

Summary of Operating Results for the First Quarter of the Fiscal Year ending March 31, 2013

July 27, 2012
NEC Mobiling, Ltd.

Forecasts related to future business performance, one aspect of the current strategies, plans and awareness at NEC Mobiling, Ltd. described in these materials, involve risks and uncertain factors. It should be noted that actual business performance may differ greatly from these forecasts due to a variety of factors. Primary factors with an impact on actual business performance include economic conditions and social trends affecting the scope of business of the Company, trend in demand for products and services provided by the Company, pressures for price reductions due to enhanced competition, and the ability of the Company's technological capability to respond to the customer's requests. Factors with an impact on business performance are not limited to those herein described.

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FY2013/3 Fiscal Earnings Forecast: Major Indexes

(Billions of Yen)

	FY2012/3 Actual	FY2013/3		
		Forecast	YoY	
Net Sales	126.1	126.5	0.4	0%
Operating Income	10.44	10.50	0.06	+1%
(%)	(8.3%)	(8.3%)		
Ordinary Income	10.61	10.60	-0.01	0%
(%)	(8.4%)	(8.4%)		
Net Income	4.89	6.20	1.31	+27%
(%)	(3.9%)	(4.9%)		
ROE (%)	12.0%	13.8%		
Free Cash Flows	6.13	5.50		
Dividend per Share (Yen)	120	130		
Number of Employees	1,227	1,240		

* Forecast as of April 25, 2012

FY2013/3 Fiscal Earnings Forecast: by Business Segment

(Billions of Yen)

	FY2012/3 <Reclassified>	FY2013/3		
		Forecast	YoY	
Net Sales	126.1	126.5	0.4	0%
Mobile Sales	90.0	96.0	6.0	+7%
Mobile Solution	36.1	30.5	-5.6	-16%
Operating Income	10.44	10.50	0.06	+1%
Mobile Sales	3.83	5.00	1.17	+31%
Mobile Solution	6.61	5.50	-1.11	-17%

From the fiscal year starting April 1, 2012, the business segments has been changed. The “Mobile Service Business” has been changed to the “Mobile Solutions Business,” combined with the mobile handset sales for enterprise related business, which was formerly included in the “Mobile Sales Business.”

* Forecast as of April 25, 2012

Overview of Operating Results for 1Q – Major Indexes

1Q proceeded in line with expectation

(Billions of Yen)

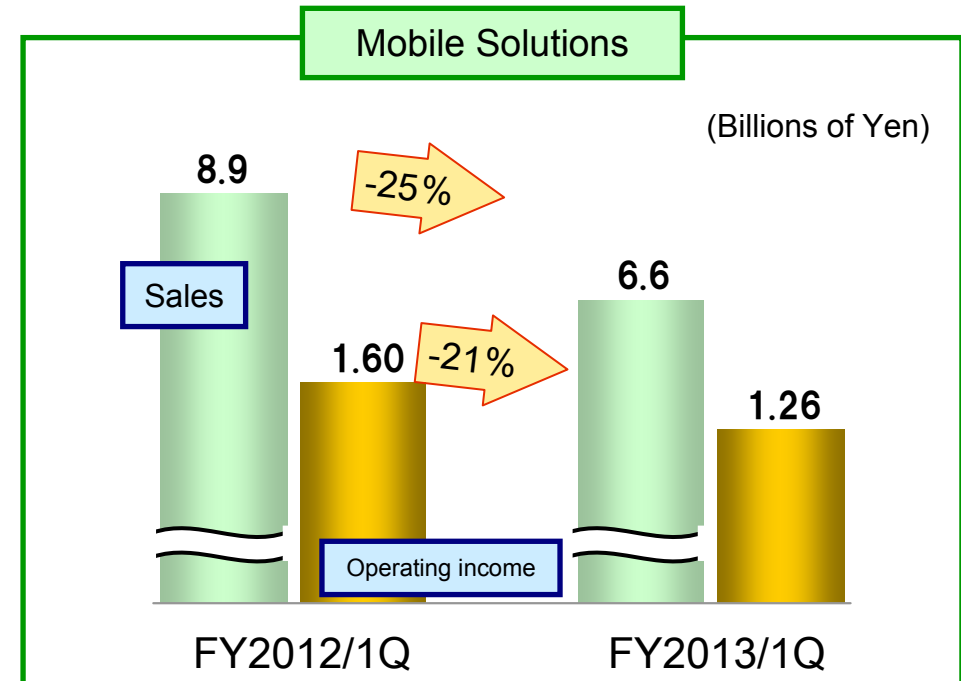
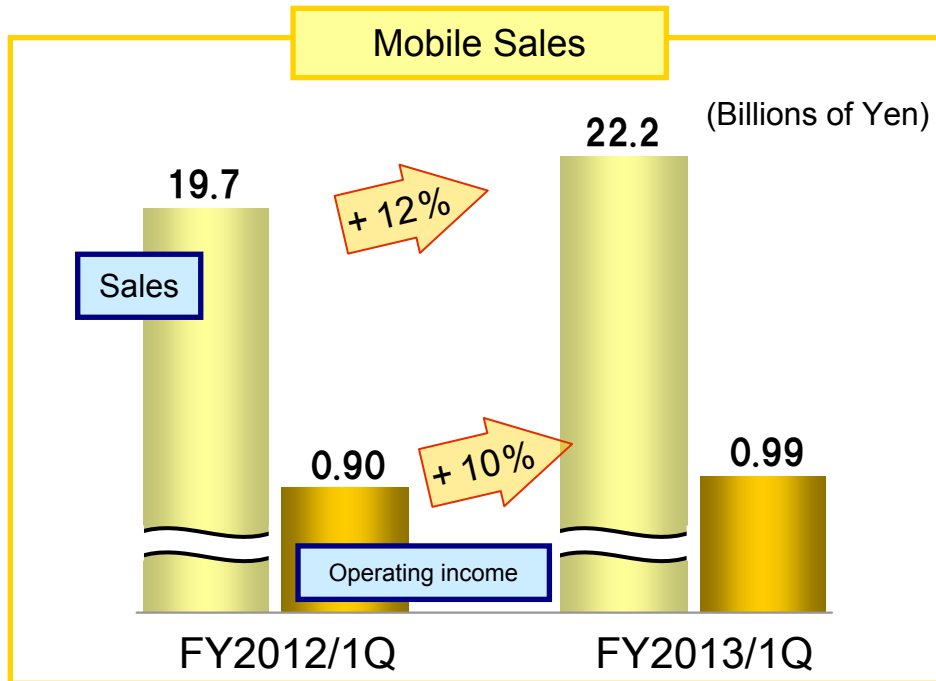
	FY2012/3 1Q	FY2013/3 1Q	YoY	
Net Sales	28.6	28.8	0.2	1%
Operating Income (%)	2.50 (8.7%)	2.25 (7.8%)	-0.25	-10%
Ordinary Income (%)	2.56 (9.0%)	2.26 (7.8%)	-0.30	-12%
Net Income (%)	1.40 (4.9%)	1.25 (4.3%)	-0.15	-11%

Overview of Operating Results for 1Q – by Business Segment

(Billions of Yen)

	FY2012/3 1Q	FY2013/3 1Q	YoY	
Net Sales	28.6	28.8	0.2	1%
Mobile Sales	19.7	22.2	2.5	12%
Mobile Solutions	8.9	6.6	-2.3	-25%
Operating Income	2.50	2.25	-0.25	-10%
Mobile Sales	0.90	0.99	0.09	10%
Mobile Solutions	1.60	1.26	-0.34	-21%

Overview of Operating Results for 1Q – by Business Segment



Sales

- Increase in the number of sales of smartphones

Sales

- Decrease in demand for handset repairs
- Increase in volume for handset repairs made by overseas manufactures

Operating Income

- Increase in units sold
- Increase through extensive sales of accessories, peripherals, and other mobile phone-related goods
- Efforts by individual retail shops to maximize profit

Operating Income

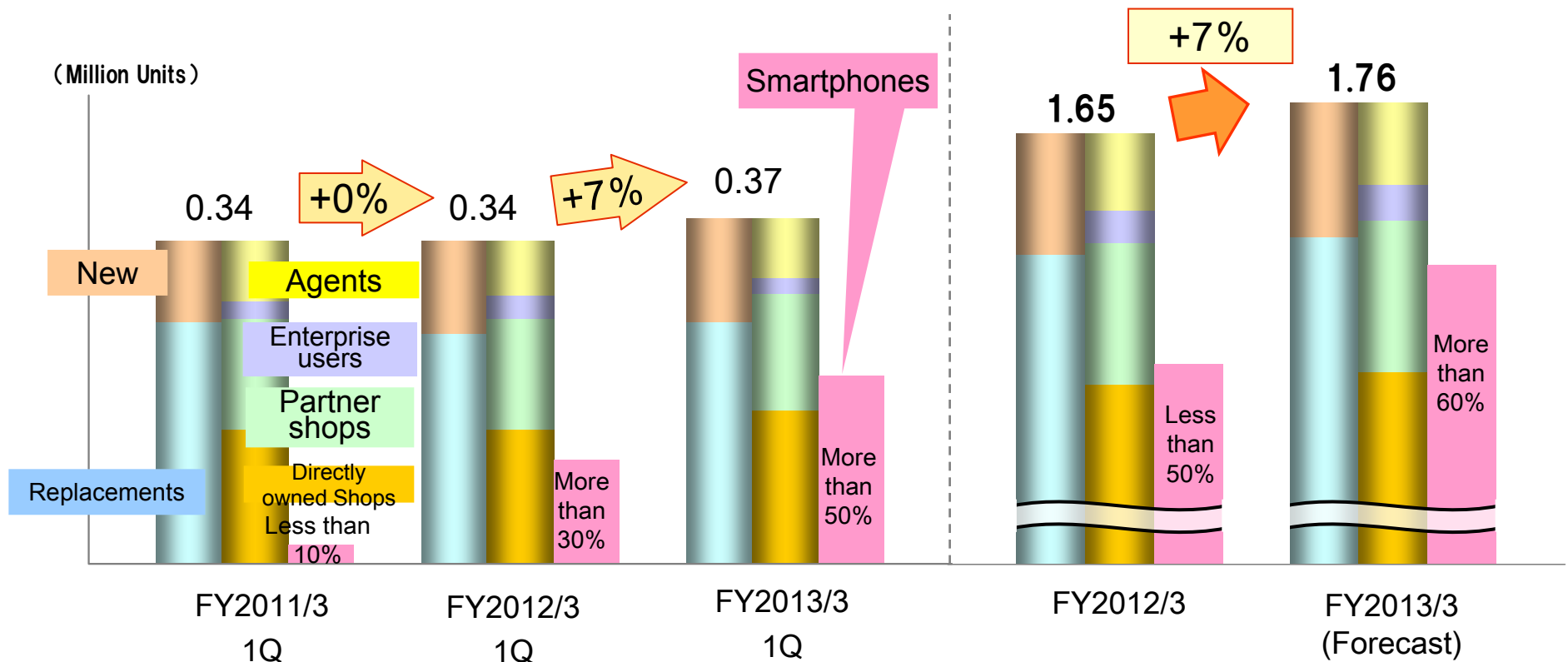
- Decrease in sales
- Strengthened effort to reduce costs partially offset the effect of decrease in demand

Key Activities: Sales of Mobile Handsets

Actions toward expansion for the smartphones market

- Greater business activities to enhance our market share
- Expanding the sales of peripheral mobile merchandise
- Providing total solution for enterprise users

· Handset sales for enterprise users are included in "Mobile Solutions" segment



* Forecast as of April 25, 2012

Mobile Sales Business: Sales Channels

Enhanced network of shops to be ready for the summer selling season

- A new, directly-owned docomo shop has opened its doors.
- Seven shops underwent relocation or renovation.

Number of shops

As of June 2012

	Directly owned	Partner	Total
docomo Shops	121	108	229
au shops, and SoftBank shops	5	3	8
Total	126	111	237

126 : Directly owned shops
 111 : Partner Shops
 (237 shops in total)



*A total of 13 shops operated by our consolidated subsidiary, Matsuhaya Corporation, are included in the number of directly owned shops in Kyushu.

Mobile Sales Business: Action to capture the greater needs of smartphone users

Delivery of an extensive range of customer support, from assistance in getting started with smartphones to the utilization of application services

Smartphone Concierge Service

The customer can easily set up the smartphones by themselves, resulting in reduced waiting time.

- Initial setup using a touch panel
- Installation of a “Smartphone Concierge Service” at 96 out of 121 directly owned docomo Shops across Japan



docomo Shop Machida

Related merchandise



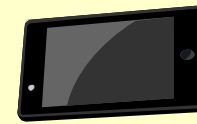
Memory Cards



Speakers



Protective Cases



Wireless headset



Screen Protectors



Projection Keyboards

Recommending apps that meet customers needs

- Apps handpicked by NEC Mobiling from among the countless apps available

apps

Games,
Entertainment, Tools,
Books, Education
others



Mobile Sales Business: Measures to cope with higher demand for smartphones

Overhauled training for shop personnel led to higher service quality delivered to customers

Group training for new recruits



- Concentrated know-how is passed on to new recruits during intensive training to prime them to become full-fledged, contributing staff early on.
- Individual shops are partially released from offering their own training to their staff.



Tools for use by individual staff



- A tablet has been distributed to each staff member.
- Tablets are used for training and communication to cross-share the latest information.



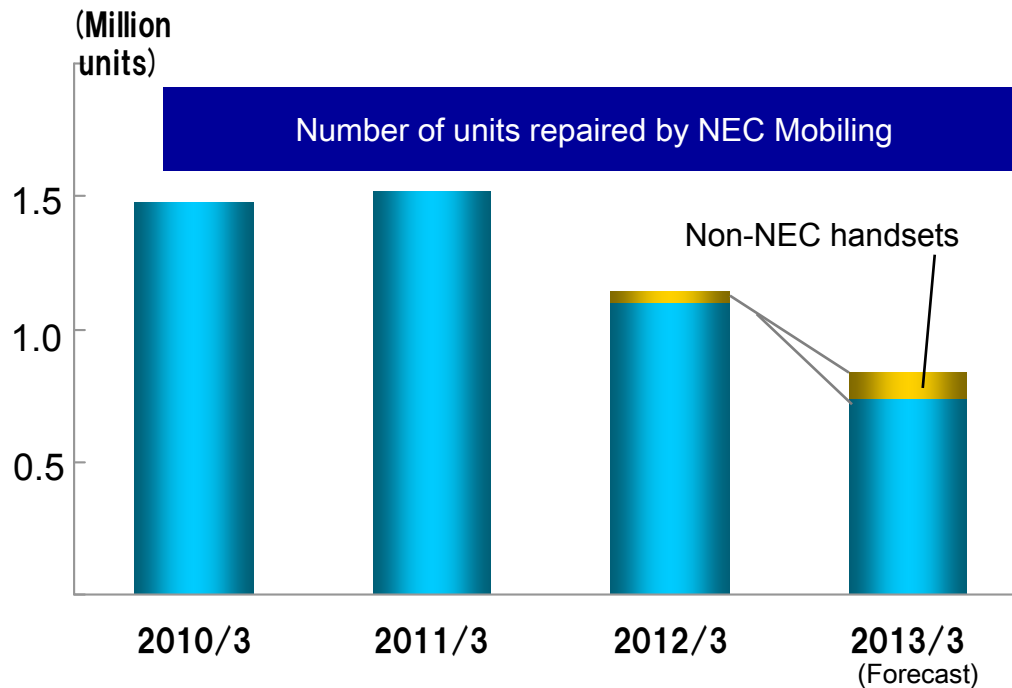
Key Action Initiatives: Mobile Phone Repairs

Efforts to cope with the declining number of serviced handsets

- Further cost reductions through improved repair technology
- More repairs to be performed on non-NEC products
 - The repairs of ZTE handsets, including the briskly selling Mimamori Keitai, are steady.
 - A two-fold increase from the previous year is planned for repairs performed on ZTE products.
 - Additional business sought by new customer wins



< Mimamori Keitai2 101Z



NEC Mobiling's Strengths

Comprehensive post-sale support

- Repair and refurbishment technology for high-density, multi-layer substrates
- Superior repair quality
- Short TAT (turnaround time) on repairs
- Repair progress tracking by IT infrastructure
- Excellent grasp of mobile phone operator needs



< Removing an IC from the substrate >

* Forecast as of April 25, 2012

Future Business Development - Sales Platforms

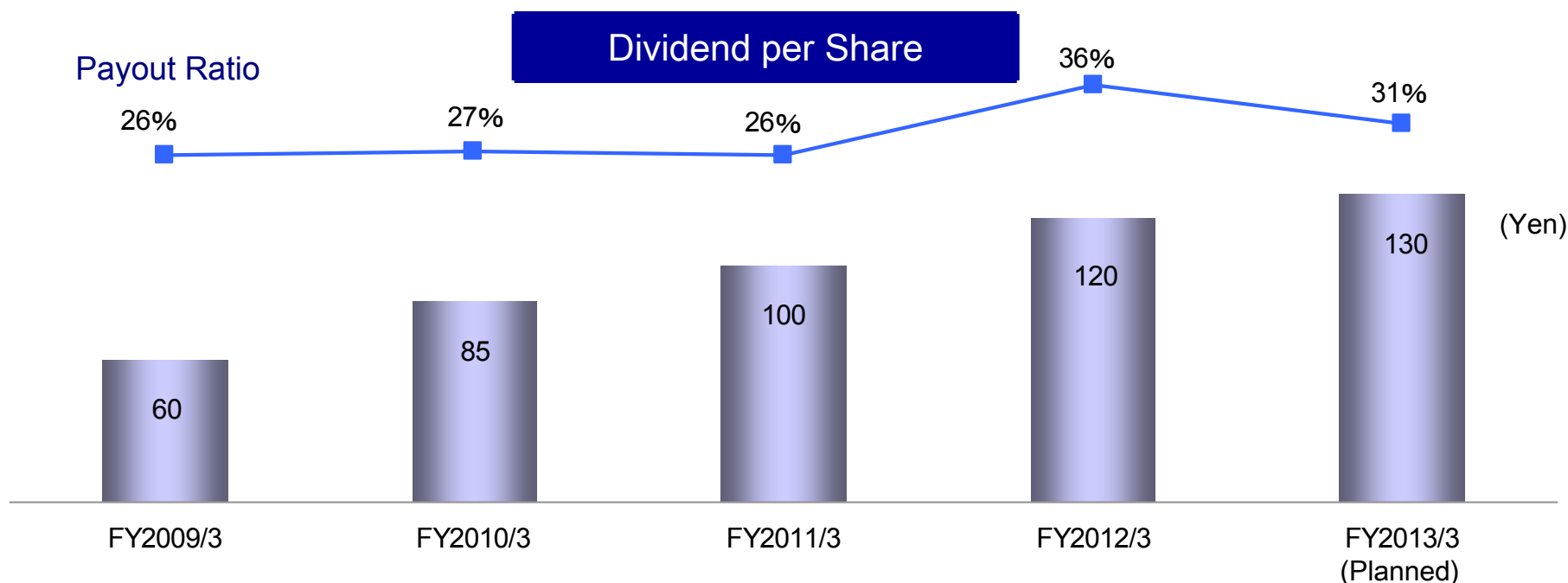
Our core competencies: Business development based on our sales platforms



Dividend Policy - Planed to increase dividend for seven consecutive years

Policy

- Stable dividend payouts considering about 30% to be maintained, reflecting the company's major management priority of according respect and importance to valued shareholders
- An annual dividend of 130 yen per share (an increase of 10 yen over the previous fiscal year), with maintaining 30% payout ratio is planned for the fiscal year ending March 31, 2013.



* Plan as of April 25, 2012

Empowered by Innovation

NEC