Consolidated

Plans of Net sales and profit





Cautionary statement

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