

Business Results of Third Quarter, FY2011

Creative Links to World Electronic

Feb 2nd 2012

**Hirose Electric
Co.,Ltd**

Cautionary Statement

In this material, there are descriptions based on current estimation by Hirose Electric.

Hirose cautions you that a number of important risks, uncertainties and others could cause actual results to differ materially from those discussed in the *forward-looking statements. Thank you for your understanding.

***Forward-looking statements include, but are not limited to, those statements using words such as "believe," "expect," "plans," "strategy," "prospects," "forecast," "estimate," "project," "anticipate," "aim," "may" or "might" and words of similar meaning in connection with a discussion of future operations, financial performance, events or conditions. These statements are based on management's assumptions and beliefs in light of the information currently available to it.**

FY2011

[1Q FY2011]

• Order level of April were high because of the ahead-of-schedule order influence after the earthquake. However, order level of May and June were sluggish mainly due to the effect of rebound from ahead-of-schedule order in March and April, the lag in mobile and smartphone business in partial overseas big company and China, and the production decrease in automotive due to the earthquake. On the other hand, sales were fairly steady.

[2Q FY2011]

• Recovery seen in Mobile/Smartphone and Automotive market, which had been sluggish in 1Q. Industrial is still influenced by the ahead-of-schedule order after the earthquake, and remains in low level. On the other hand, although the level is not high, sales were fairly steady.

[3Q FY2011]

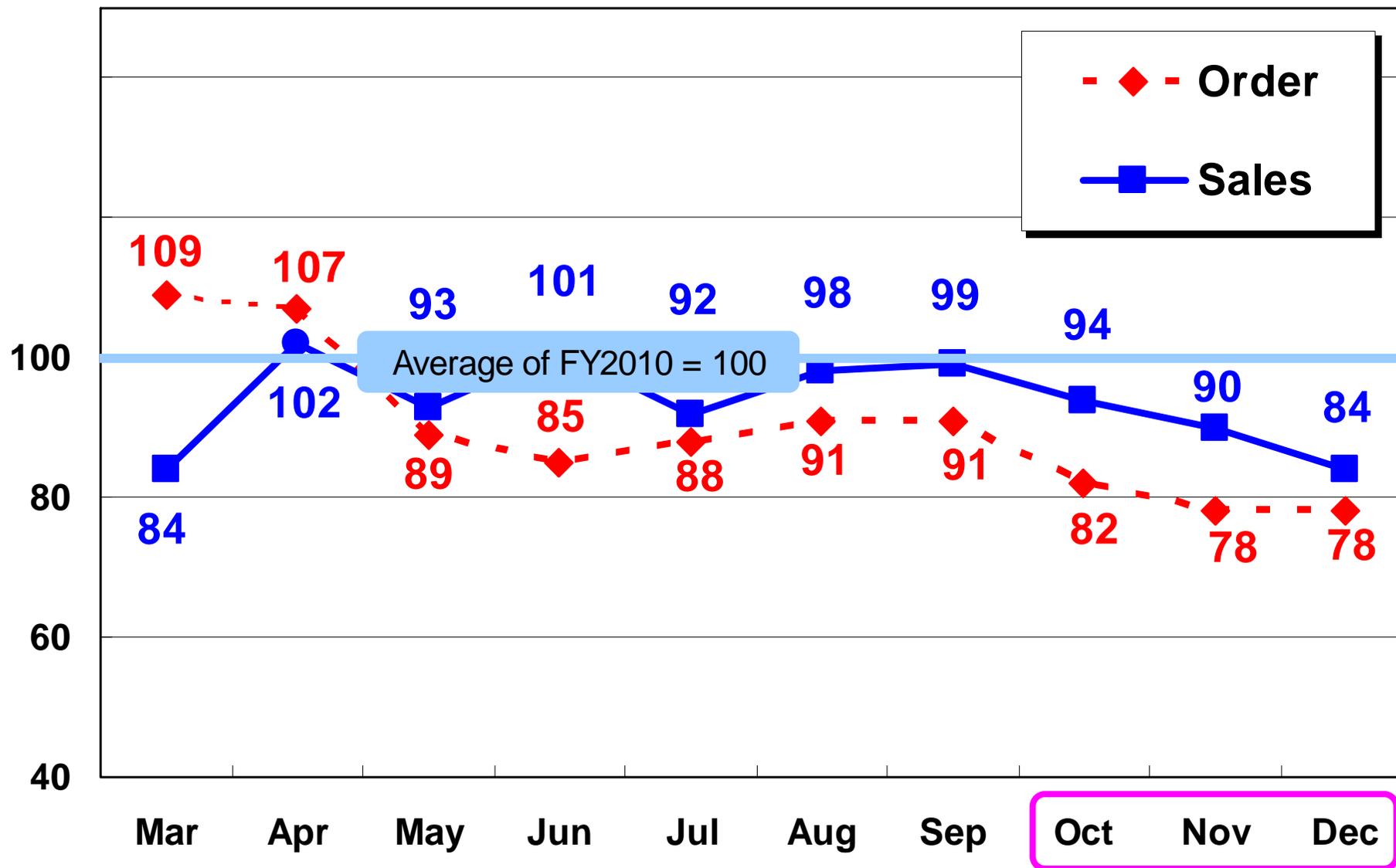
• **The order/sales levels of Mobile/Smartphone and Industrial market were low. Steady increase in the Automotive market order/sales. The order level for Digital consumer electronics were partially influenced by the Thai flood, but slight recovery seen in December.**

• **3Q FY2011 settled on -0.2% YoY in order level (-4.7% over 2Q FY2011), 2.7% YoY in sales level (-5.1% over 2Q FY2011)**

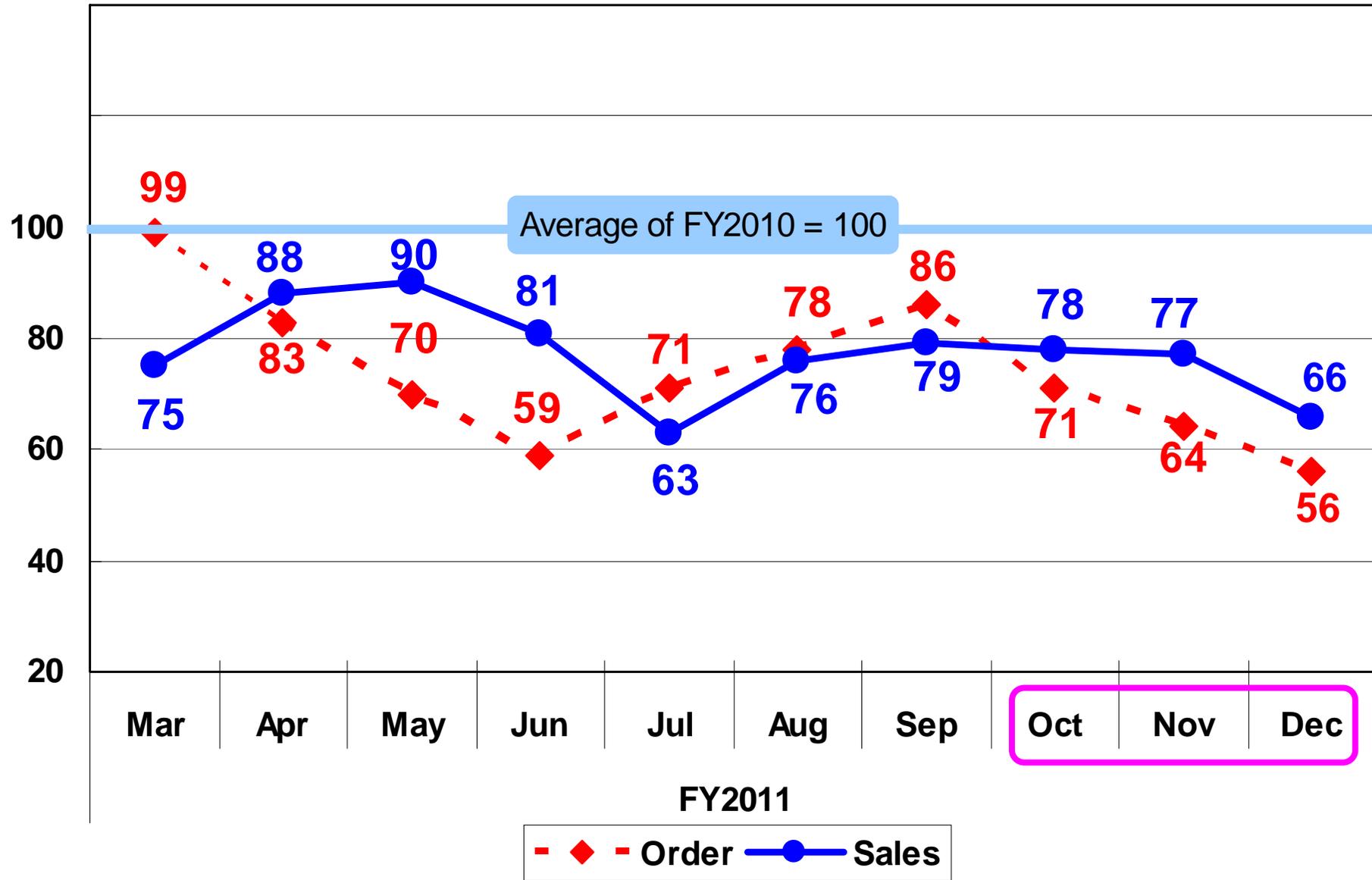
[1Q-3Q FY2011]

• **1Q-3Q (total) FY2011 settled on 701.2 hundred million yen in order level, (0.7% YoY), 722.7 hundred million yen in sales level (3.2% YoY), 170.5 hundred million yen in recurring profit (-8.7% YoY).**

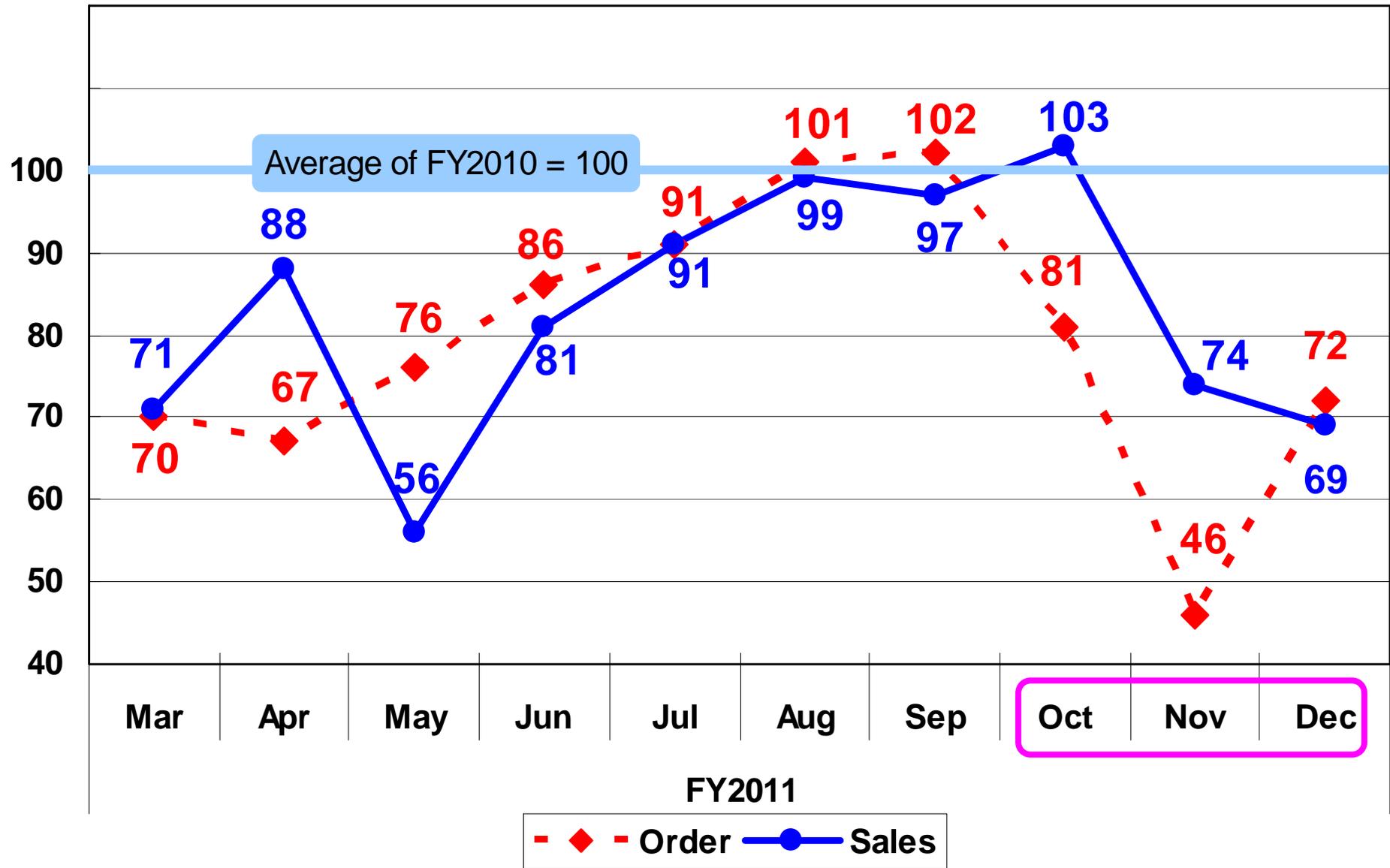
FY2011 Mar-Dec Orders and Sales Changes (Non-consolidated Basis, Index Number)



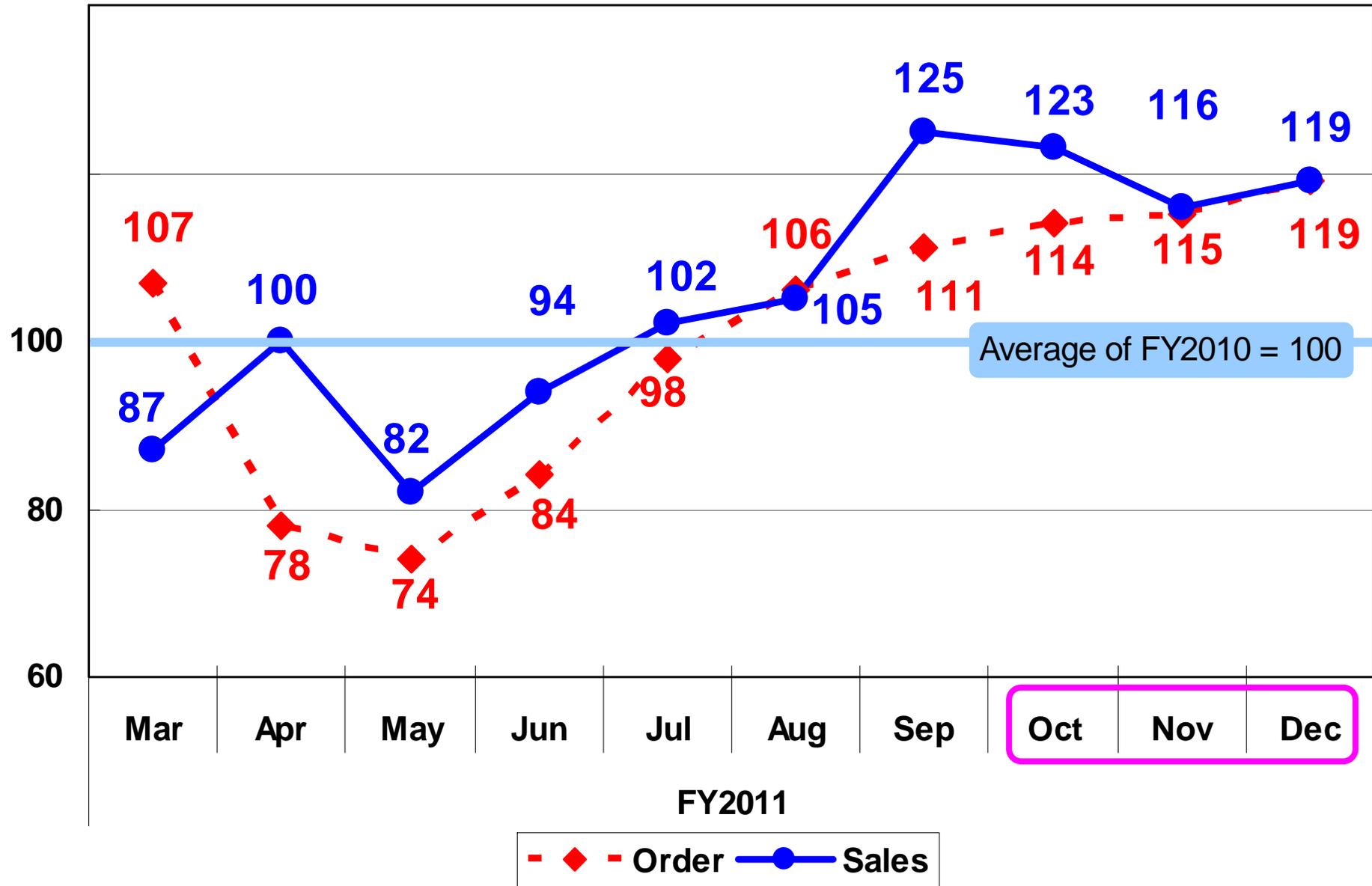
Mobile / Smartphone



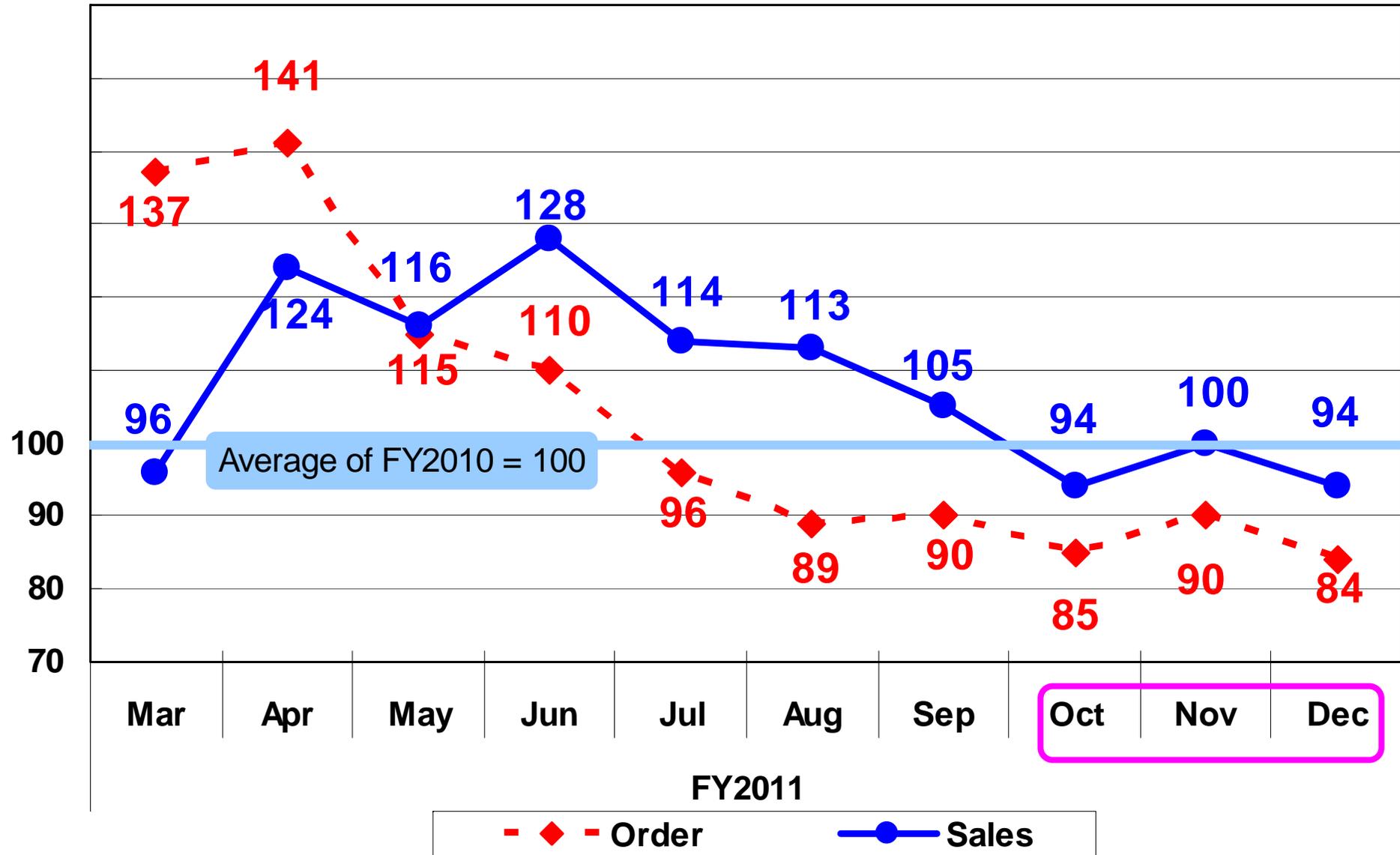
Digital Consumer Electronic



Automotive



**Associated Electric Equipment,
FA Controlling Device, and Others**

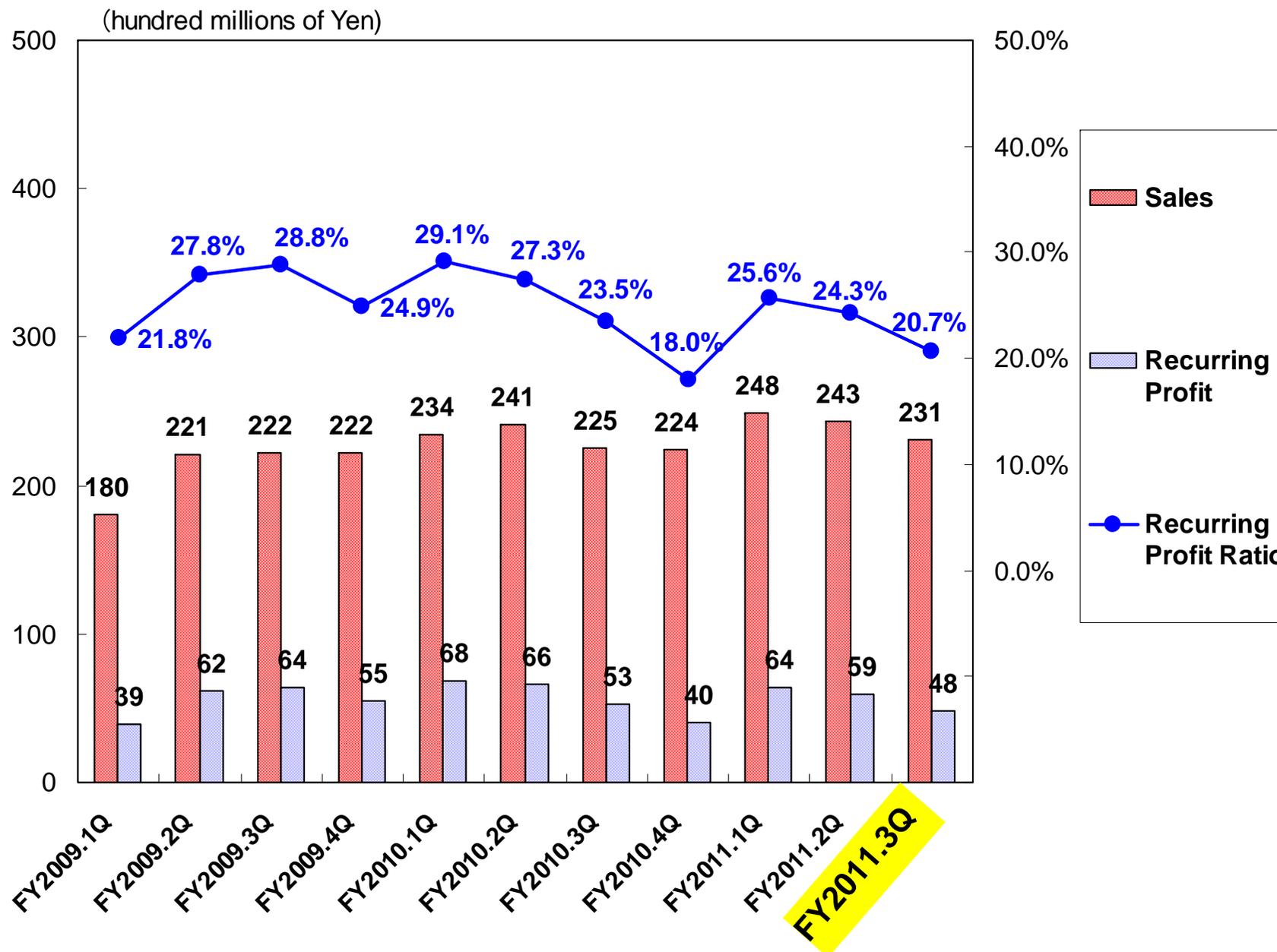


Business Results for 3Q FY2011

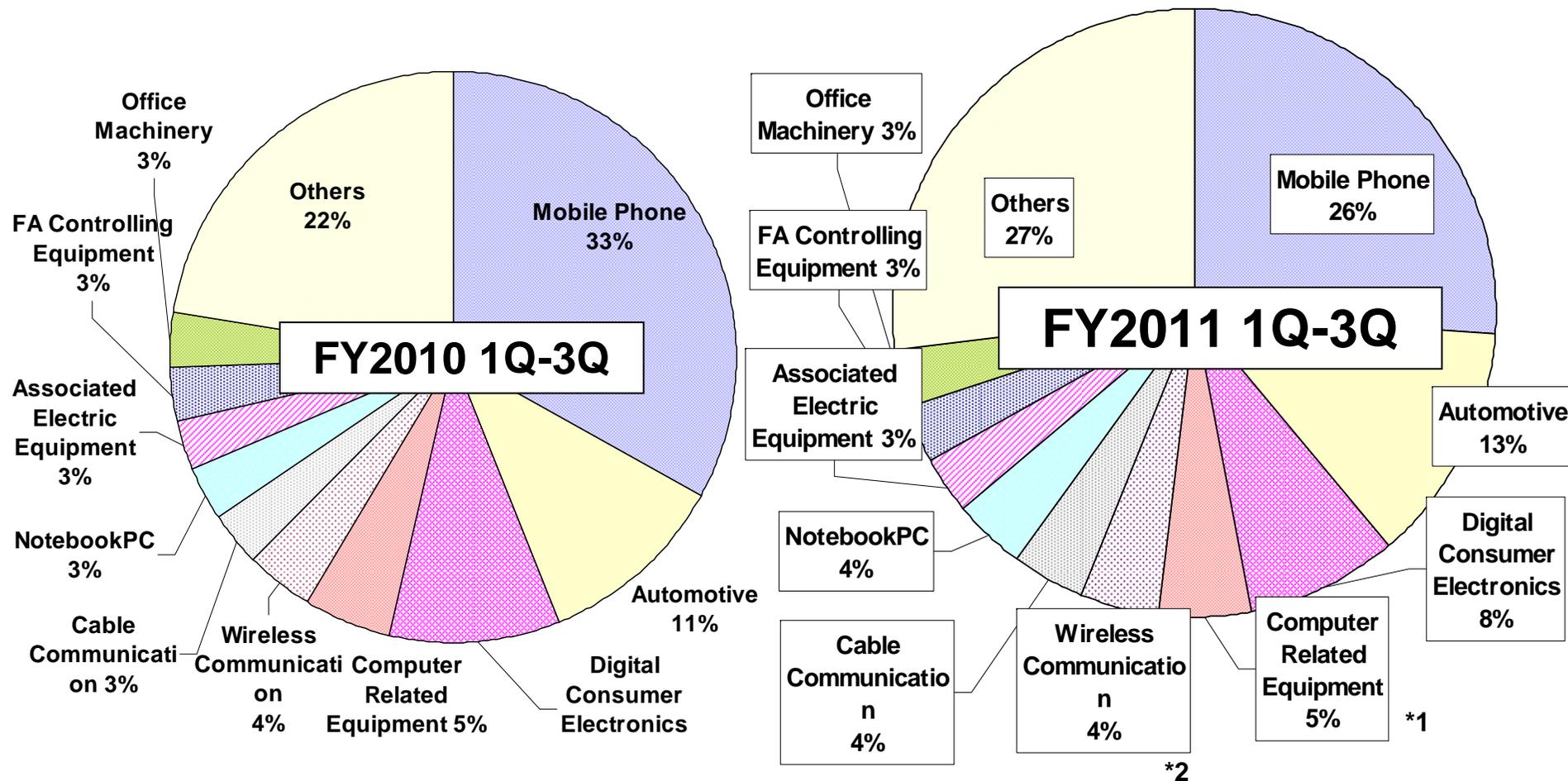
(hundred millions of Yen)

	(A)FY2010 1Q - 3Q	(B)FY2011 1Q - 3Q	(B)-(A)	(B)/(A)	Major changes over prior same period (unit: hundred millions of Yen)
Sales	700.2	722.7	22.5	3.2%	[Sales] 22.5 increase Overseas Hirose Subsidiaries Hirose Korea -60.2 -5.4 +90.1
(COGS Ratio)	(55.0%)	(58.4%)	(+3.4%)		
(SGA Ratio)	(18.9%)	(19.5%)	(+0.6%)		[COGS Ratio] 3.4 point increase Purchase Cost Ratio 42.2% →42.8% Depreciation Ratio 5.7% →6.9 % Labor Cost Ratio 4.0% →5.0%
Operating Profit	182.2	159.2	-23.0	-12.6%	[SGA Ratio] 0.6 point increase Increase due to Hirose Korea and increase in delivery expense etc
(%)	26.0%	22.0%	(-4.0%)		
Recurring Profit	187.0	170.6	-16.4	-8.8%	[Non-Operating Expenses] Equity Method Profit 4.7→0.5 Interest Received & Dividend 6.3→7.2 Foreign Exchange Loss -7.2→0.2
(%)	26.7%	23.6%	(-3.1%)		
Net Profit	94.3	106.7	12.4	13.1%	[Extraordinary Profit] -18.6→+7.8
(%)	13.5%	14.8%	(+2.3%)		
Total Assets	2,569.6	2,584.6	15.0	0.6%	Last 3Q: Step acquisition-related losses 19
Shareholders' Equity Ratio	90.0%	90.6%			
Income Per Share	265.4	303.9Yen			This 3Q: Subsidy from Yokohama - shi 9.4

Quarterly Sales and Profits



Sales by Market

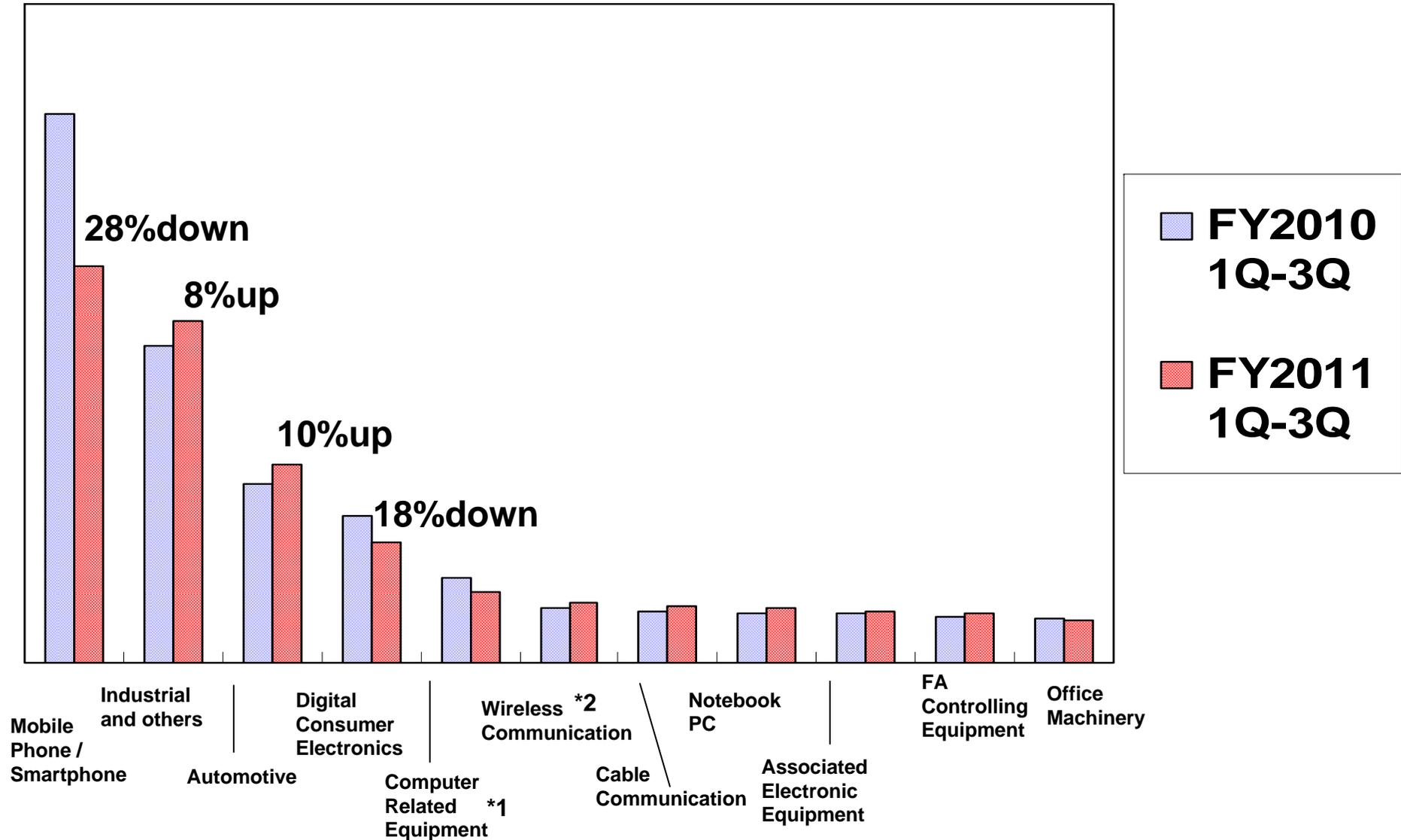


As this is in round number, please be noted that some ratio difference may occur. Thank you for your understanding.

*1 Computer Related Equipment – Notebook PC not included.

*2 Wireless Communication - Mobile Phone not included.

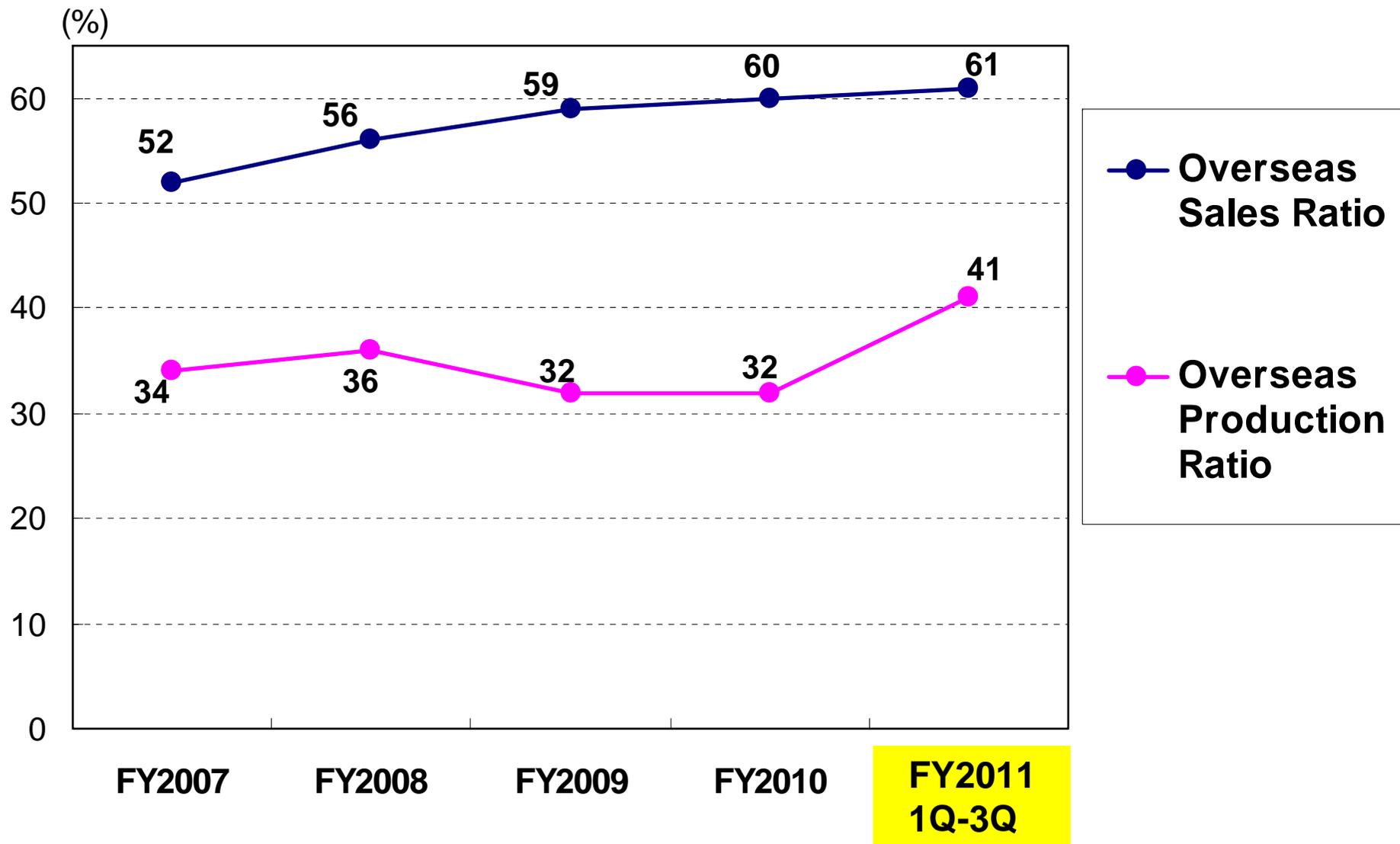
Sales Changes by Markets (in round numbers)



As this is in round number, please be noted that some ratio difference may occur. Thank you for your understanding.

*1 Computer Related Equipment – Notebook PC not included.
 *2 Wireless Communication - Mobile Phone not included.

Overseas Production and Sales Ratio



Changes in Consolidated Balance Sheet

(hundred millions of Yen)

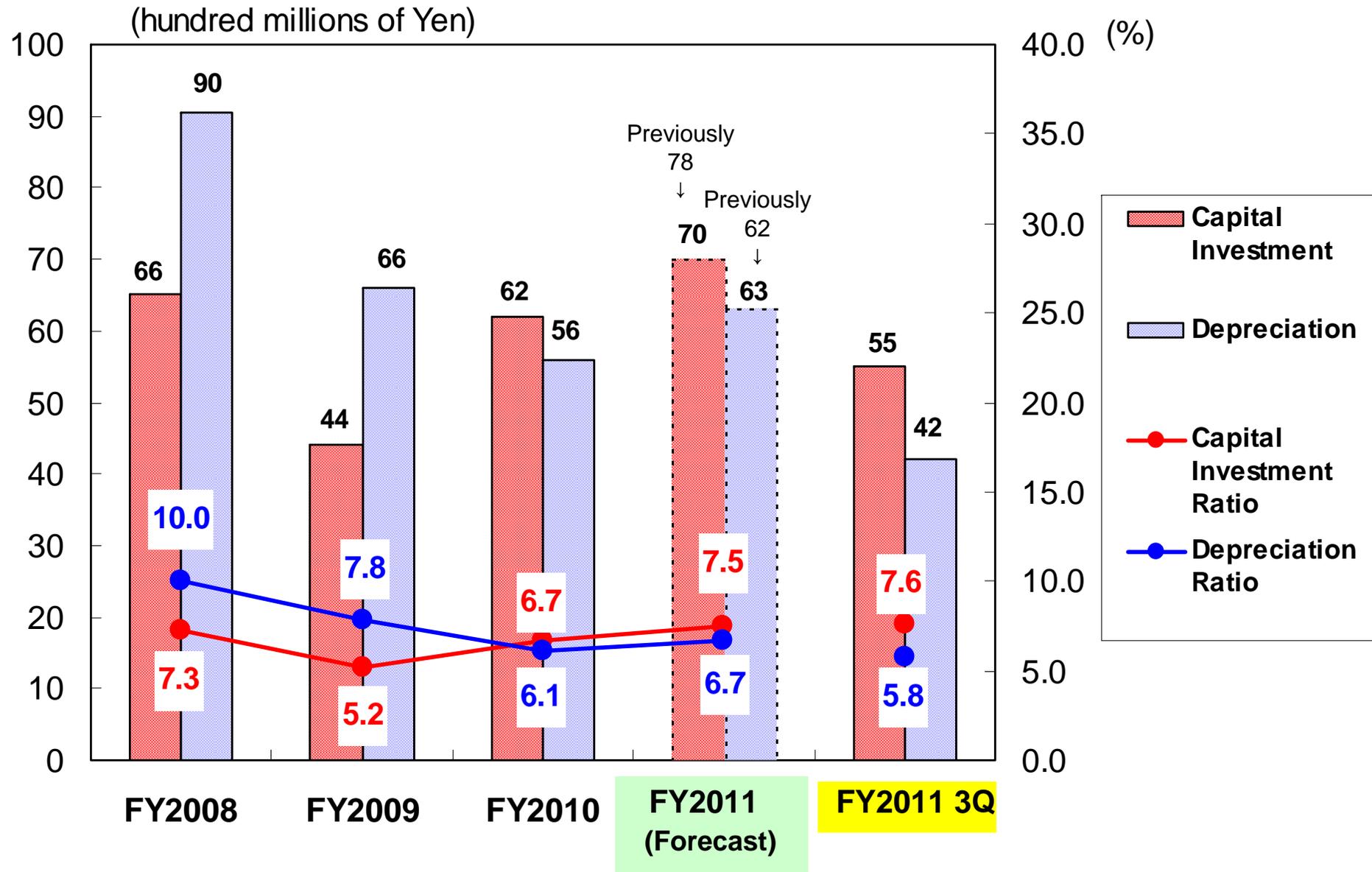
Account	(A)Mar 31, 2011	(B)Dec 31, 2011	(B) - (A)	Remark
Cash and Cash in Bank	1,094.2	1,037.7	-56.5	Dividend, Share buyback, Yokohama Center Payment, etc.
Trade Receivables	230.6	242.6	12.0	Due to sales increase(FY2010/4Q: 224.2 →FY2011/3Q: 230.3 +7.1), etc.
Inventories	72.7	75.0	2.3	
Investment Securities	641.6	597.9	-43.7	Decrease in corporate bond (Shift to short-term bond)
Others	562.3	631.4	69.1	Increase in fixed assets, etc.
Total Assets	2,601.4	2,584.6	-16.8	

Changes in Consolidated Balance Sheet

(hundred millions of Yen)

Account	(A)Mar 31, 2011	(B)Dec 31, 2011	(B) - (A)	Remark
Notes Payable and Account Payable	109.4	114.6	5.2	Purchase increase due to production increase
Income Taxes Payable, etc	40.6	26.0	-14.6	Due to tax payment
Others	75.7	75.8	0.1	
Total Liabilities	225.7	216.4	-9.3	
Retained Earnings	2,620.6	2,674.7	54.1	Net income 106.7 - Dividend 52.6
Treasury Stocks	-493.2	-526.9	-33.7	Share buyback
Valuation Variance	21.2	20.3	-0.9	
Translation Adjustment	-38.2	-64.9	-26.7	Due to strong yen
Others	265.3	265.0	-0.3	
Total Shareholders' Equity	2,375.7	2,368.2	-7.5	
Total Liabilities and Shareholders' Equity	2,601.4	2,584.6	-16.8	

Capital Investment and Depreciation Change (Domestic Consolidated Basis)



Business Forecast for the Year Ended March 31, 2012



note) First Half - 1Q & 2Q, Second Half - 3Q & 4Q

(unit: hundred millions of Yen)

	FY2010 (Actual)		FY2011 (Forecast)		First Half Over the Previous Actual Amount		For the Year Over the Previous Actual Amount	
	First Half	For the Year	First Half	For the Year	Amount Change	%	Amount Change	%
Sales (COGS)	475.4 (54.0%)	924.4 (56.9%)	491.8 (57.4%)	935.0 (58.8%)	16.4	3.4%	10.6	1.1%
Operating Profit (%)	131.1 27.6%	220.3 23.8%	116.1 23.6%	195.0 20.9%	-15.0	-11.4%	-25.3	-11.5%
Recurring Profit (%)	134.1 28.2%	227.4 24.6%	123.0 25.0%	200.0 21.4%	-11.1	-8.3%	-27.4	-12.0%
Net Profit (%)	83.3 17.5%	117.1 12.7%	73.9 15.0%	125.0 13.4%	-9.4	-11.3%	7.9	6.7%
Income Per Share	-	330.23Yen	-	358.60Yen	<div style="border: 1px solid black; background-color: #e0ffe0; padding: 5px;"> There are no revision from the previously announced data on Nov. 2011 </div>			
Dividend Per Share	75Yen	150Yen	75Yen	130Yen				
Dividend Payout Ratio	-	45.4%	-	36.3%				