



# 3rd Quarter Operating Results Supplemental Materials

【 3rd Quarter of the FY Ending March 2010 】

大明株式会社

# Operating results [ 3rd Quarter of the FY Ending March 2010 ]



## 1. Operating results summary

Compared with  
prior fiscal year

Compared with fiscal  
year outlook

(Unit: Millions of yen)

	2009. 3	2010. 3		2010. 3		2009. 3	
	3Q Actual (a)	3Q Actual (b)	% change (b) - (a) / (a)	Outlook (d)	% achieved (b) / (d)	Actual (e)	% achieved (a) / (e)
Value of orders received	91,382	85,964	△5.9%	123,600	69.6%	120,960	75.5%
Net sales	82,662	78,418	△5.1%	121,000	64.8%	120,379	68.7%
Gross profit (Gross profit margin)	11,461 (13.9%)	9,492 (12.1%)	△17.2%	15,700 (13.0%)	60.5%	16,175 (13.4%)	70.9%
Selling, general and administrative expenses	6,890	6,850	△0.6%	9,700	70.6%	9,250	74.5%
Operating income (Operating profit margin)	4,571 (5.5%)	2,641 (3.4%)	△42.2%	6,000 (5.0%)	44.0%	6,924 (5.8%)	66.0%
Ordinary income (Ordinary income margin)	4,641 (5.6%)	2,766 (3.5%)	△40.4%	6,150 (5.1%)	45.0%	7,018 (5.8%)	66.1%
Quarter (fiscal year) net income (Quarter (fiscal year) net income margin)	2,501 (3.0%)	1,444 (1.8%)	△42.3%	3,450 (2.9%)	41.9%	3,852 (3.2%)	64.9%

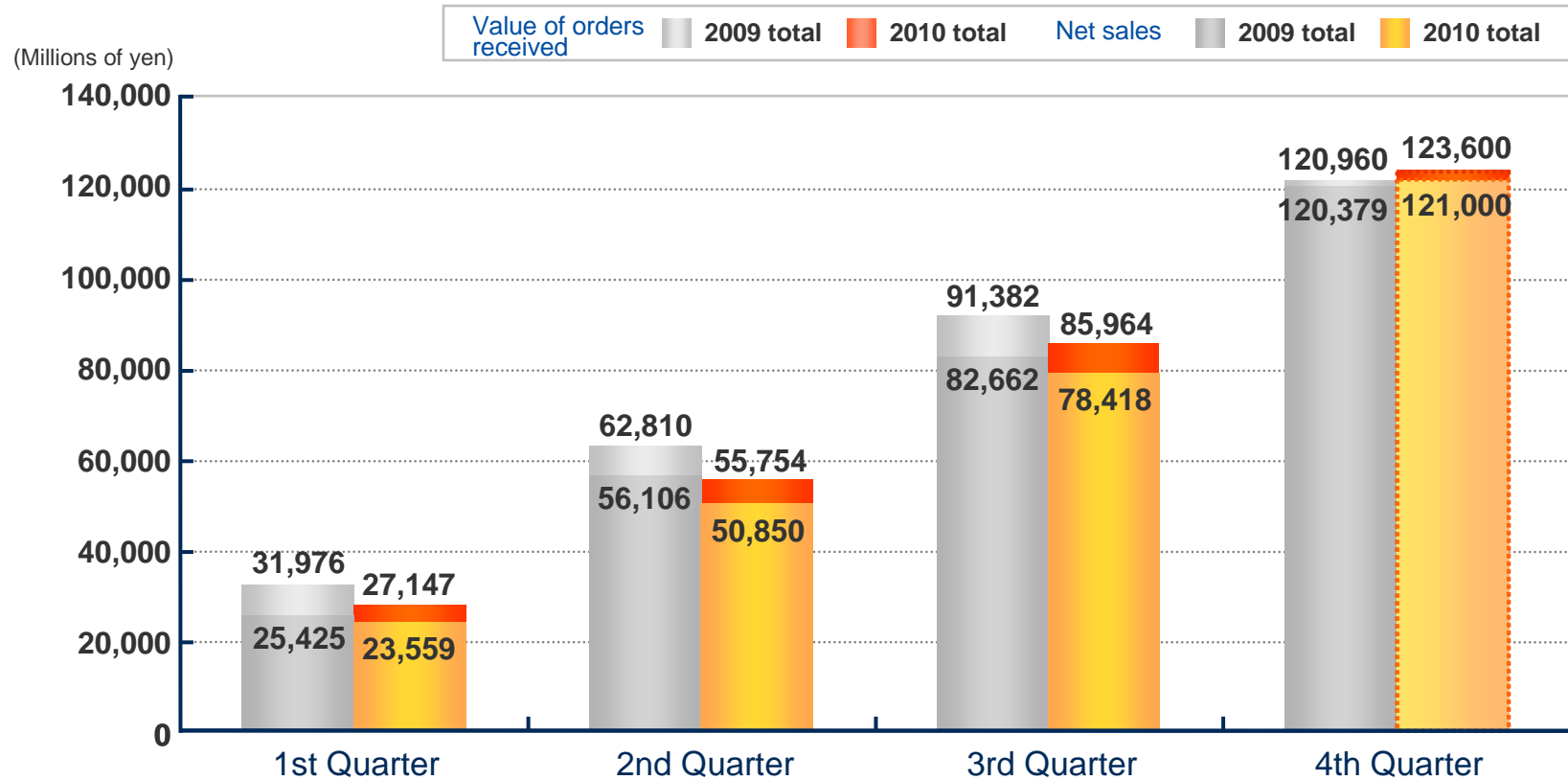


# Operating results [ 3rd Quarter of the FY Ending March 2010 ]



## 2. Change in Operating Results by Quarter and Outlook: Value of Orders Received and Net Sales

Note: Dotted lines for the 4th Quarter are plan values



Value of orders received	2009 total	<b>31,976</b> (26.4%)	<b>62,810</b> (51.9%)	<b>91,382</b> (75.5%)	<b>120,960</b> (100%)
	2010 total	<b>27,147</b> (22.0%)	<b>55,754</b> (45.1%)	<b>85,964</b> (69.6%)	<b>123,600</b> (Plan) (100%)
Net sales	2009 total	<b>25,425</b> (21.1%)	<b>56,106</b> (46.6%)	<b>82,662</b> (68.7%)	<b>120,379</b> (100%)
	2010 total	<b>23,559</b> (19.5%)	<b>50,850</b> (42.0%)	<b>78,418</b> (64.8%)	<b>121,000</b> (Plan) (100%)

Note: Figures in parentheses are the percent change from year-end and year-end outlook

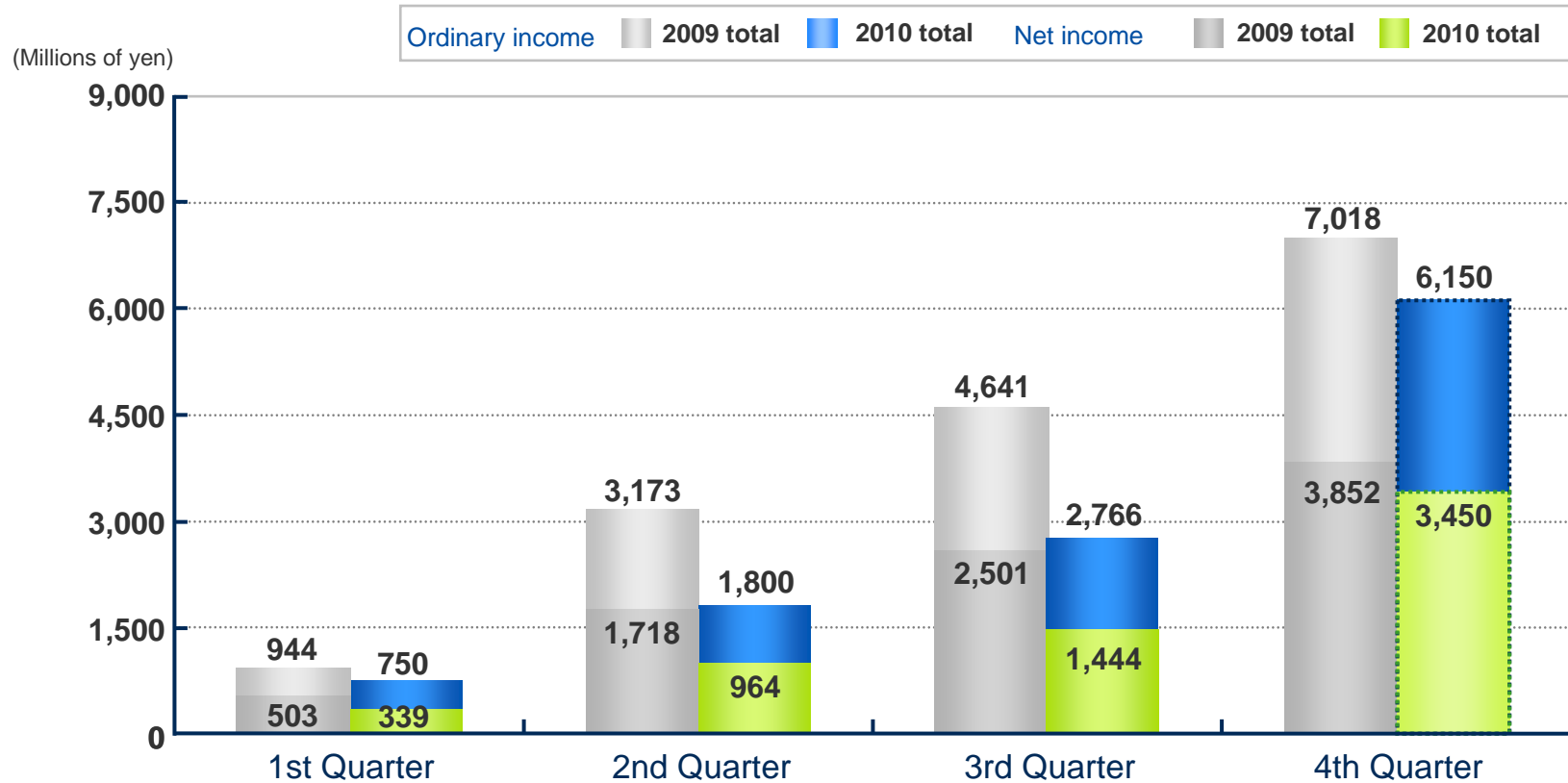


# Operating results [ 3rd Quarter of the FY Ending March 2010 ]



## 3. Change in Operating Results by Quarter and Outlook: Ordinary Income and Net Income

Note: Dotted lines for the 4th Quarter are plan values



Ordinary income	2009 total	<b>944</b> (13.5%)	<b>3,173</b> (45.2%)	<b>4,641</b> (66.1%)	<b>7,018</b> (100%)
	2010 total	<b>750</b> (12.2%)	<b>1,800</b> (29.3%)	<b>2,766</b> (45.0%)	<b>6,150</b> (Plan) (100%)
Net income	2009 total	<b>503</b> (13.1%)	<b>1,718</b> (44.6%)	<b>2,501</b> (64.9%)	<b>3,852</b> (100%)
	2010 total	<b>339</b> (9.8%)	<b>964</b> (27.9%)	<b>1,444</b> (41.9%)	<b>3,450</b> (Plan) (100%)

Note: Figures in parentheses are the percent change from year-end and year-end outlook

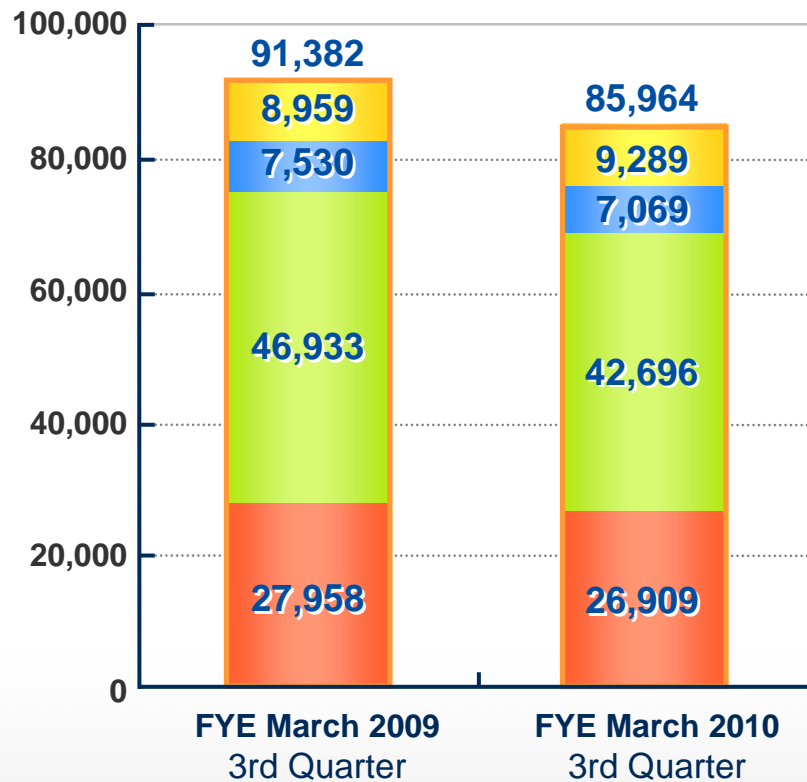


## 4. Value of orders received and net sales by business



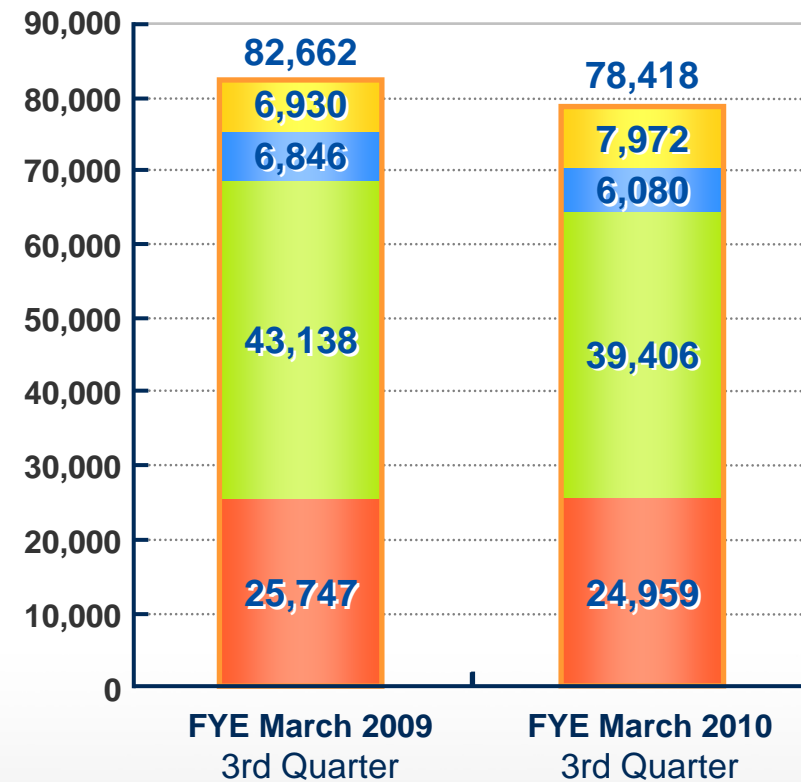
[Value of orders received]

(Millions of yen)



[Net sales]

(Millions of yen)

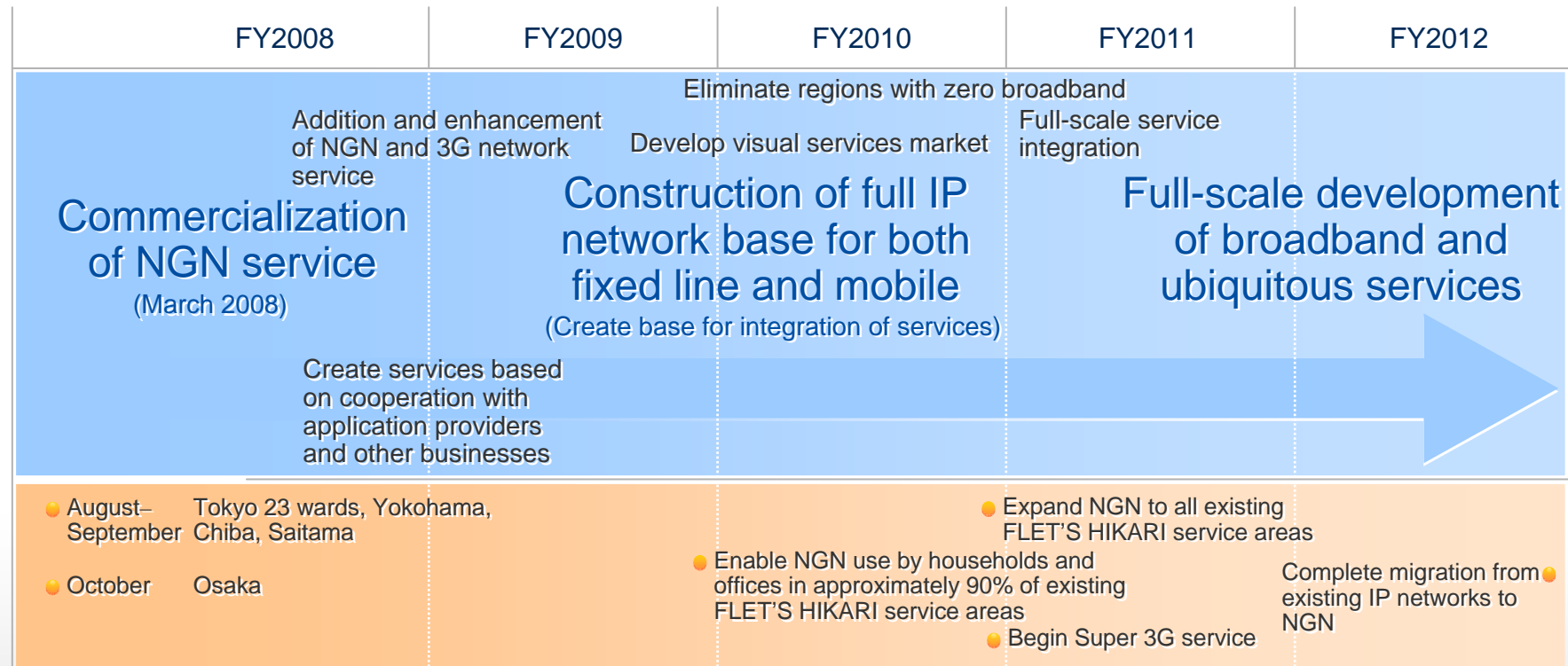




## 5. Reference (1) Future Development of Optical fiber and NGN

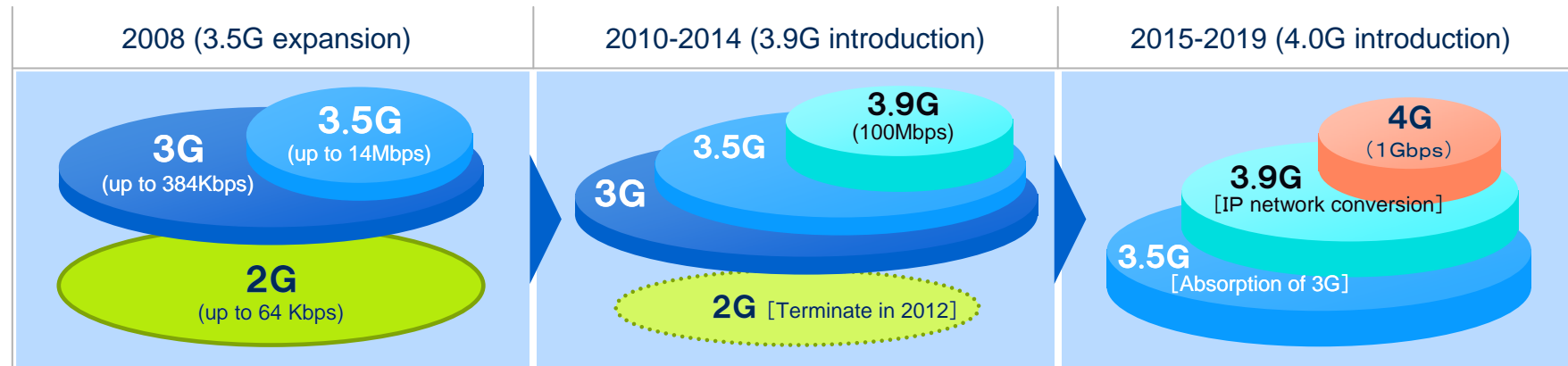
### ● Optical fiber and NGN development

- Expand NGN service area
- Develop services centered on NGN (for businesses, for homes)
- Develop optical fiber video service market (Hikari TV, FLET'S TV)
- Install optical fiber cable directly to each room in condominiums and promote conversion to NGN and optical fiber





## 5. Reference (2) Future Development of Mobile Networks



<b>NTT DoCoMo</b> <b>W-CDMA</b> (55 million subscribers)	<b>HSPA</b>  800M overlay	LTE(Plan 10.12)  Agent service	LTE Population coverage: 50% (Until 15.03)	<b>Engineering provided by Daimei</b>  Base station installation & negotiation  Design and construction  Maintenance & operation  Quality surveys  Area optimization
<b>au</b> <b>CDMA2000</b> (31 million subscribers)	<b>1x EV-DO (Rev.A)</b>	LTE(Plan 12.12) WiMAX 09.7 Tokyo metro area, Kyoto-Osaka-Kobe, Nagoya	<b>4G IMT-Advanced</b>	
<b>EMOBILE</b> <b>W-CDMA</b> (1.51 million subscribers)	Start of service Area expansion (Population coverage: 90%)	eHSPA  DC-HSDPA  LTE		
<b>Softbank Mobile</b> <b>W-CDMA</b> (21 million subscribers)	Succeed to license from Vodafone Partnership with vendors	LTE(Plan 11.7)  DC-HSDPA		