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In the event of any discrepancy, the original in Japanese shall prevail.)

Investor Meeting for the First Half of the Year ending March 2015

November 13, 2014

 **SANSHIN ELECTRONICS CO., LTD.**

Toshiro Suzuki, President & COO

(Stock code: 8150)

Notes for Use of This Reference Material

Business forecasts and other statements contained in this reference material regarding the future are predictions based on information available at the time of writing and are not intended as a promise of performance on the part of the Company. Due to various factors, actual results may differ from assessment figures. Major factors affecting actual results are mainly those listed below.

- Economic conditions and consumption trends in Japan, North America and Asia
- Purchaser's production trends and product development
- Supplier's supply situation and product development
- Price drops due to intensifying competition
- Significant fluctuations in exchange rates

I. Year Ending March 2015 Performance Summary for the First Half

- Net sales increased 4% year on year (TOY/Digital AV Sectors decreased by 38%; Other sectors increased by 22%)
- Operating/ordinary/net profits maintained roughly the same level from the previous corresponding period thanks to an increase in net sales

	03/14 1st half Result	03/15 1st half Result	YoY Change	Initial Forecast*	Achievement Ratio
Net Sales	963.7	1,002.4	104%	910.0	110%
Gross Profit on Sales	6.2% 59.4	6.4% 64.6	109%	6.6% 60.2	107%
SG&A Expenses	4.9% 47.5	5.1% 50.7	107%	5.7% 51.7	98%
Operating Profit	1.2% 11.8	1.4% 13.9	117%	0.9% 8.5	163%
Ordinary Profit	1.3% 12.2	1.2% 12.3	101%	0.9% 8.0	154%
Net Profit	0.8% 7.8	0.8% 7.9	102%	0.5% 5.0	159%
Exchange rate (1 US dollar)	¥98.85	¥103.04	Increase/decrease +¥4.19	¥100.00	Increase/decrease +¥3.04

Notes:

*1) Cumulative 1st half: April 1 to September 30, 2014

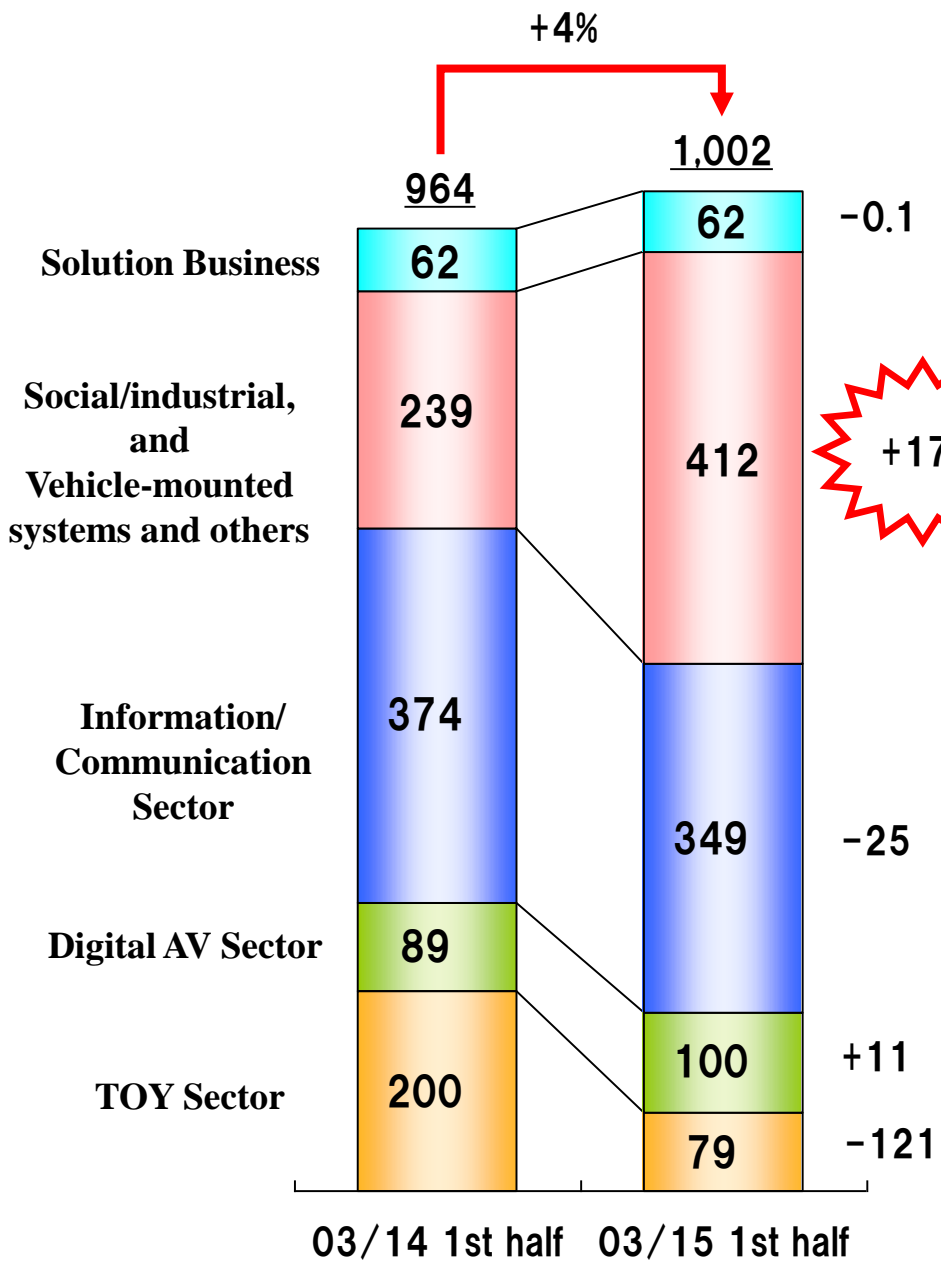
*2) Assessment figures announced on May 14, 2014 (Settlement of the year ended March 2014)

- In the device business, net sales increased by 4% year on year, and segment profit also increased by 7% thanks to an increase in net sales
- In the solution business, net sales decreased by 0.1% year on year, and segment profit also decreased by 8% due to an increase in number of employees.

		03/14 1st half Result	03/15 1st half Result	YoY Change	Initial Forecast*	Achievement Ratio
Device Business	Net Sales	902.2	940.9	104%	851.0	111%
	Segment Profit	0.8% 7.2	0.8% 7.7	107%	0.5% 4.0	192%
Solution Business	Net Sales	61.5	61.5	100%	59.0	104%
	Segment Profit	8.2% 5.0	7.6% 4.7	92%	6.8% 4.0	116%
Exchange rate (1 US dollar)		¥98.85	¥103.04	Increase/decrease +¥4.19	¥100.00	Increase/decrease +¥3.04

Notes:

- *1) The total amount of segment profit adjustments such as costs related to the management division has been allocated to each business since the fiscal year ended March 2014.
- *2) Cumulative 1st half: April 1 to September 30
- *3) Assessment figures announced on May 14, 2014 (Settlement of the year ended March 2014)



● Net sales expanded in the social/ industrial/ vehicle-mounted systems and others

- Solution Business
- Except those for public sector, overall performance was slumping
- Social/industrial, and Vehicle-mounted systems and others
- Those including for social infrastructure/vehicle-mounted systems increased overall
- Information/Communication Sector
- Those for mobile devices were sluggish
- Digital AV Sector
- Those for BD/Audio-related appliances recovered
- TOY Sector
- Those for home video gaming consoles decreased significantly

II. Year Ending March 2015

Full-Year Business Forecasts

- Sales will increase 1% year on year (TOY/Digital AV Sectors will decrease by 14%; Other Sectors will increase by 7%).
- While operating profit is expected to increase slightly, ordinary/net profits are expected to decrease due to weak sales in solution business.

	03/12 Term Result	03/13 Term Result	03/14 Term Result	Forecast for 03/15 full-year	YoY Change	Initial Forecast*	Achievement Ratio
Net Sales	1,441.6	1,479.6	1,922.4	1,950.0	101%	1,950.0	100%
Gross Profit to Net Sale	7.2% 104.4	7.5% 110.6	6.4% 123.9	6.6% 128.6	104%	6.6% 129.7	99%
SG&A Expenses	6.5% 94.3	6.1% 90.3	5.1% 98.7	5.3% 103.1	104%	5.3% 104.2	99%
Operating Profit	0.7% 10.1	1.4% 20.3	1.3% 25.2	1.3% 25.5	101%	1.3% 25.5	100%
Ordinary Profit	0.6% 8.0	1.1% 16.3	1.4% 26.6	1.3% 24.5	92%	1.3% 24.5	100%
Net Profit	0.4% 5.2	0.8% 11.3	0.9% 18.1	0.8% 16.5	91%	0.8% 16.5	100%
Consolidated ROE	0.9%	1.9%	3.0%	2.6%	Increase/decrease -0.7P	2.6%	Increase/decrease ±0P
Exchange rate (1 US dollar)	¥79.07	¥83.11	¥100.23	¥101.52	Increase/decrease +¥1.29	¥100.00	Increase/decrease ±¥1.52

*1) 1st half: April 1 to September 30, 2nd half: October 1 to March 31

*2) Foreign exchange rate assumed for the 2nd half: US\$1= ¥100

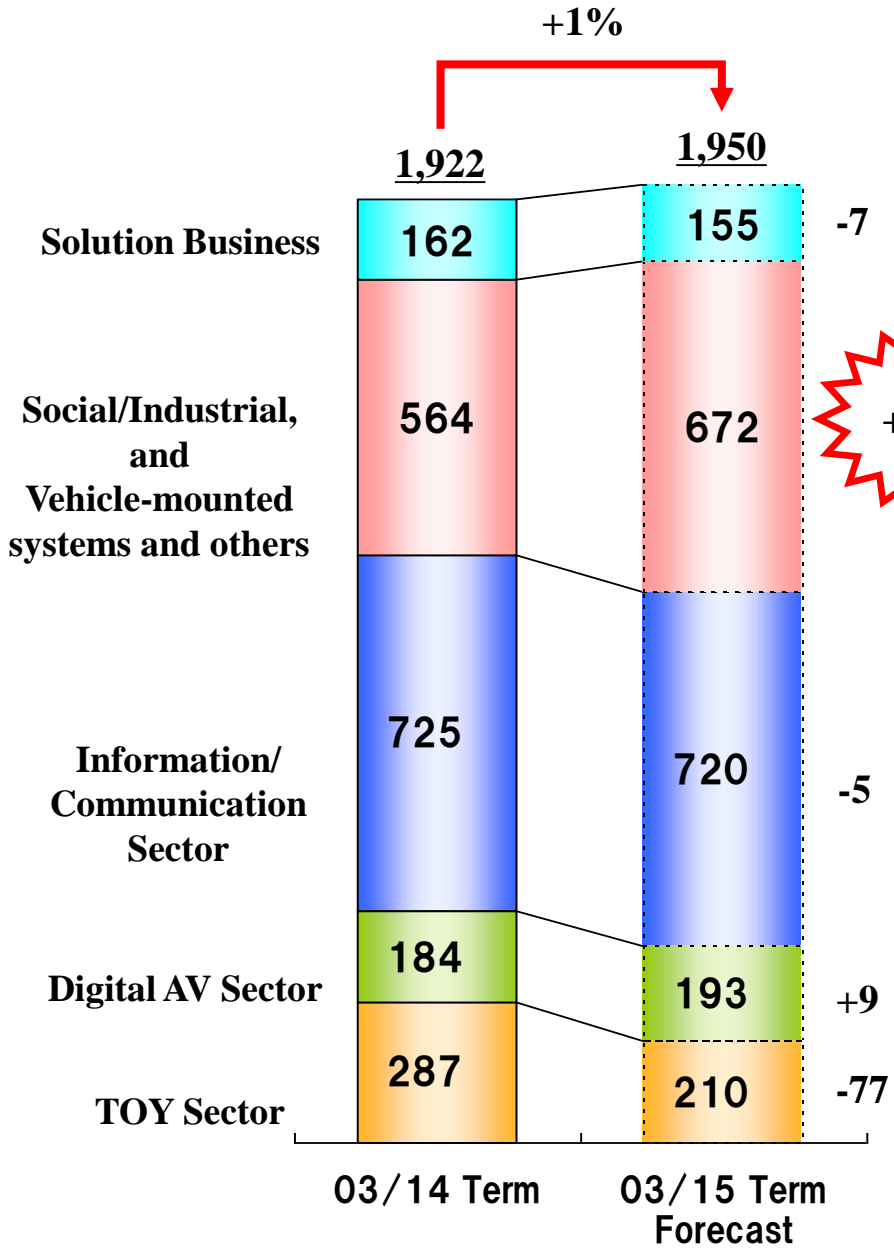
*3) Assessment figures announced on May 14, 2014 (Settlement of the year ended March 2014)

- The device business is expected to fall in the second half below the initial forecast. Despite this, both sales and profit are expected to increase in line with the initial forecast.
- In the solution business, both sales and profit are expected to decrease due to negative impact by the last-minute demand before the increase in the consumption tax rate.

		03/12 Term Result	03/13 Term Result	03/14 Term Result	Forecast for 03/15 full-year	YoY Change	Initial Forecast*	Achievement Ratio
Device Business	Net Sales	1,331.3	1,351.1	1,760.5	1,795.0	102%	1,795.0	100%
	Segment Profit	-0.1% -0.7	0.3% 4.7	0.6% 10.8	0.6% 11.5	107%	0.6% 11.5	100%
Solution Business	Net Sales	110.3	128.5	161.9	155.0	96%	155.0	100%
	Segment Profit	7.9% 8.7	9.0% 11.6	9.8% 15.8	8.4% 13.0	82%	8.4% 13.0	100%
Exchange rate (1 US dollar)		¥79.07	¥83.11	¥100.23	¥101.52	Increase/decrease +¥1.29	¥100.00	Increase/decrease +¥1.52

Notes:

- *1) The total amount of segment profit adjustments such as costs related to the management division has been allocated to each business since the fiscal year ended March 2014. For comparison purposes, results from 03/12 term through 03/13 term are also allocated to each business in this presentation.
- *2) 1st half: April 1 to September 30, 2nd half: October 1 to March 31
- *3) Foreign exchange rate assumed for the 2nd half: US\$1= ¥100
- *4) Assessment figures announced on May 14, 2014 (Settlement of the year ended March 2014)



● Social/industrial, and Vehicle-mounted systems and others will be the leading sectors in sales

- Solution Business
- Overall performance will hover at a steady level
- Social/Industrial, and Vehicle-mounted systems and others
- Those for social infrastructure/vehicle-mounted systems will increase overall
- Information/Communication Sector
- Those for mobile devices will be sluggish
- Digital AV Sector
- Those for BD/Audio-related appliances will recover
- TOY Sector
- Those for home video gaming consoles will decrease

III. Business Policies / Priority Issues

Establishing a solid revenue base by absorbing risk and attaining substantial growth

The Group's Situation

< Segment Profit >

- Solution business exceeds the device business
 - Slumping revenue in device business due to decrease in certain fields
 - Steady reform of revenue structure in solution business

Device
40%

Solution
60%

< 03/14 Term Result >

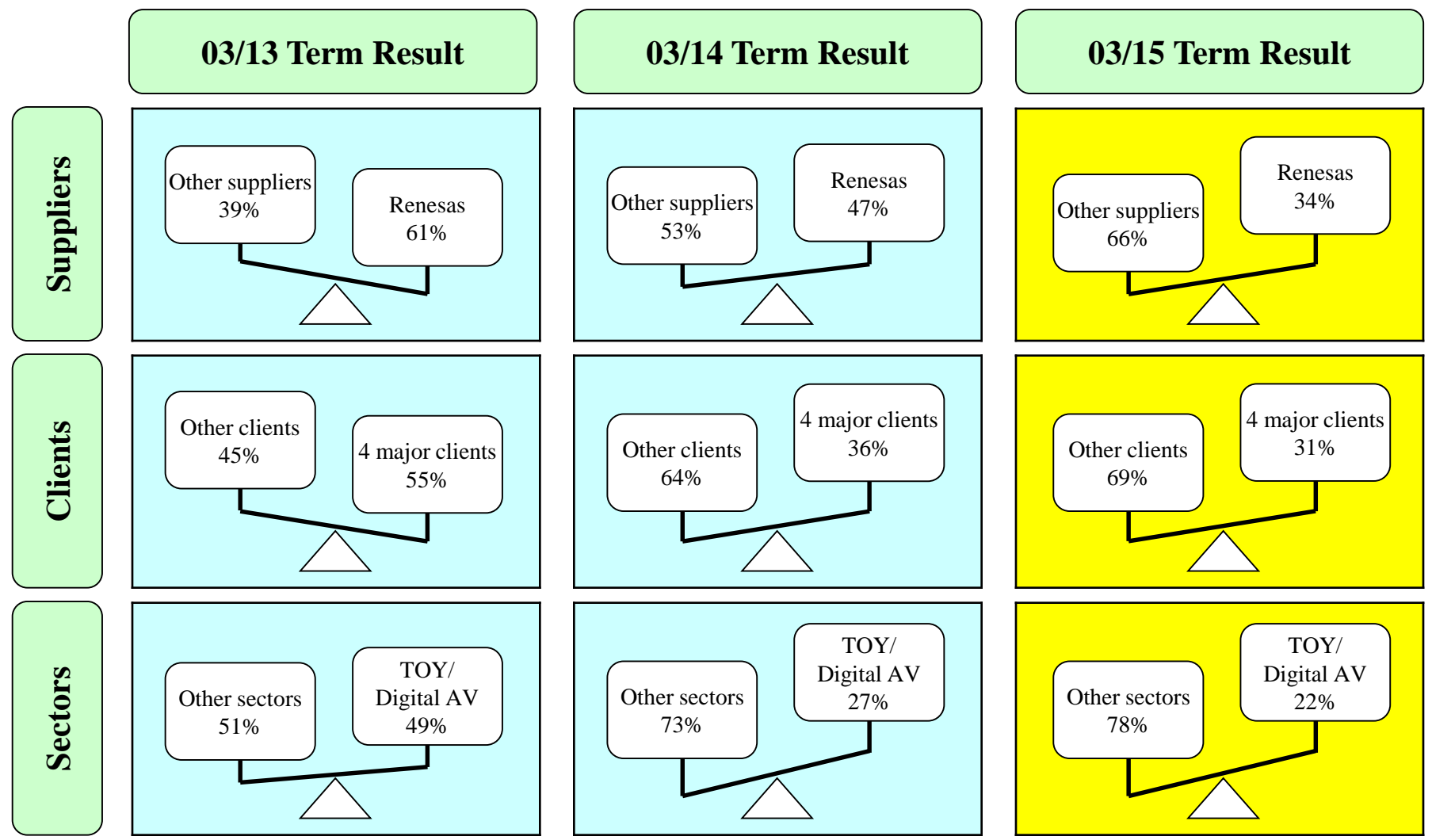
Future Business Policies

Full-fledged recovery in
the device business

Goal for profit structure
(Digital biz.)2:1(Solution biz.)

Development of stable
revenue base in the
solution business

● Development of strong and balanced profit structure
 → Creation of business opportunities by expanding sales territories and deep cultivation of clients

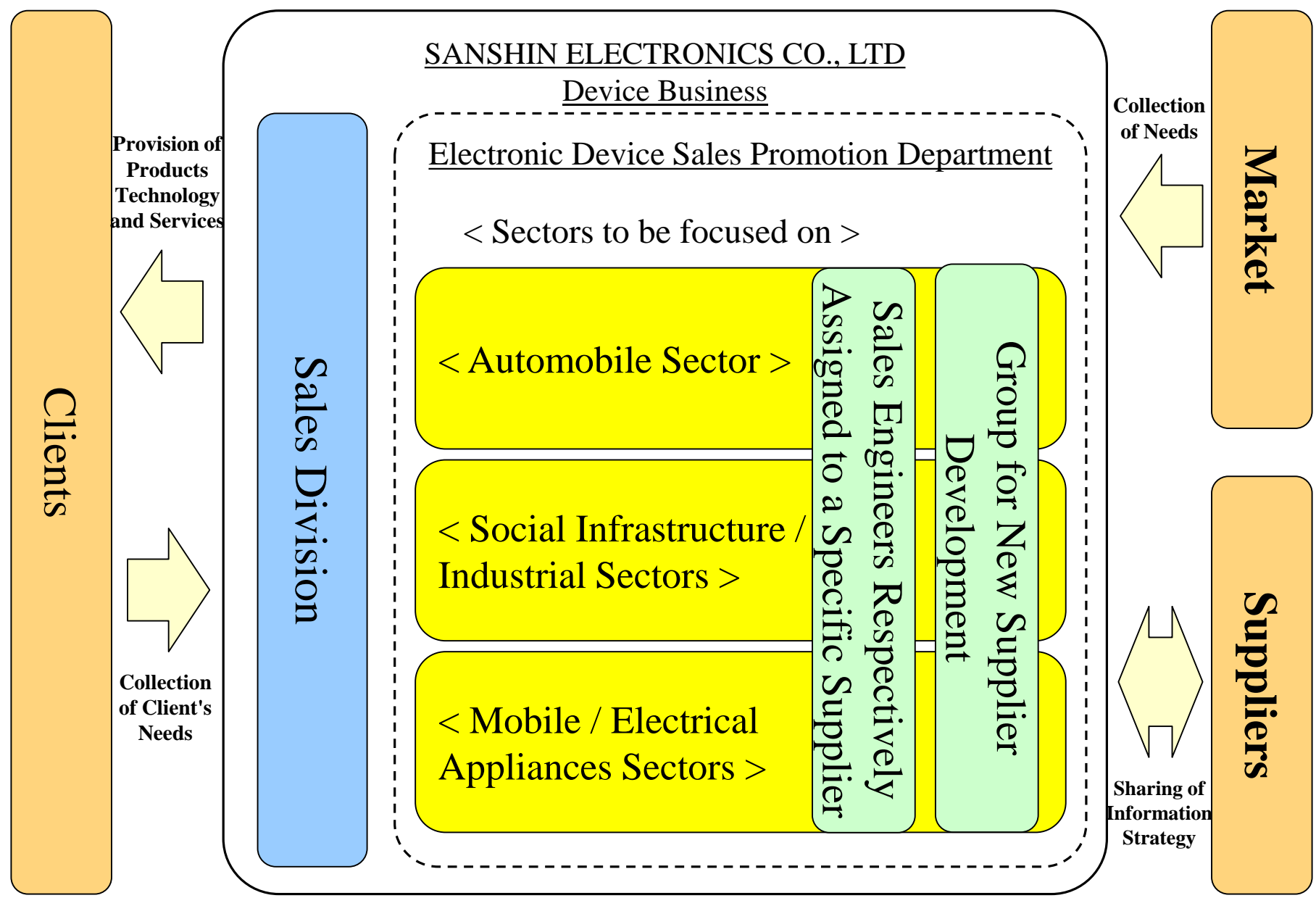


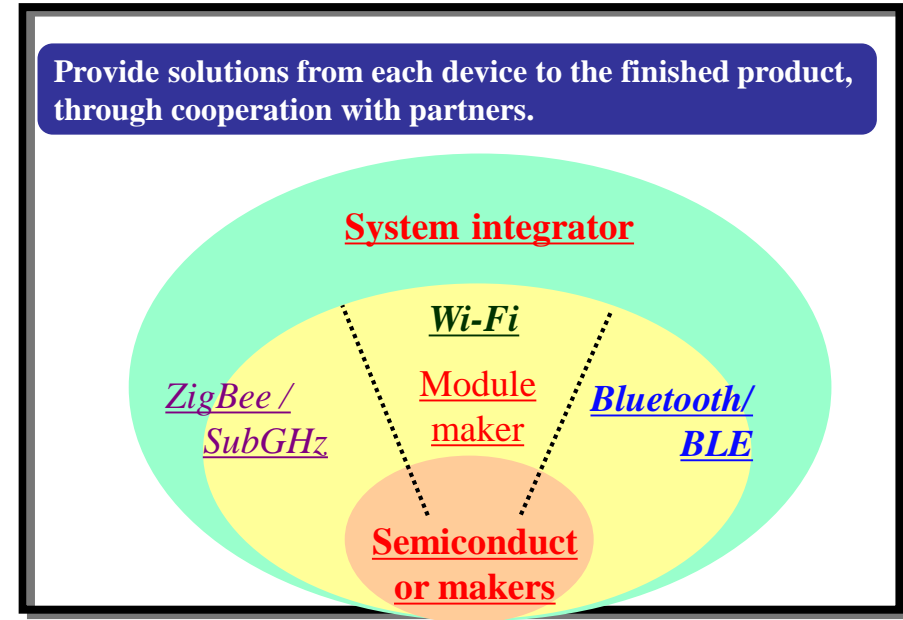
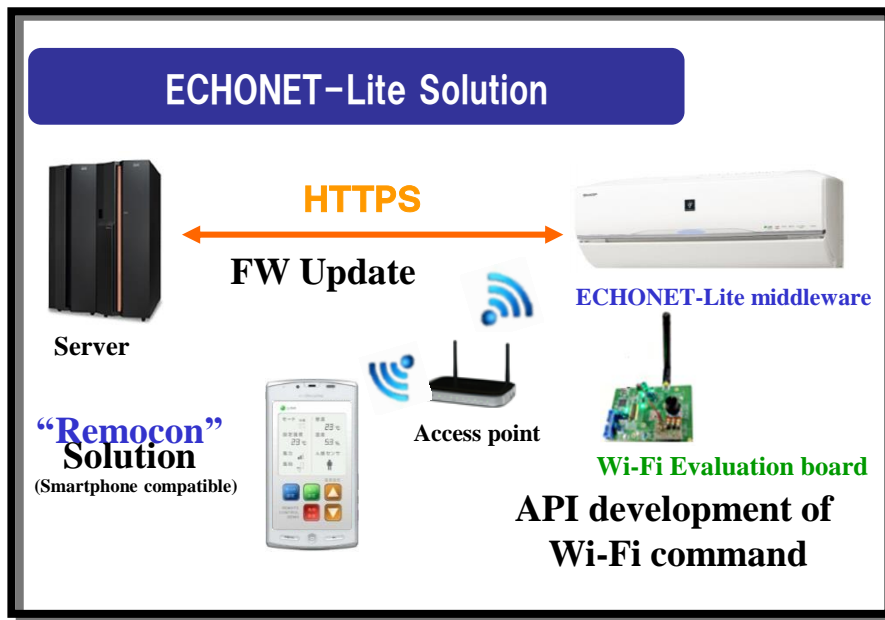
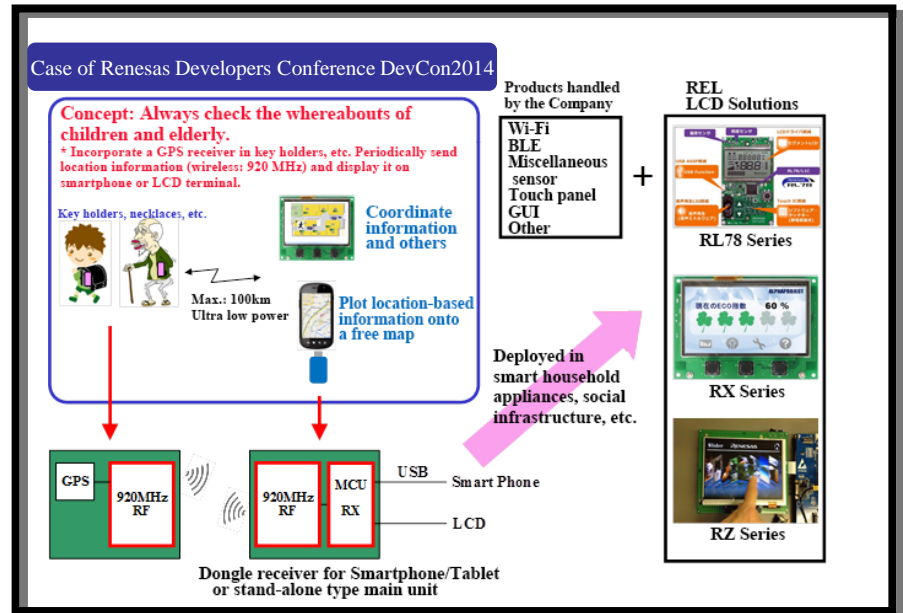
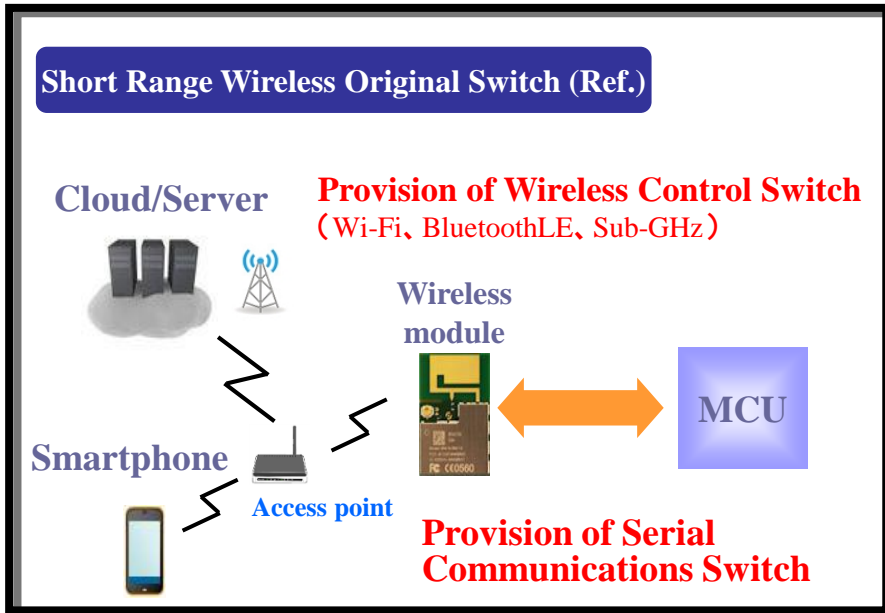
1. Sales expansion and strengthening of the products procured from both existing and new suppliers

- ① Sales expansion to growing sectors by aligning suppliers with sales strategies
 - Focusing on Social/Industrial sector, and Vehicle-mounted systems and others
- ② Strengthening and expansion of the products provided by new suppliers including overseas manufacturers
 - Enhancing our product lineup that meets customer needs
 - Attracting new customers by introducing new products provided by new suppliers

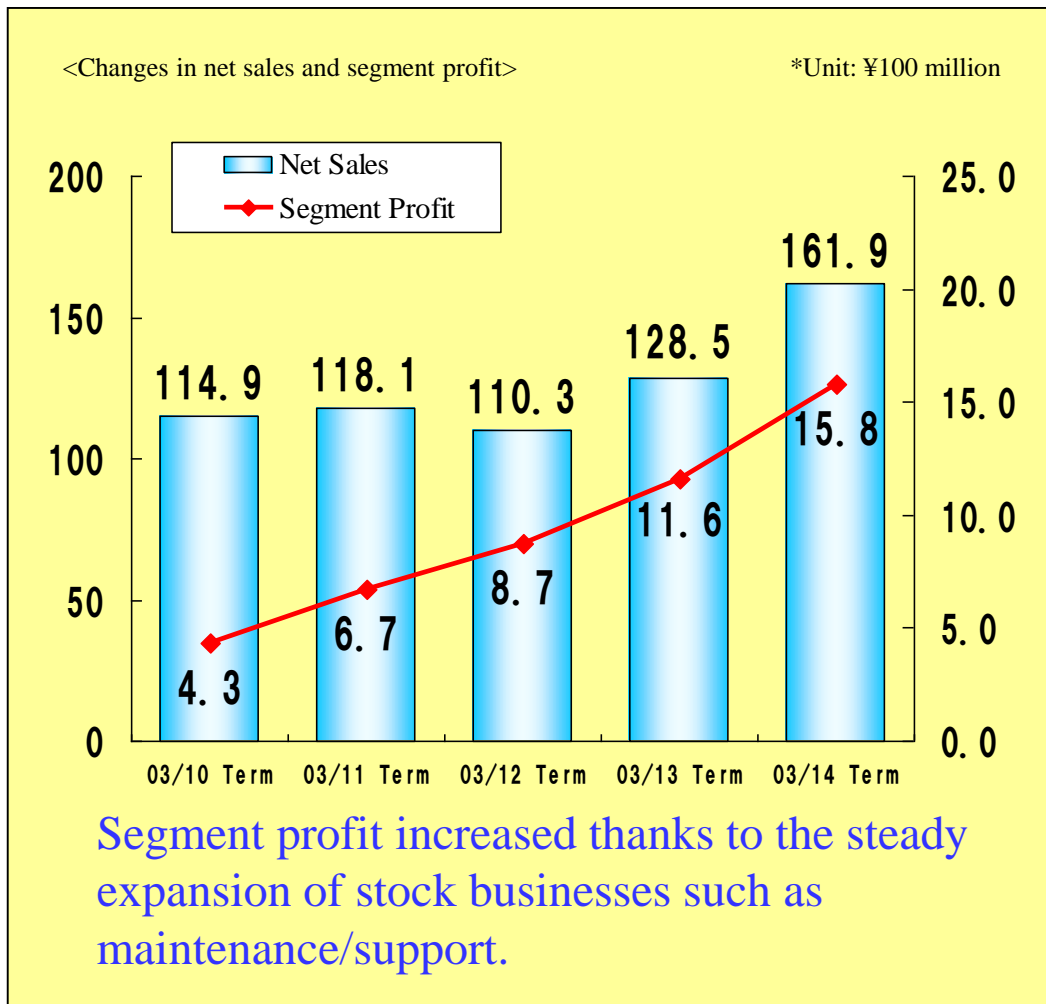
2. Deep cultivation of customers through total solution

- ① Integration of the Sales Promotion Department to transform to the sales structure enabling market-by-market responses
 - Development of the total solution to combine strength of each supplier in an optimal way
 - Discovery of medium-sized companies in the mass market and attracting new customers
- ② Strengthening of collaboration between local subsidiaries and HQ' Sales Department in the business transferred to overseas countries
- ③ Strengthening of responses to the increased needs for design-ins in overseas countries
- ④ Development of new business models such as material process/ EMS





Condition of the Solution Business



03/15 Term Forecast

Net sales:

15.5 billion yen (YOY change: 96%)

Segment Profit:

1.3 billion yen (YOY change: 82%)

◆ Acceleration of efforts to develop a stable revenue base that is not affected by change of environment

Note: The total amount of segment profit adjustments such as costs related to the management division has been allocated to each business since the fiscal year ended March 2014. For comparison purposes, results from 03/10 term through 03/13 term are also allocated to each business in this presentation.

1. Development of strong and balanced profit structure

- ① Collaboration and customer sharing across all the business units to provide synergy effects

NW	Deep cultivation of key accounts, and adaptation to cloud computing to meet specific needs
Public	Deep cultivation for government offices, capture demand for fire safety and disaster prevention
Embedded Systems	Unearthing of demand through deep cultivation of customers
AP Software	Satisfactory result in cloud computing business, and strengthening of CTI business
Moving Picture	Develop new IPTV market

* AP software: application software

- ② Expansion and strengthening of sales through collaboration with suppliers/collaboration partners

2. Expansion of service provision business

- ① Expansion of Sanshin's original menu for the future adaptation of cloud computing
- ② Re-examination of maintenance structure by consolidated management of construction works and call center integration
- ③ Strengthening of cooperative partnerships with collaborators, increasing in technological capability by acquiring technical certification

Opening January 2015

1. Provision of a robust data center at a low price

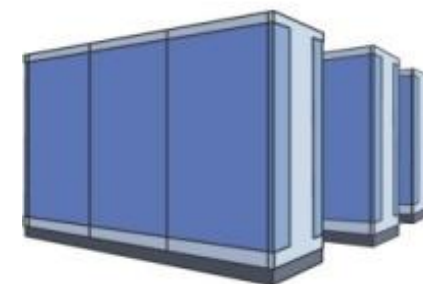
- ① Located outside the area with damage assumptions reflected on the hazard map
- ② A facility of the highest level (Tier 4), that complies with FISC safety requirements and standards.
- ③ Highest level of cost performance in Tokyo metropolitan area
- ④ A 8kVA large-capacity power supply as the standard for redundancy of power sources

2. Provision of full management services from implementation all through the operation process

- ① Total support for IT infrastructure, including even wide area line services, in a high-quality facility
- ② Strong support for the commitment to our core business, through extensive knowledge and a support system
- ③ Examination, reviewing and suggestions for improvement of business key issues based on performance

3. Provision of hybrid environment flexibly and at an optimum cost

- ① Enabling of general on-premise and cloud-based operations
- ② Easy hybrid environment construction with NEC Cloud IaaS
- ③ Enabling service for other cloud operators, including AWS, Azure, etc.



IV. Financial Situation

	FY ended Mar. 14 Result (A)	FY ended Sept. 14 Result (B)	B-A Increase/ Decrease (Contrast 03/14)	FY ending Mar. 15 Forecast (C)	C-A Increase/ Decrease (Contrast 03/14)
Cash and Deposits	217.6	132.0	-85.6	155.0	-62.6
Accounts Receivable	487.2	582.7	95.5	568.0	80.8
Inventories	134.6	181.4	46.9	155.0	20.4
Other Assets	95.8	95.0	-0.9	95.0	-0.8
Total Assets	935.2	991.2	55.9	973.0	37.8
Accounts Payable	240.0	284.2	44.2	260.0	20.0
Interest Bearing Liabilities	45.2	46.1	0.8	46.1	0.8
Other Liabilities	27.4	27.1	-0.4	27.4	-0.1
Total Net Assets	622.6	633.8	11.2	639.5	17.0
Total Liabilities and Net Assets	935.2	991.2	55.9	973.0	37.8
Ratio of Net Worth to Total Capital	66.6%	63.9%	-2.7P	65.7%	-0.9P

	03/14 Term Result	03/15 Term Forecast		
		1st Half Result	2nd Half Forecast	Full-year Forecast
Decrease (increase) in accounts receivable-trade	-83.7	-82.8	2.0	-80.8
Decrease (increase) in inventories	100.9	-43.4	22.9	-20.4
Increase (decrease) in accounts payable-trade	62.9	35.9	-15.9	20.0
Others	17.7	8.7	18.4	27.1
Operating C/F	97.9	-81.6	27.5	-54.1
Investing C/F	2.6	-1.3	-1.2	-2.5
Financing C/F	-3.2	-3.9	-2.1	-6.0
Foreign currency conversion adjustments	2.2	1.2	-1.2	
Increase/decrease in cash and deposits	99.4	-85.6	23.0	-62.6
Increase in cash and deposits from newly consolidated subsidiary	6.6			
Balance of cash and deposits at term end	217.6	132.0	155.0	155.0

* 1st half: April 1 to September 30, 2nd half: October 1 to March 31

Forecast of Shareholder Returns

	03/11 Term Result	03/12 Term Result	03/13 Term Result	03/14 Term Result	03/15 Term Forecast
1) Consolidated net profit	¥1,448 million	¥516 million	¥1,131 million	¥1,806 million	¥1,650 million
2) Comprehensive profit	¥637 million	¥492 million	¥2,035 million	¥3,385 million	-
3) Consolidated equity ratio	64.5%	73.5%	72.3%	66.6%	65.7%
4) Total dividend (Dividend per share)	¥605 million (¥20)	¥595 million (¥20)	¥580 million (¥20)	¥563 million (¥20)	¥563 million (¥20)
5) Consolidated payout ratio	41.8%	117.0%	51.7%	31.4%	34.2%
6) Value of treasury stocks acquired (Number of shares acquired)	-	766 million (1,000,000 shares)	321 million (500,000 shares)	366 million (600,000 shares)	Suspense
7) Total payout ratio (4+6) ÷ 1	41.8%	263.9%	79.7%	51.4%	Suspense
8) Cancellation of treasury stocks	-	-	-	1,000,000 shares	Suspense
9) Total number of shares issued (Excluding treasury stocks)	30,281,000 shares (30,280,000 shares)	30,281,000 shares (29,280,000 shares)	30,281,000 shares (28,779,000 shares)	29,281,000 shares (28,179,000 shares)	Suspense
10) Net profit per share	¥47.81	¥17.10	¥38.67	¥63.78	¥58.55
11) Net assets per share	¥1,968.14	¥2,005.34	¥2,081.88	¥2,209.24	¥2,269.40

- *1) Those acquired along with purchase requests for odd shares are not included in acquisition of own shares.
- 2) Net profit per share is calculated based on the average number of issued shares (shares other than treasury shares) during the period.
- 3) Net assets per share is calculated based on the total number of shares issued (excluding treasury stocks) at fiscal year end.
- 4) The forecast for net profit per share and net assets per share for 03/15 term is calculated based on the total number of shares issued (excluding treasury stocks) as of September 30, 2014.

● Basic Policies

- Expanding profit returns and enhancing internal reserves

● Predicted Dividends for the Year Ending March 2015

- Maintain stable dividend payouts, with an annual dividend of ¥20 per share, the same amount of the previous fiscal year

→¥10 at both the midterm and term end points

*Midterm dividend to be decided at the Meeting of the Board of Directors on November 20.

- Consolidated dividend payout ratio of 34.2%
- Average consolidated dividend payout ratio from the term ended Mar. 2011 to the term ending Mar. 2015: 44.4%
- Average total payout ratio from the term ended Mar. 2011 to the term ending Mar. 2015: 66.5%

Supplemental Materials 1)

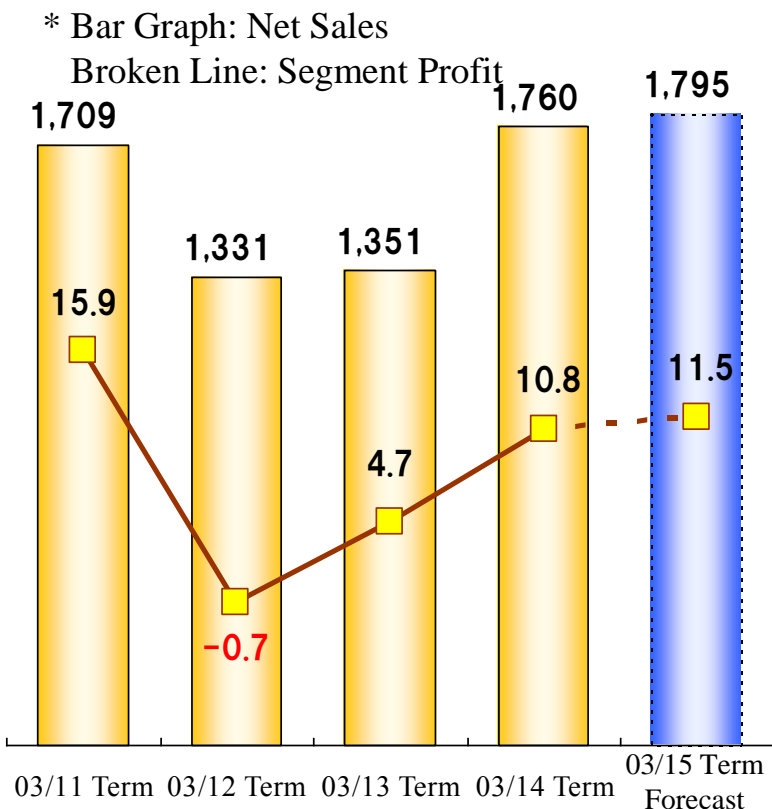
Year Ending March 2015

Device Business

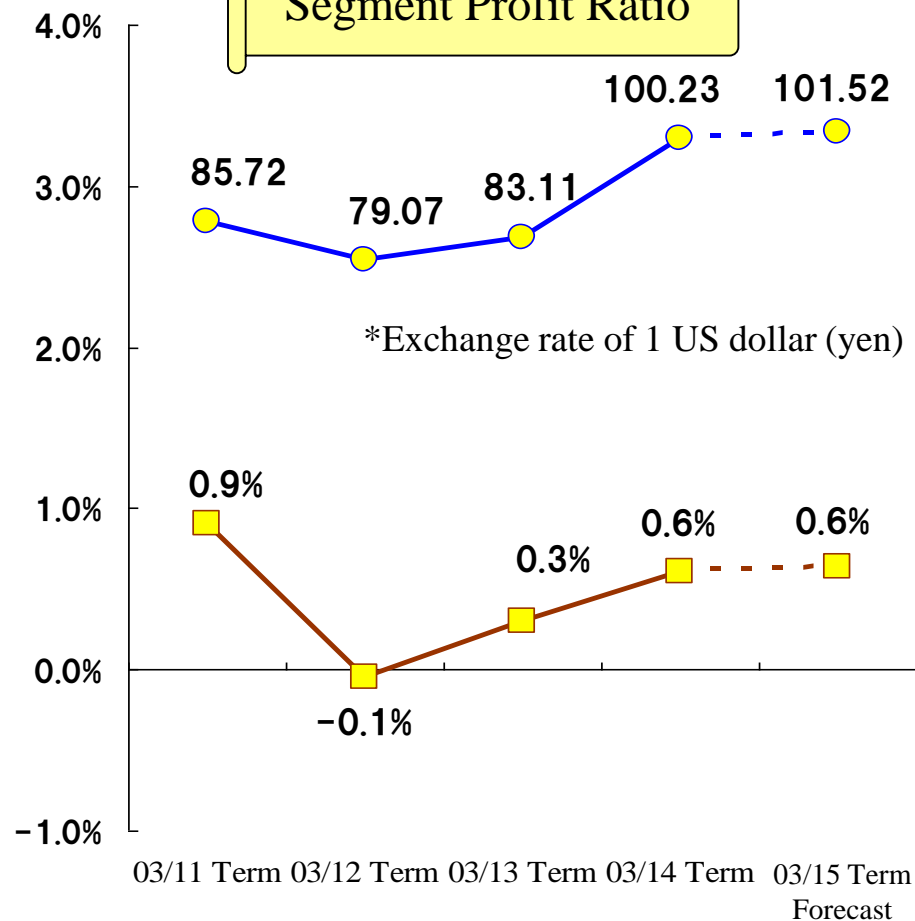
Business Forecasts

■ Forecast of the period ending March 2015 shows a 2% increase in net sales and a 7% increase in segment profit respectively from the previous corresponding period.
→ The result is expected to fall below the level of the period ending March 2011; we need to make further efforts for earnings recovery and rapid improvement of business performance.

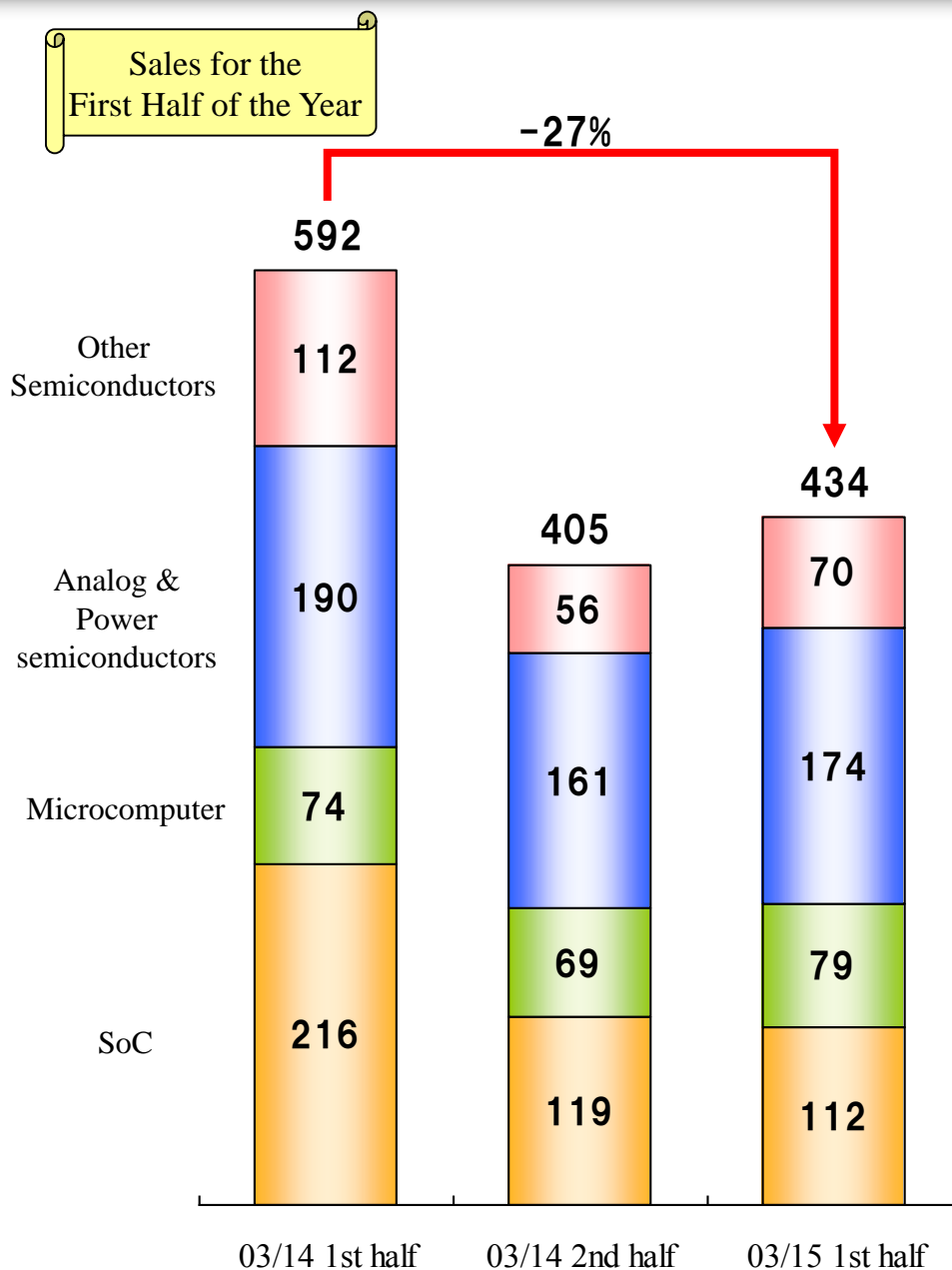
Net Sales/Segment Profit



Segment Profit Ratio



Note: The total amount of segment profit adjustments such as costs related to the management division has been allocated to each business since the fiscal year ended March 2014. For comparison purposes, results from 03/11 term through 03/13 term are also allocated to each business in this presentation.



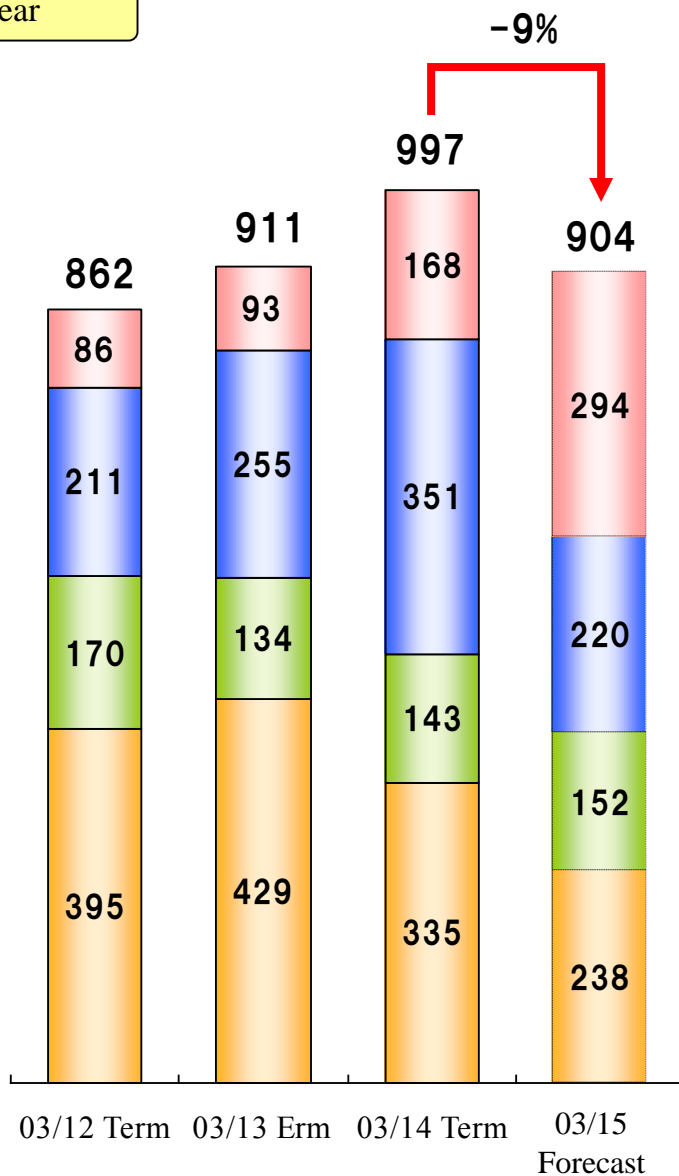
Year-to-Year Comparison of Fluctuations

- SoC (System LSIs)
 - Those for BD/DSC, and others will recover
 - Those for home video gaming consoles will decrease
- Microcomputers
 - Those for vehicle-mounted systems and audio/household electrical appliances will increase
 - Those for home video gaming consoles will decrease
- Analog & Power Semiconductors
 - Those for mobile devices will decrease
 - A decrease is expected due to planned production cease at a supplier
- Other Semiconductors
 - Those for mobile devices/HDDs will decrease

	03/15 1st half forecast	
	03/14 1st half	03/14 2nd half
SoC	-48%	-7%
Microcomputer	+6%	+14%
Analog & Power Semiconductors	-8%	+8%
Other Semiconductors	-38%	+26%

* SoC, microcomputers, analog and power semiconductors are all products of Renesas EL. Semiconductors from other companies than Renesas EL are comprised in the "Other semiconductors" segment.

Sales for the Full Year



【Year-to-Year Comparison of Fluctuations】

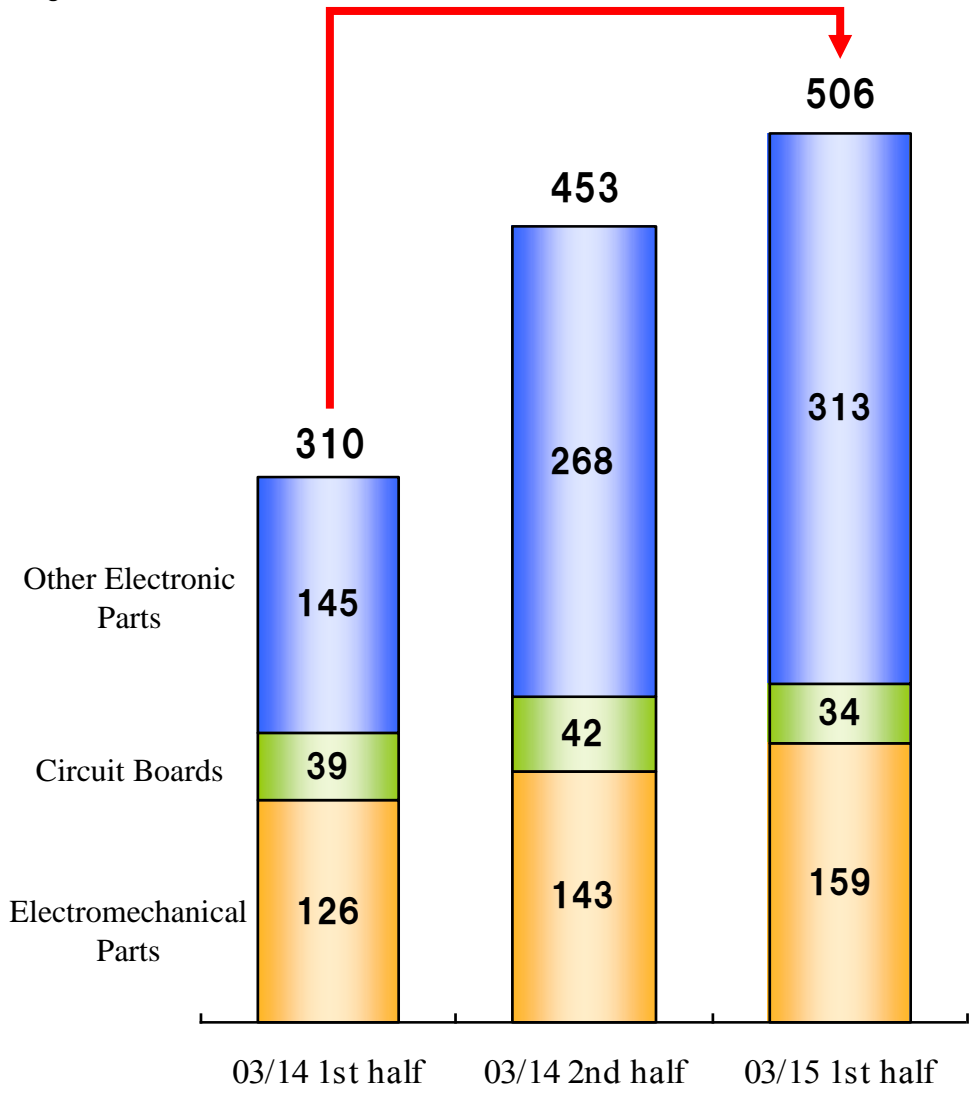
- SoC (System LSIs)
 - Those for BD/DSC, and others will recover
 - Those for home video gaming consoles will decrease
- Microcomputers
 - Those for vehicle-mounted systems and audio/household electrical appliances will increase
 - Those for home video gaming consoles will decrease
- Analog & Power Semiconductors
 - From the 2nd half, the control of the old RSP products will be passed over to the "Other semiconductors" segment.
 - A decrease is expected due to planned production cease at a supplier
- Other Semiconductors
 - From the 2nd half, this segment will assume control over the transferred old RSP products.
 - Excluding the part subject to transfer, sales for mobile devices/HDDs will decrease

	YoY change
SoC	-29%
Microcomputer	+6%
Analog & Power Semiconductors	-37%
Other Semiconductors	+75%

- SoC, microcomputers, analog and power semiconductors are all products of Renesas EL. Semiconductors from other companies than Renesas EL are comprised in the "Other semiconductors" segment.

Sales for the First Half of the Year

+63%

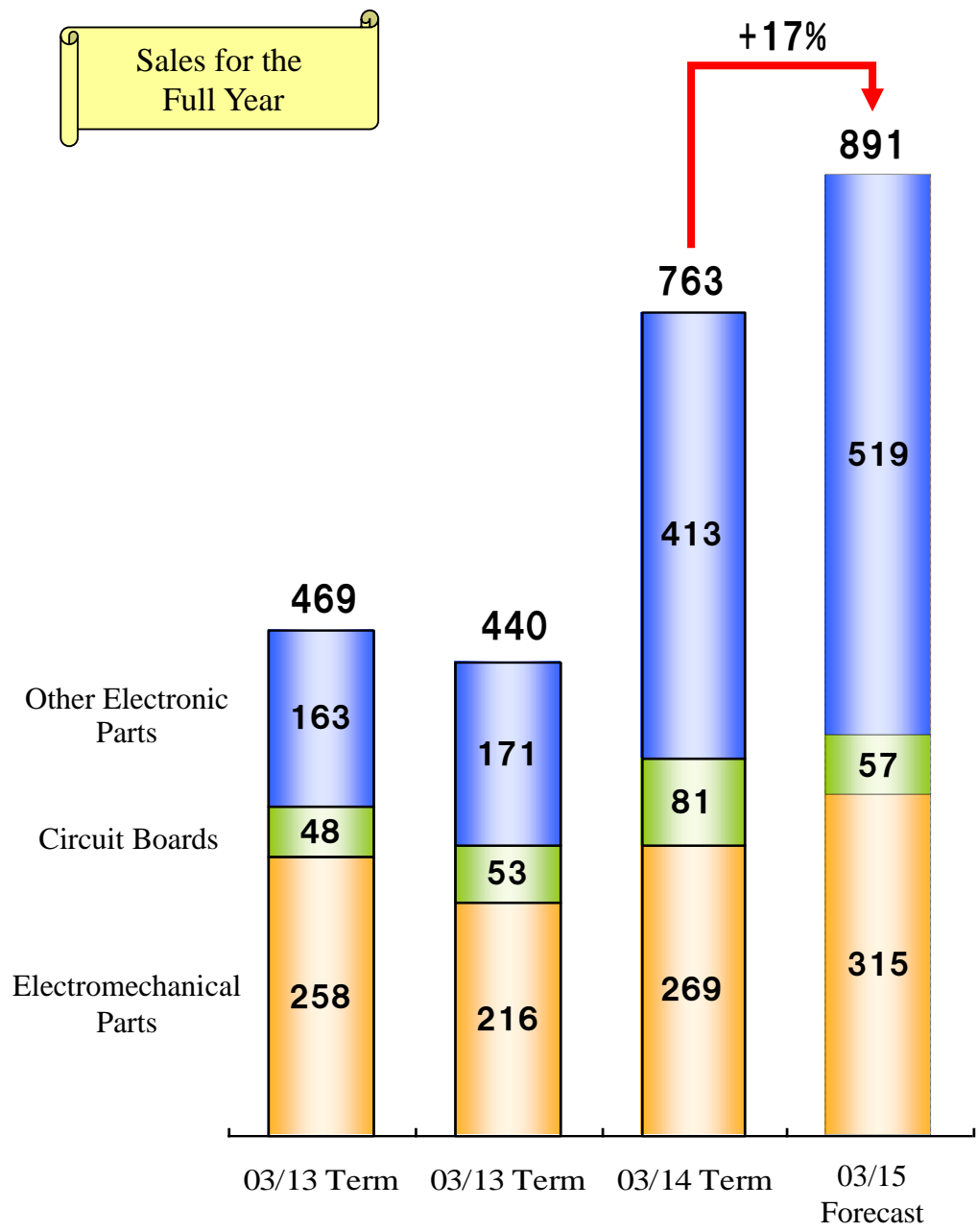


【Year-to-Year Comparison of Fluctuations】

- Electromechanical Parts
 - Those for mobile devices will increase
- Circuit Boards
 - Those for mobile devices will decrease
- Other Electronic Parts
 - Materials and new businesses will increase

	03/15 1st half forecast	
	03/14 1st half	03/14 2nd half
Electromechanical Parts	+26%	+12%
Circuit Boards	-13%	-19%
Other	+116%	+17%

Sales for the Full Year

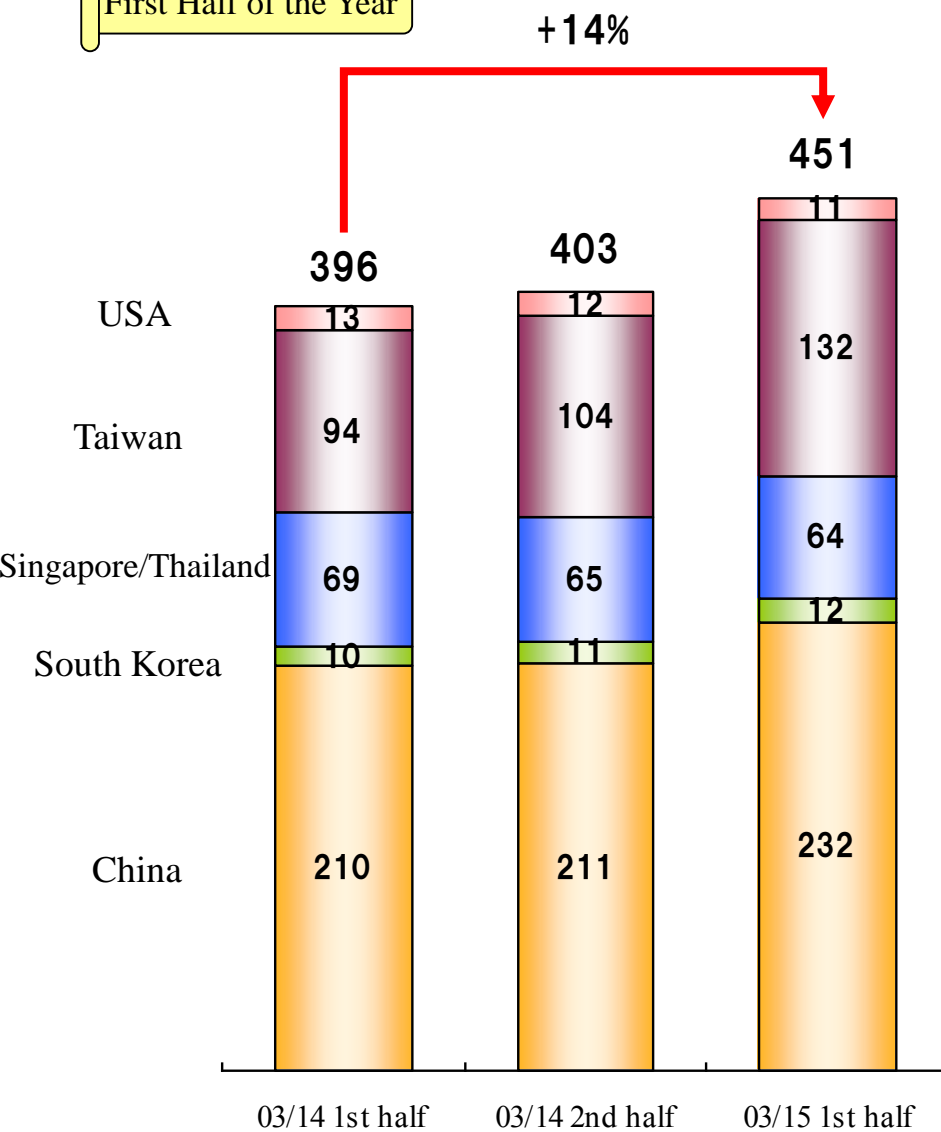


【 Year-to-Year Comparison of Fluctuations 】

- Electromechanical Parts
 - Those for mobile devices/home video gaming consoles will increase
- Circuit Boards
 - Those for mobile devices will decrease
- Other Electronic Parts
 - Materials/mobile devices/new businesses will increase

	YoY change
Electromechanical Parts	+17%
Circuit Boards	-30%
Other	+26%

Sales for the First Half of the Year

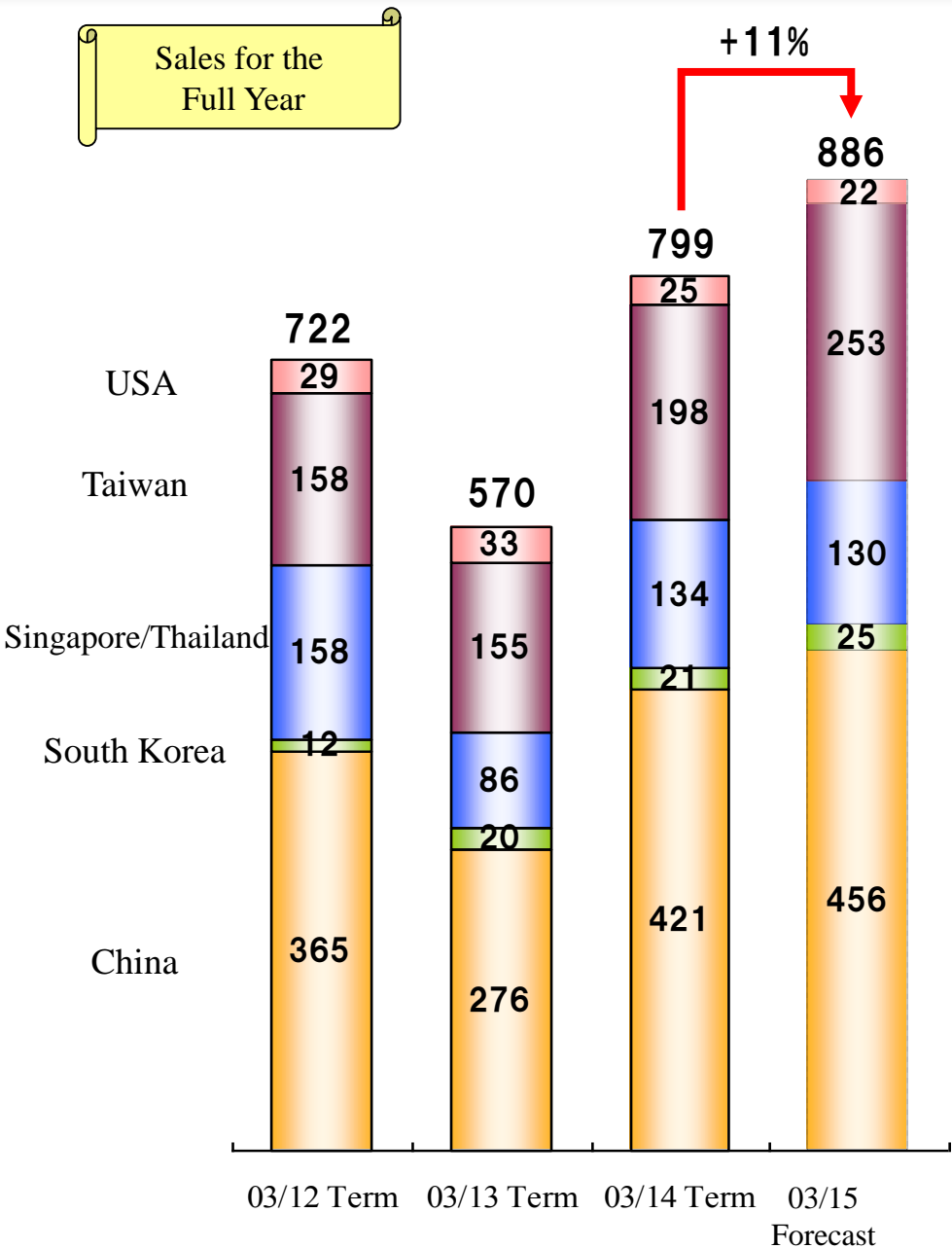


【 Year-to-Year Comparison of Fluctuations 】

- China
 - Sanshin Electronics (Shanghai)Co., Ltd. becomes a consolidated company from the period ending March 2015
 - Those for mobile devices will increase
- South Korea
 - Those for vehicle-mounted systems/PC display/household electrical appliances will increase
- Singapore (including Thailand)
 - Those for digital appliances/HDDs will decrease
- Taiwan
 - Those for home video gaming consoles/mobile devices will increase
- USA
 - Those for digital AV appliances will decrease

	03/15 1st half forecast	
	03/14 1st half	03/14 2nd half
China	+11%	+10%
South Korea	+23%	+10%
Singapore/Thailand	-8%	-2%
Taiwan	+40%	+27%
USA	-15%	-9%

Sales for the Full Year



【Year-to-Year Comparison of Fluctuations】

- China
 - Sanshin Electronics (Shanghai)Co., Ltd. becomes a consolidated company from the period ending March 2015
 - Those for mobile devices will increase
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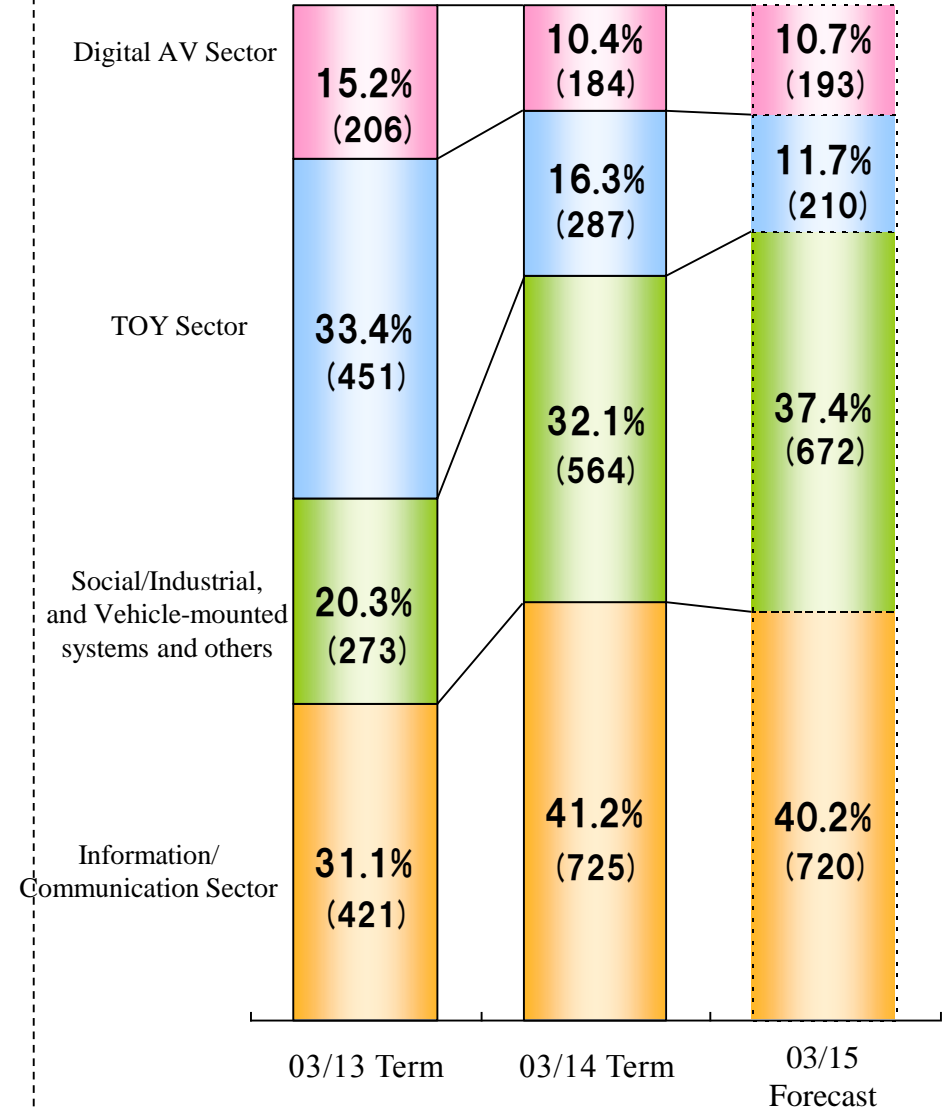
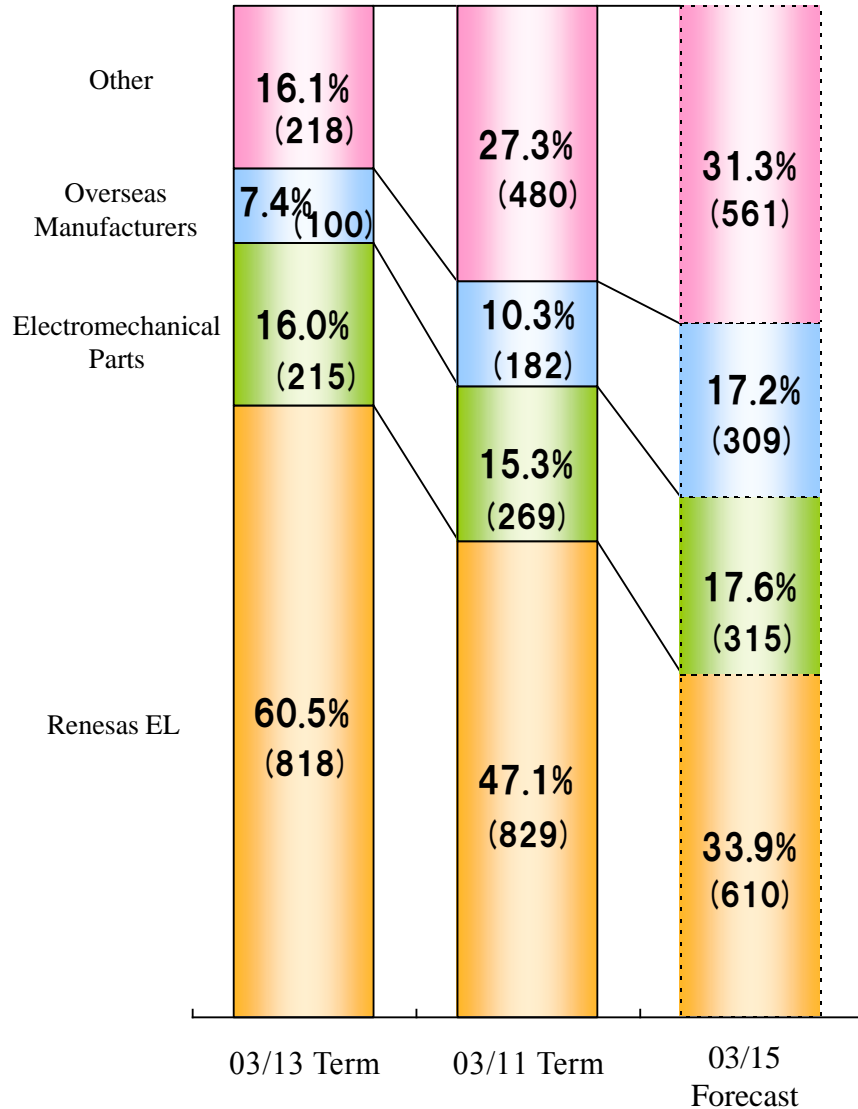
	YoY change
China	+8%
South Korea	+16%
Singapore/Thailand	-3%
Taiwan	+28%
USA	-11%

Sales Composition Ratio for Device Business

Sales Composition Ratio by Product

* Figures in brackets represent net sales (unit: ¥100 million)

Sales Composition Ratio by Sector



* According to forecasts for 03/15, from the 2nd half there will be a transfer of duties to overseas manufacturers with regards to the old RSP products (Renesas EL)

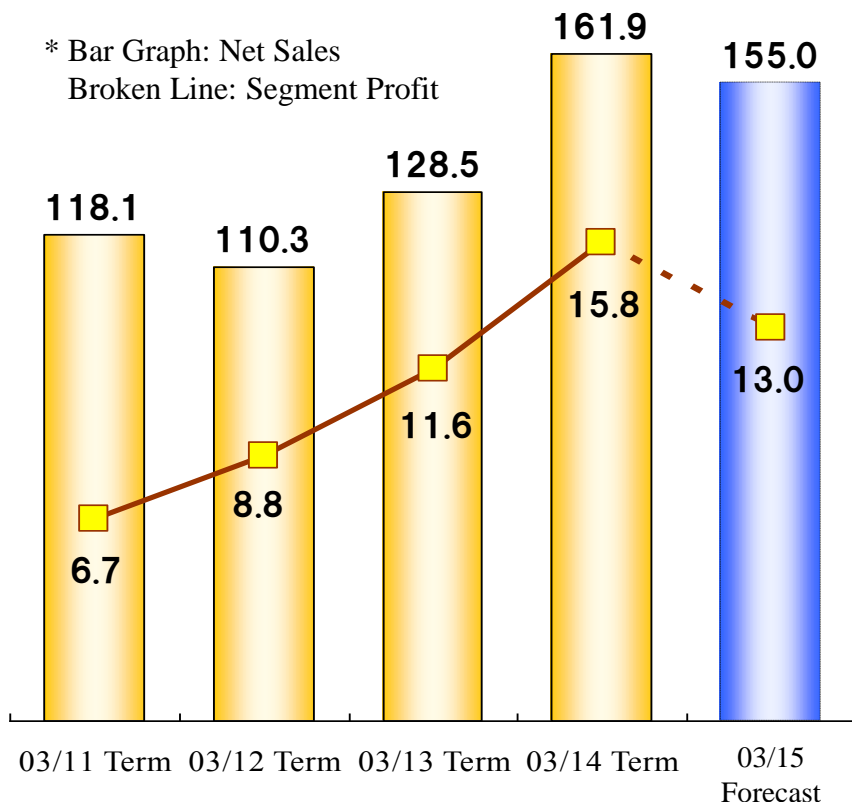
Supplemental Materials 2)

Year Ending March 2015

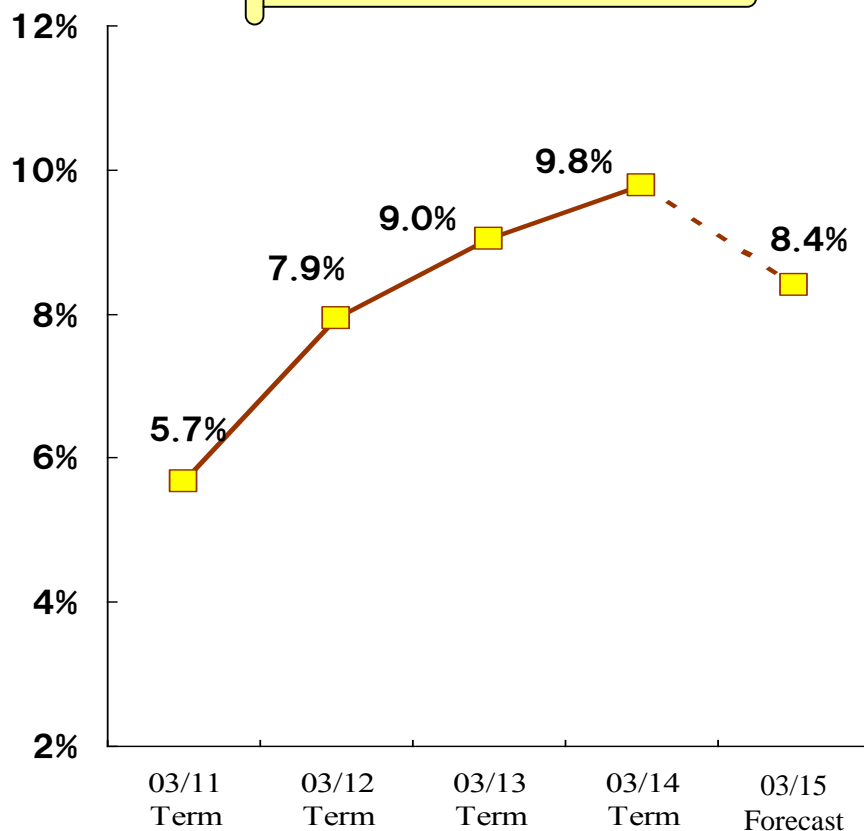
Solution Business

■ Forecast of the period ending March 2015 shows a 4% decrease in net sales and a 18% decrease in segment profit respectively from the previous corresponding period.
→ Profit is forecasted to decrease due to negative impact of the last minute demand and increase in employees; we need to strengthen our corporate structure for stable growth.

Net Sales/Segment Profit



Segment Profit Ratio

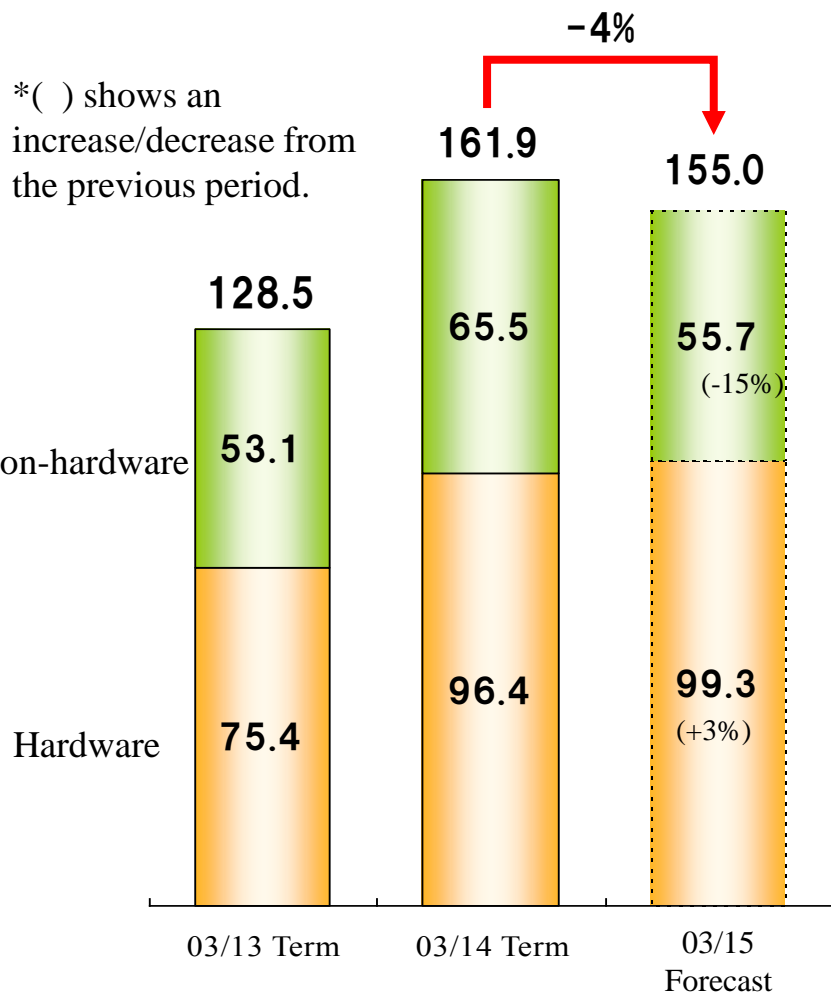


Note: The total amount of segment profit adjustments such as costs related to the management division has been allocated to each business since the fiscal year ended March 2014. For comparison purposes, results from 03/11 term through 03/13 term are also allocated to each business in this presentation.

Changes in Net Sales by Product

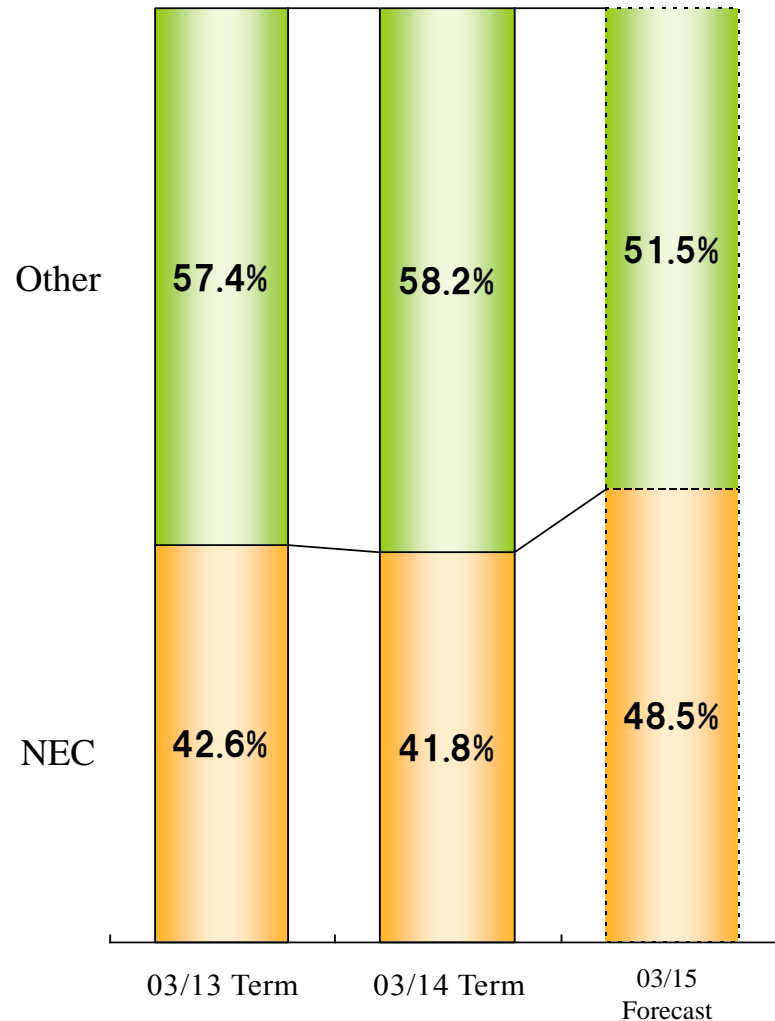
- Hardware: Those for public sector will increase
- Non-hardware: Large-scale projects will decrease

*() shows an increase/decrease from the previous period.

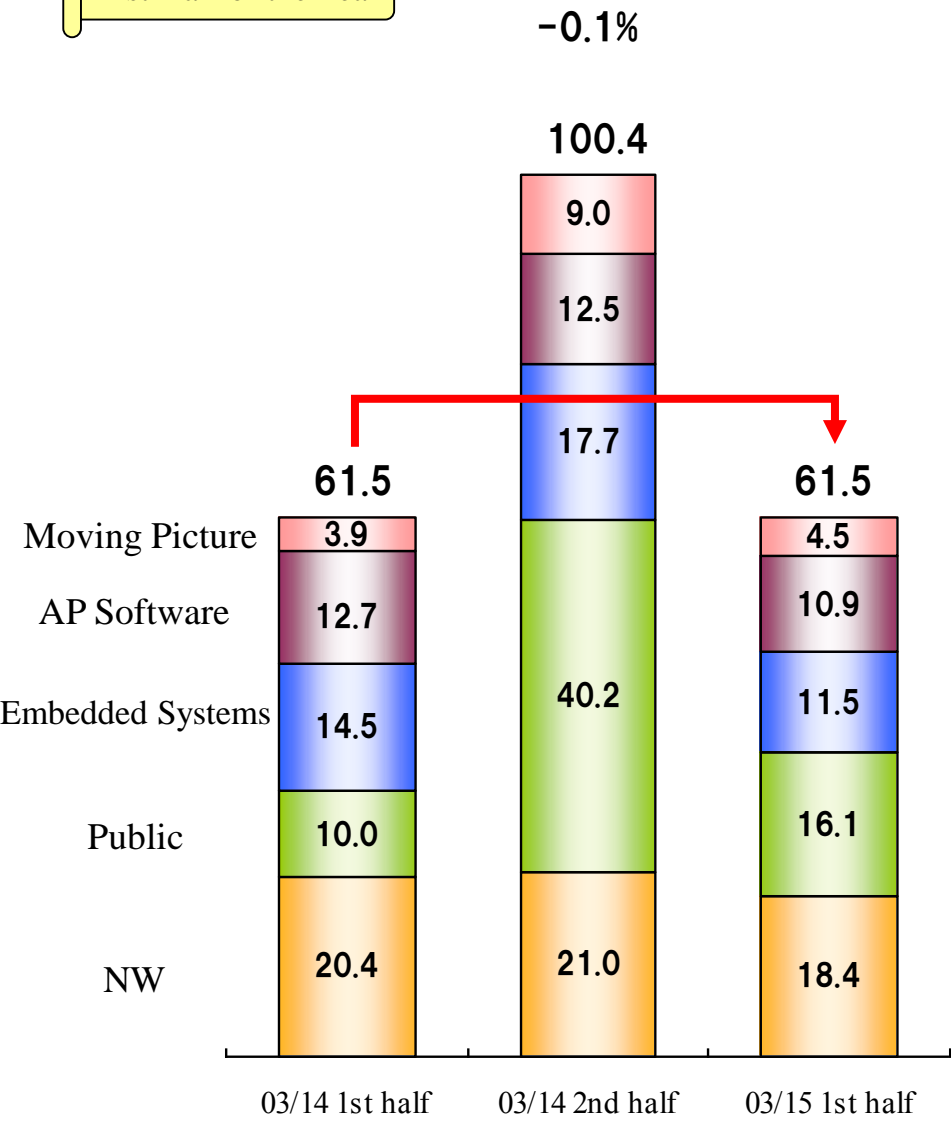


Sales Composition Ratio by Supplier

- Proportion taken by NEC is expected to expand in the period ending March 2015



Sales for the First Half of the Year

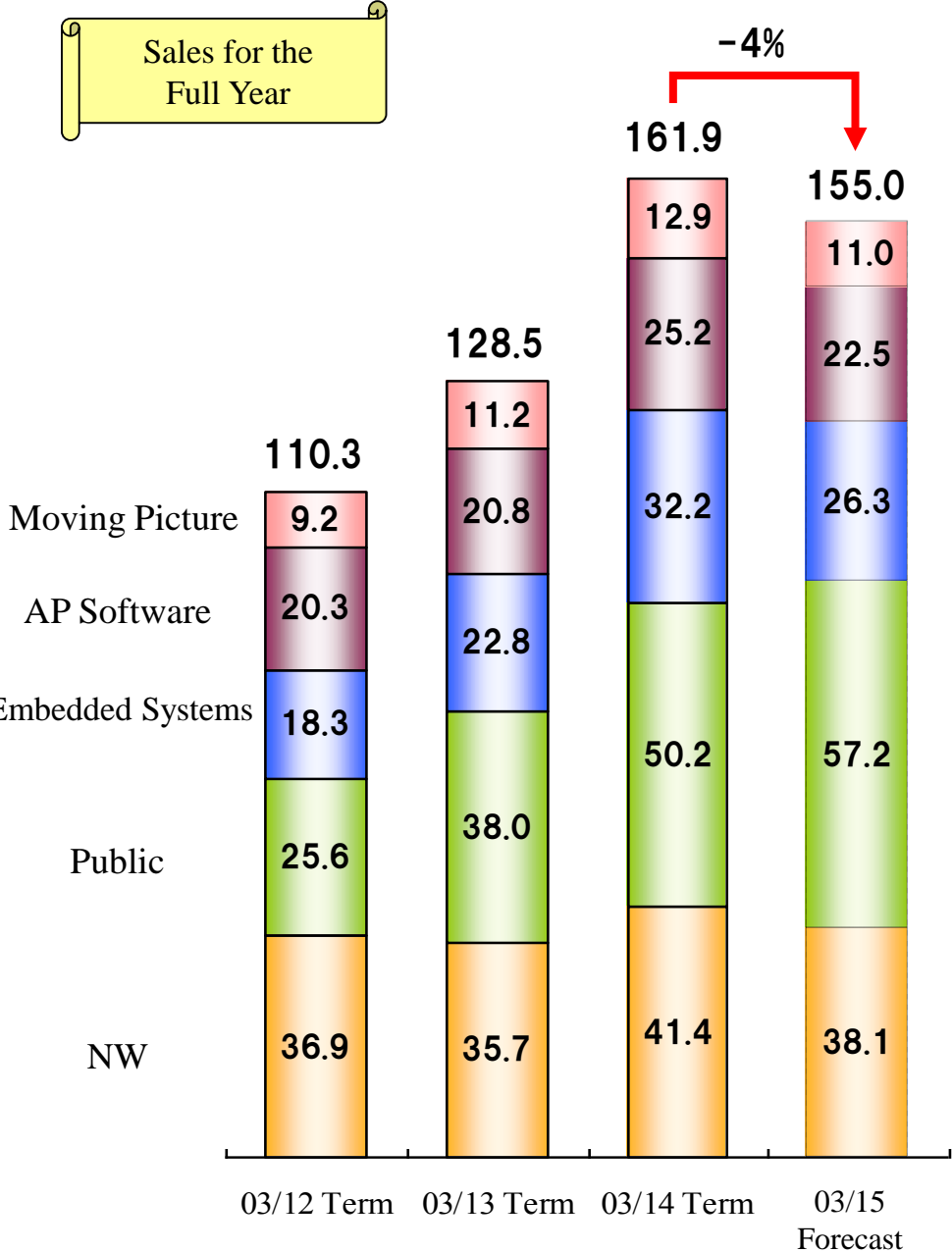


Year-to-Year Comparison of Fluctuations

- NW
 - Infrastructure-related business for private sector will decrease
- Public
 - IT investment to schools and local municipalities will increase
- Embedded Systems
 - Those for security cameras will decrease
- AP Software
 - Those for SI-related sales production control will decrease
- Moving Picture
 - IPTV and portable visual transmitters will increase

	03/15 1st half forecast	
	03/14 1st half	03/14 2nd half
NW	-10%	-12%
Public	+62%	-60%
Embedded Systems	-21%	-35%
AP Software	-16%	-13%
Moving Picture	+16%	-49%

Sales for the Full Year



【Year-to-Year Comparison of Fluctuations】

- NW
 - Infrastructure-related business for private sector will decrease
- Public
 - Those for radio communications across fire safety facilities/ambulance cars(digitalization)increase
- Embedded Systems
 - Those for security cameras will decrease
- AP Software
 - Those for SI-related sales production control will decrease
- Moving Picture
 - System projects such as delivery systems decrease

	YoY change
NW	-8%
Public	+14%
Embedded Systems	-18%
AP Software	-11%
Moving Picture	-15%