

(This notice has been translated from the original notice in Japanese.
In the event of any discrepancy, the original in Japanese shall prevail.)

Investor Meeting for the year ended March 2013

May 23, 2013

 SANSHIN ELECTRONICS CO., LTD.

Mitsumasa Matsunaga, President

(Stock code: 8150)

*Note for Use of This Reference Material

Business forecasts stated in this presentation are future predictions based on information that could be acquired at the current point, and includes potential risk and uncertain factors. 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 Ended March 2013 Performance Summary

- Net sales increased 3% year on year (TOY Sector increased by 91%; Other than TOY Sector decreased by 15%)
- Operating/ordinary/net profit increased significantly thanks to the increase in net sales, the improvement of gross profit margin and the reduction of SG&A expenses

	03/12 Result	03/13 Result	YoY change	*Forecast	Achievement Ratio
Net Sales	1,441.6	1,479.6	103%	1,650.0	90%
Gross Profit to Sales	7.2% 104.4	7.5% 110.6	106%	6.5% 107.2	103%
SG&A Expenses	6.5% 94.3	6.1% 90.3	96%	5.6% 92.2	98%
Operating Profit	0.7% 10.1	1.4% 20.3	201%	0.9% 15.0	135%
Ordinary Profit	0.6% 8.0	1.1% 16.3	203%	1.0% 16.0	102%
Net Profit	0.4% 5.2	0.8% 11.3	219%	0.7% 11.0	103%
Consolidated ROE	0.9%	1.9%	Increase/decrease +1.0P	1.9%	Increase/decrease ±0P
Foreign Exchange Rate (US\$1)	¥79.07	¥83.11	Increase/decrease +¥4.04	¥80.00	Increase/decrease +¥3.11

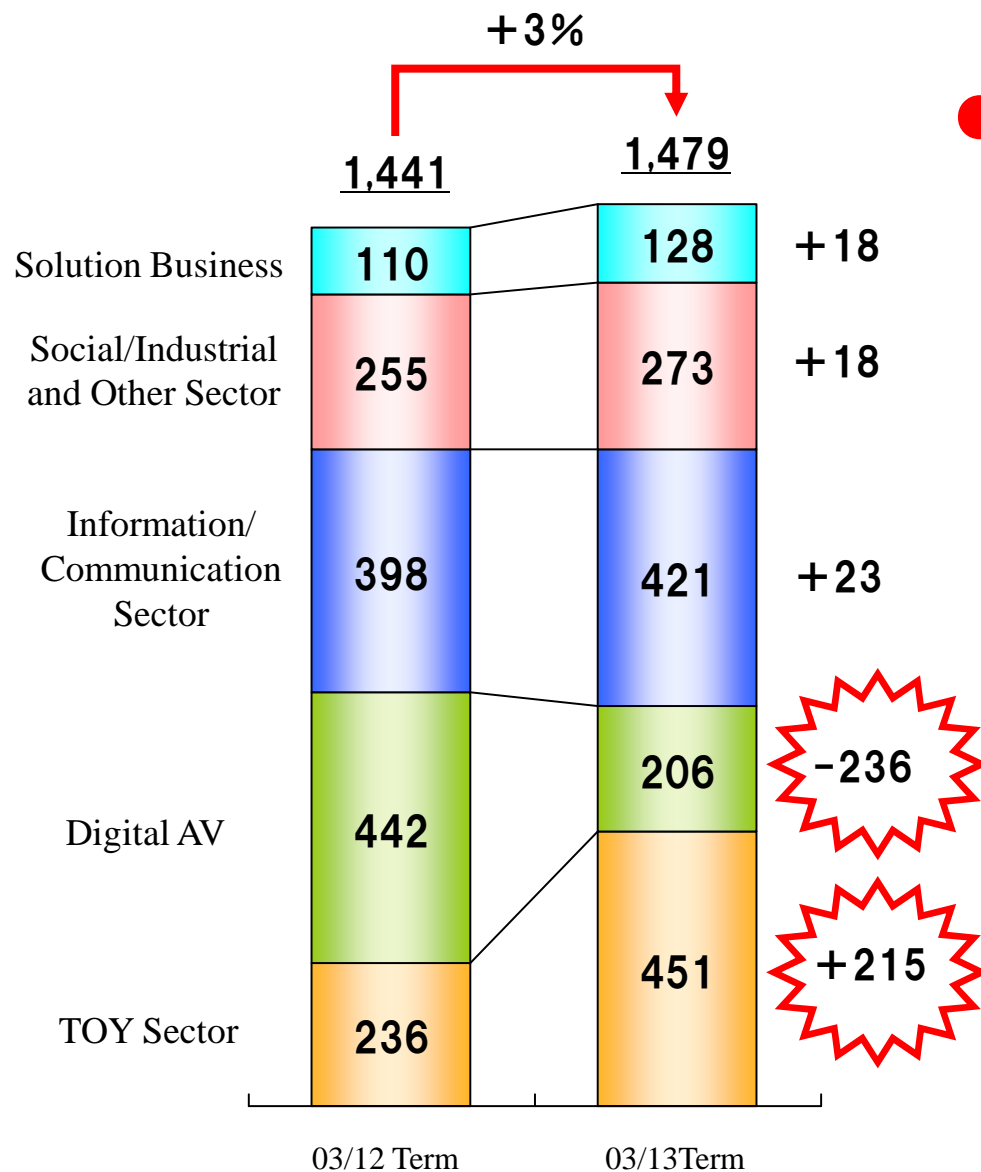
*Assessment figures announced on November 6, 2012 (First half of the year ended March 2013)

- In the device business, despite only a slight increase in net sales, the segment profit increased 59% year on year
 - Increased net sales in the TOY Sector, improved gross profit margin, reduced SG&A expenses
- In the solution business, increased net sales caused segment profit to increase by ¥280 million year on year
 - Increased net sales for embedded systems and fire safety and disaster prevention, reduced SG&A expenses

		03/12 Result	03/13 Result	YoY change	*Forecast	Achievement ratio
Device Business	Net Sales	1,331.3	1,351.1	101%	1,520.0	89%
	Segment Profit	0.3% 4.0	0.5% 6.3	159%	0.6% 9.0	70%
Solution Business	Net Sales	110.3	128.5	117%	130.0	99%
	Segment Profit	8.4% 9.3	9.4% 12.1	131%	7.7% 10.0	121%
Adjustments	Segment Profit	-5.2	-2.2	41%	-3.0	72%
Foreign Exchange Rate (US\$1)		¥79.07	¥83.11	Increase/decrease +¥4.04	¥80.00	Increase/decrease +¥3.11

*1 Adjustments for segment profit contain items such as costs related to management division which are not allocated to each business.

*2 Assessment figures announced on November 6, 2012 (First half of the year ended March 2013)



● Decrease in the Digital AV Sector mainly recovered in the TOY Sector

- Solution Business
 - Fire safety and disaster prevention/embedded systems increase
- Social/Industrial and Other Sector
 - Those for social infrastructure/vehicle-mounted systems remain favorable
- Information /Communication Sector
 - Those for mobile devices remain favorable
- Digital AV
 - Those for TVs/BDs decrease
- TOY Sector
 - Sales increase due to the launch of our "new set"

II. Year Ending March 2014 Full-Year Business Forecasts

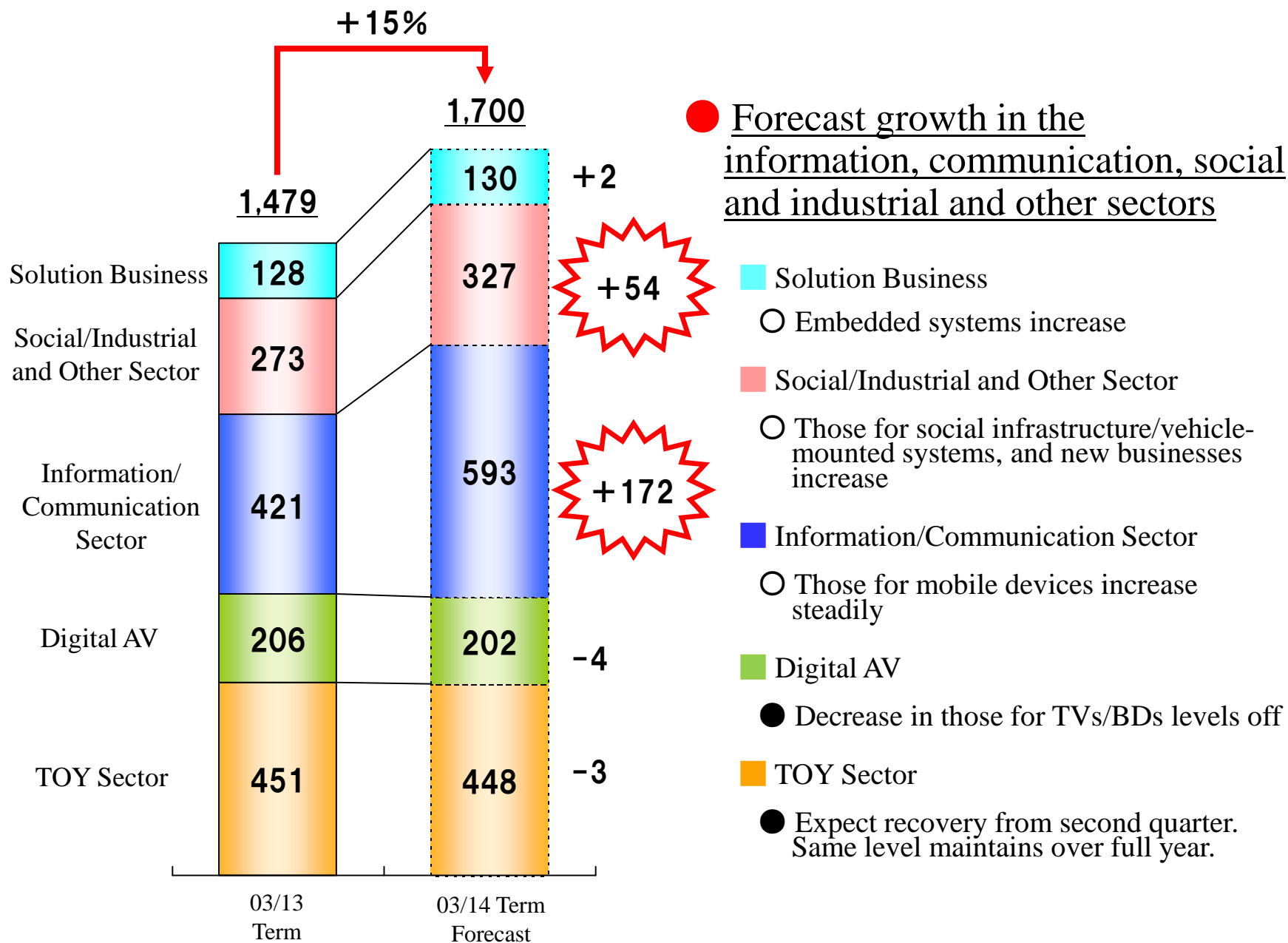
- Sales for the full year will increase 15% year on year (YOY change: 1st Half 16%, 2nd Half 14%)
- Ordinary profit and net profit for the full year are forecasted to increase approx. 20% year on year due to an increase in net sales
- Market recovery and launch of our “new set” are forecasted for from the second quarter; growth forecasted in the second half

	03/12 Term Result	03/13 Term Result	Forecast for		YoY change
			1st Half	2nd Half	
Net Sales	1,441.6	1,479.6	800.0	900.0	115%
Gross Profit to Net Sale	7.2% 104.4	7.5% 110.6	6.9% 55.3	7.0% 63.1	107%
SG&A Expenses	6.5% 94.3	6.1% 90.3	6.1% 48.8	5.5% 49.6	109%
Operating Profit	0.7% 10.1	1.4% 20.3	0.8% 6.5	1.5% 13.5	98%
Ordinary Profit	0.6% 8.0	1.1% 16.3	0.8% 6.5	1.5% 13.5	123%
Net Income	0.4% 5.2	0.8% 11.3	0.5% 4.0	1.1% 10.0	124%
Consolidated ROE	0.9%	1.9%	-	-	Increase/decrease +0.4P
Foreign Exchange Rate (US\$1)	¥79.07	¥83.11	¥90.00	¥90.00	Increase/decrease +¥6.89

- The device business is currently recovering with increased sales and profits. Further growth is forecasted from the second quarter.
- The solution business will post a slight increase in net sales, an increase in personnel, and change in allocation of adjustments. As a result, segment profits decrease.

		3/12 Term Result	3/13Term Result	Forecast for		YoY change	
				1st Half	2nd Half		03/14 Full-year
Device Business	Net Sales	1,331.3	1,351.1	750.0	820.0	1,570.0	116%
	Segment Profit	0.3% 4.0	0.5% 6.3	0.5% 3.5	0.8% 6.5	0.6% 10.0	158%
Solution Business	Net Sales	110.3	128.5	50.0	80.0	130.0	101%
	Segment Profit	8.4% 9.3	9.4% 12.1	6.0% 3.0	8.8% 7.0	7.7% 10.0	82%
Adjustments	Segment Profit	-5.2	-2.2	-	-	-	-
Foreign Exchange Rate (US\$1)		¥79.07	¥83.11	¥90.00	¥90.00	¥90.00	Increase/decrease +¥6.89

*The total amount of segment profit adjustments such as costs related to management division will be allocated to each business from the year ending March 2014.



III. Business Policies / Priority Issues

Establishing a solid revenue base by adopting a new perspective and approach

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
34%

Solution
66%

03/13 Term Result

Future Business Policies

Rebuild revenue base
for device business

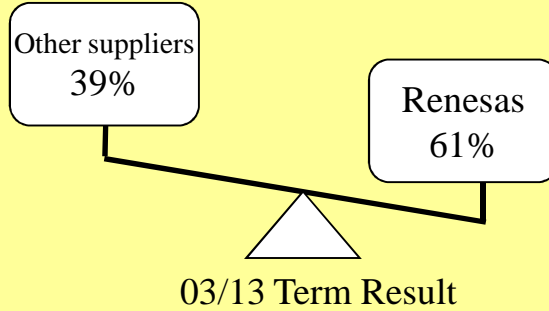
Stable securing of
revenues in the
solution business

Condition of the Device Business

Future Structure

Suppliers

<Net sales by supplier>
Need a broad product lineup capable of quickly responding to customer needs.

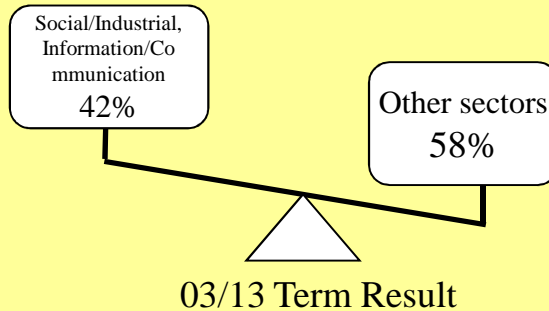


Other suppliers
50%

Renesas
50%

Sectors

<Net sales by sector>
The ratio of products for growing sectors such as Social/Industrial and Information/Communication is low.

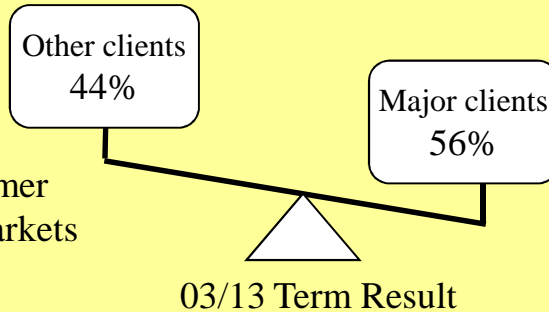


Social/Industrial, Information/Communication
50%

Other sectors
50%

Clients

<Net sales by client>
Important to acquire a customer class capable of supplementing customer results and slumping markets in particular fields.



Other clients
50%

Major clients
50%

1. Secure revenue through expansion/strengthening of existing suppliers

- Assess sales strategy and focus on expanding sales for core products

2. Strengthen overseas business

- ① Collaborate with domestic sales departments, strengthen system for overseas subsidiaries, cultivate overseas employees
- ② Respond to expanding business region in China sphere

3. Find new suppliers

- Strengthen domestic/overseas partnerships based on the core of main departments for promoting new product business
 - Continue search/selection for promising merchandise
 - In the current fiscal year, steadily establish 13 new suppliers

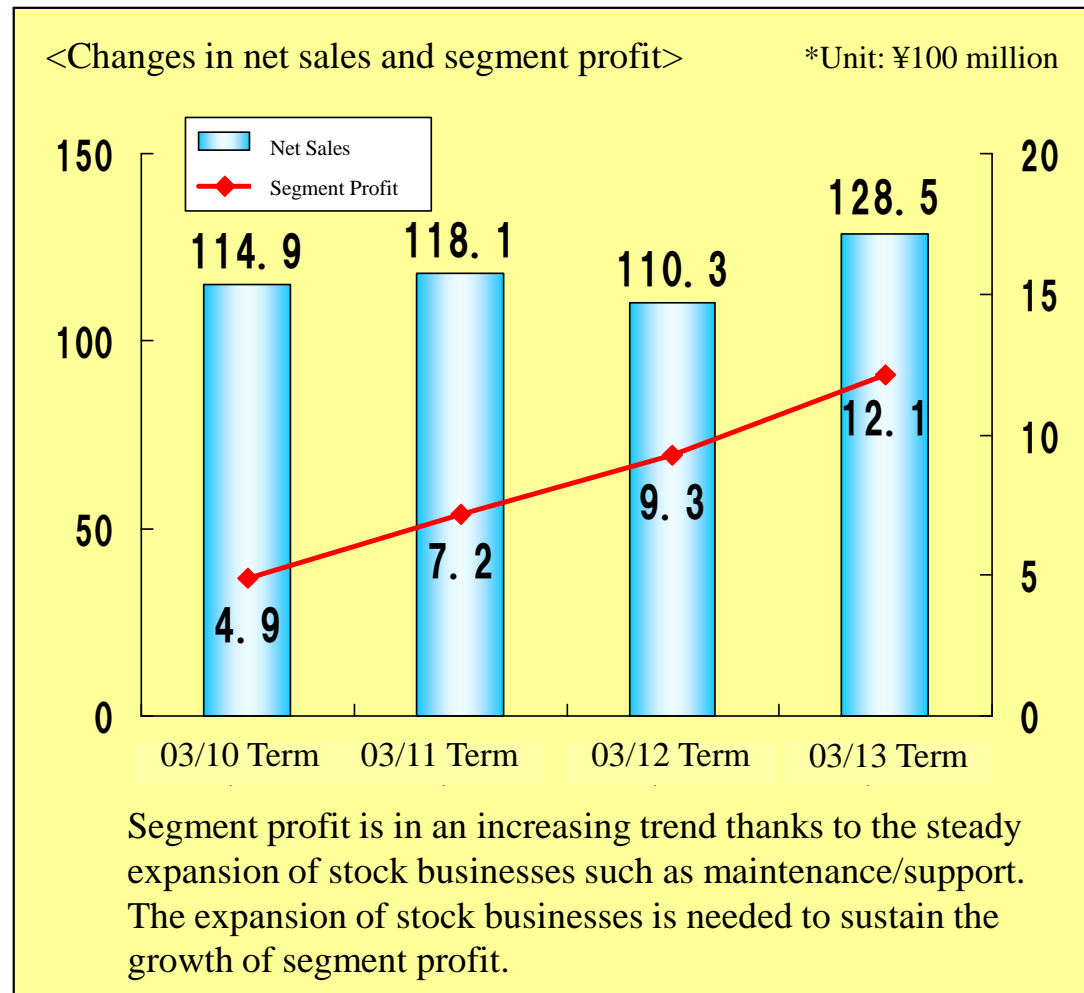
4. Expand sales to existing customers and find new customers

- ① Assess needs for both major customers and mid-sized customers; thoroughly investigate to gain new information
- ② Focus on finding new customers by using new product (in particular, social infrastructure and industrial fields)

5. Construct a business scheme

- ① Enhance sales based on system proposals
- ② Discover a variety of customer needs which exceed product orientation; create business opportunities

Condition of the Solution Business



Future Trends

- Segment profit will increase approx. 2.5 times over a 4-year period
- Regardless of business environment, secure minimum segment profit of ¥1 billion or more

1. Expansion of hardware/system sales which are the origin of stock business

① Strengthen sales for each business segment

NW	Deep cultivation of key accounts
Public	Deep cultivation for government offices, capture demand for fire safety and disaster prevention
Embedded Systems	Develop new business through close proximity to customers
AP Software	Strengthen response to shift to cloud and open software
Moving Picture	Steadily receive orders for system projects; develop new IPTV market

② Strengthen partnership with suppliers and cooperating partners

2. Steadily receive orders for maintenance/support services following the sales of hardware and systems

① Create new support menu which meets customer needs

② Horizontal application through Sanshin's original menu; strengthen alliance with cooperating partners

③ Increase technological capability by acquiring technical certification

IV. Financial Situation

Consolidated Financial Situation (Balance Sheet)

Unit: ¥100 million

	FY ended Mar. 12 Result (A)	FY ended Mar. 13 Result (B)	B-A Increase/ Decrease	FY ending Mar. 14 Forecast (C)	C-B Increase/ Decrease
Cash and Deposits	152.4	111.6	-40.7	120.0	8.4
Accounts Receivable	386.8	388.4	1.7	445.0	56.6
Inventories	163.3	227.0	63.7	190.0	-37.0
Other Assets	96.4	102.0	5.6	105.0	3.0
Total Assets	798.8	829.2	30.3	860.0	30.8
Accounts Payable	157.8	168.0	10.2	190.0	22.1
Interest Bearing Liabilities	34.7	33.6	-1.1	33.6	0.0
Other Liabilities	19.2	28.5	9.3	28.9	0.4
Total Net Assets	587.2	599.2	12.0	607.5	8.3
Total Liabilities and Net Assets	798.8	829.2	30.3	860.0	30.8
Ratio of Net Worth to Total Capital	73.5%	72.3%	-1.2P	70.6%	-1.7P

Consolidated Financial Situation (Cash Flow)

Unit: ¥100 million

	03/12 Term Result	03/13 Term Result	03/14 Term Forecast
Decrease (increase) in accounts receivable-trade	157.3	21.1	-56.6
Decrease (increase) in inventories	44.3	-55.2	37.1
Increase (decrease) in accounts payable-trade	-71.8	-1.0	22.1
Others	17.9	0.3	13.9
Operating C/F	147.7	-34.8	16.4
Investing C/F	-8.3	7.6	-2.0
Financing C/F	-55.5	-16.6	-6.0
Foreign currency conversion adjustments	0.2	2.9	
Increase/decrease in cash and deposits	84.1	-40.9	8.4
Increase in cash and deposits from newly consolidated subsidiary		0.2	
Balance of cash and deposits at term end	152.4	111.6	120.0

Forecast of Shareholder Returns

	03/10 Term Result	03/11 Term Result	03/12 Term Result	03/13 Term Result	03/14 Term Forecast
1)Consolidated net profit	¥1,340 million	¥1,448 million	¥516 million	¥1,131 million	¥1,400 million
2)Comprehensive profit	¥1,223 million	¥637 million	¥492 million	¥2,035 million	—
3)Consolidated equity ratio	68.6%	64.5%	73.5%	72.3%	70.6%
4)Total dividend (Dividend per share)	¥605 million (¥20)	¥605 million (¥20)	¥595 million (¥20)	¥580 million (¥20)	¥576 million (¥20)
5)Consolidated payout ratio	45.2%	41.8%	117.0%	51.7%	41.1%
6)Value of treasury stocks acquired (Number of shares acquired)*	—	—	¥766 million (1,000,000 shares)	¥321 million (500,000 shares)	Suspense
7)Total payout ratio (4+6) ÷ 1	45.2%	41.8%	263.9%	79.7%	Suspense
8)Cancellation of treasury stocks	1,702,000 shares	—	—	—	Suspense
9)Total number of shares issued (Excluding treasury stocks) (Shares)	30,281,000 shares (30,281,000 shares)	30,281,000 shares (29,280,000 shares)	30,281,000 shares (29,280,000 shares)	30,281,000 shares (28,780,000 shares)	30,281,000 shares (Suspense)
10)Net profit per share	¥44.28	¥47.81	¥17.10	¥38.67	¥48.65
11)Net assets per share	¥1,967.08	¥1,968.14	¥2,005.34	¥2,081.88	¥2,110.84

*Those acquired along with purchase requests for odd shares are not included in acquisition of own shares.

● Basic Policies

- Expanding profit returns and enhancing internal reserves

● Predicted Dividends for the Year Ending March 2014

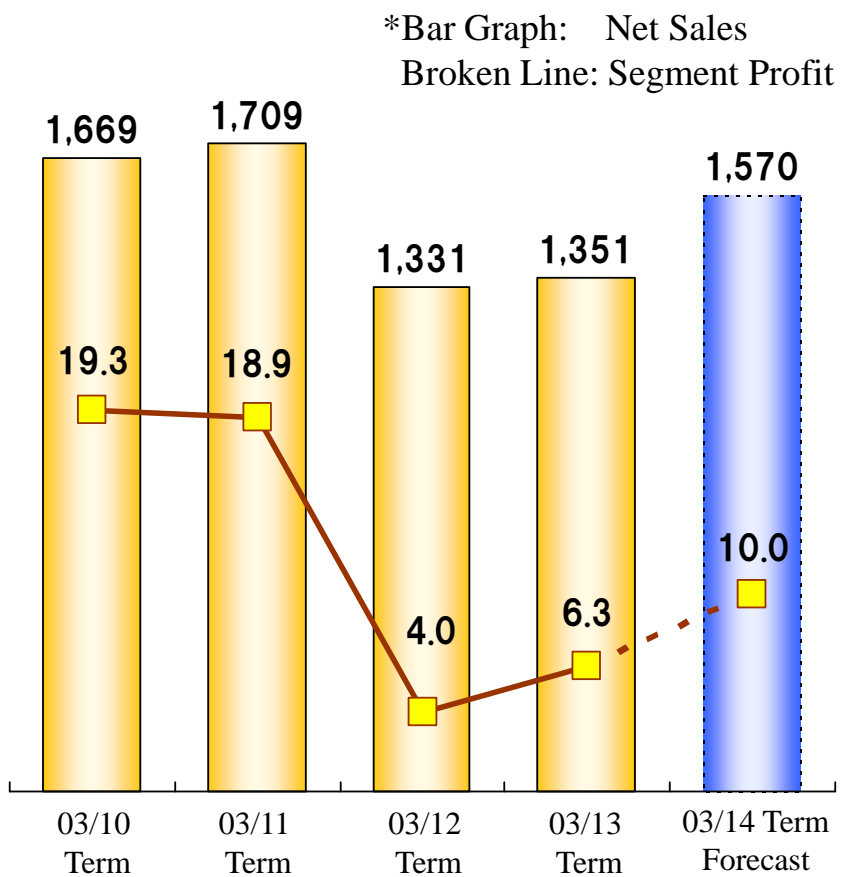
- Forecast for consolidated results are increases in both sales and profits. Our focus is on stable dividends distribution.
- An annual dividend of ¥20 per share, the same amount of the previous fiscal year (¥10 at both the midterm and term end points)
- Consolidated dividend payout ratio of 41.1%
- Average consolidated dividend payout ratio from the term ended Mar. 2010 to the term ending Mar. 2014: 50.9%

Supplemental Materials 1)

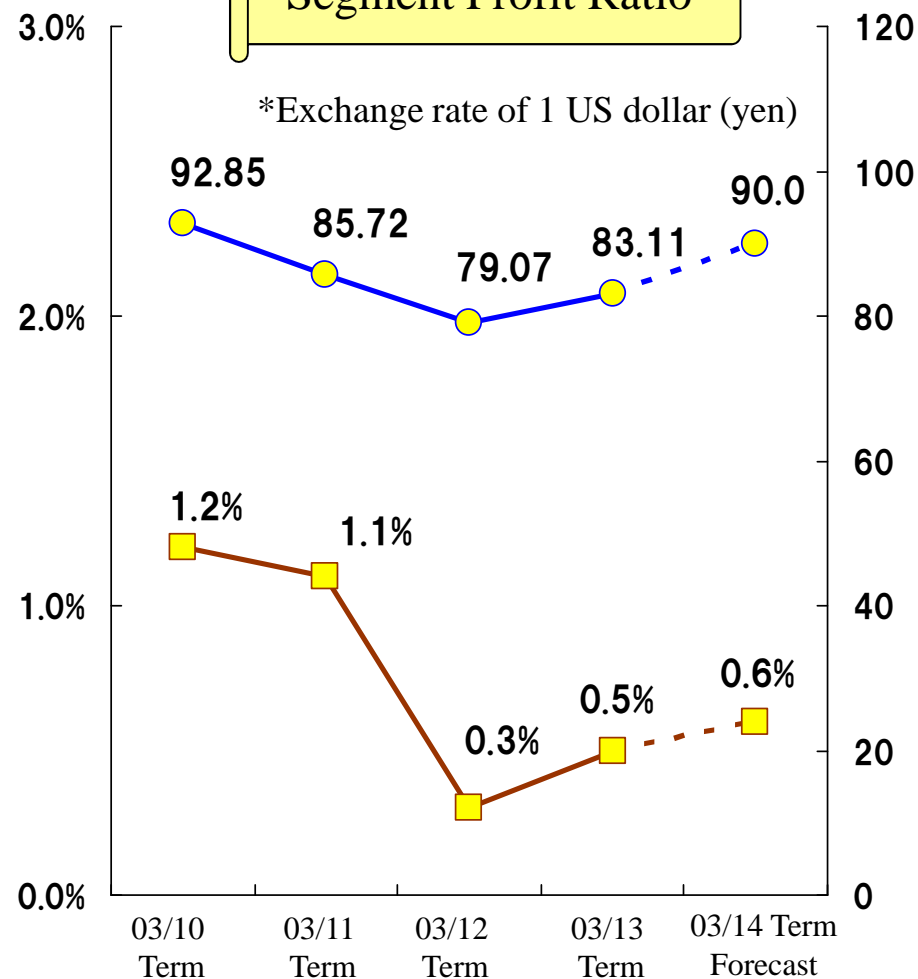
Year Ending March 2014 Device Business Business Forecasts

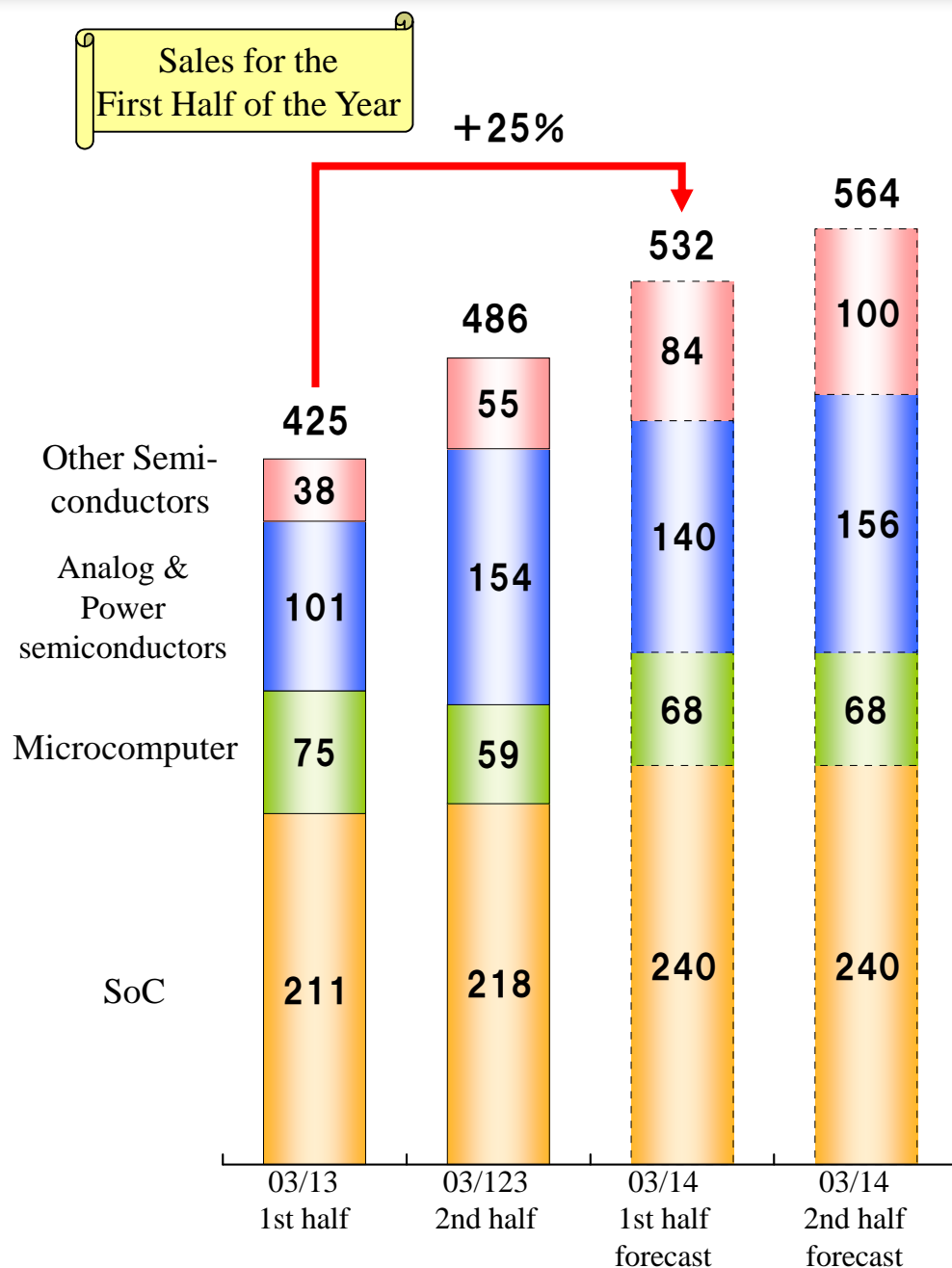
■ Forecast of the period ending March 2014 shows a 16% increase in net sales and a 58% increase in segment profit.
→Forecast for increased net sales due to expansion toward mobile devices and launch of new business

Net Sales/Segment Profit



Segment Profit Ratio

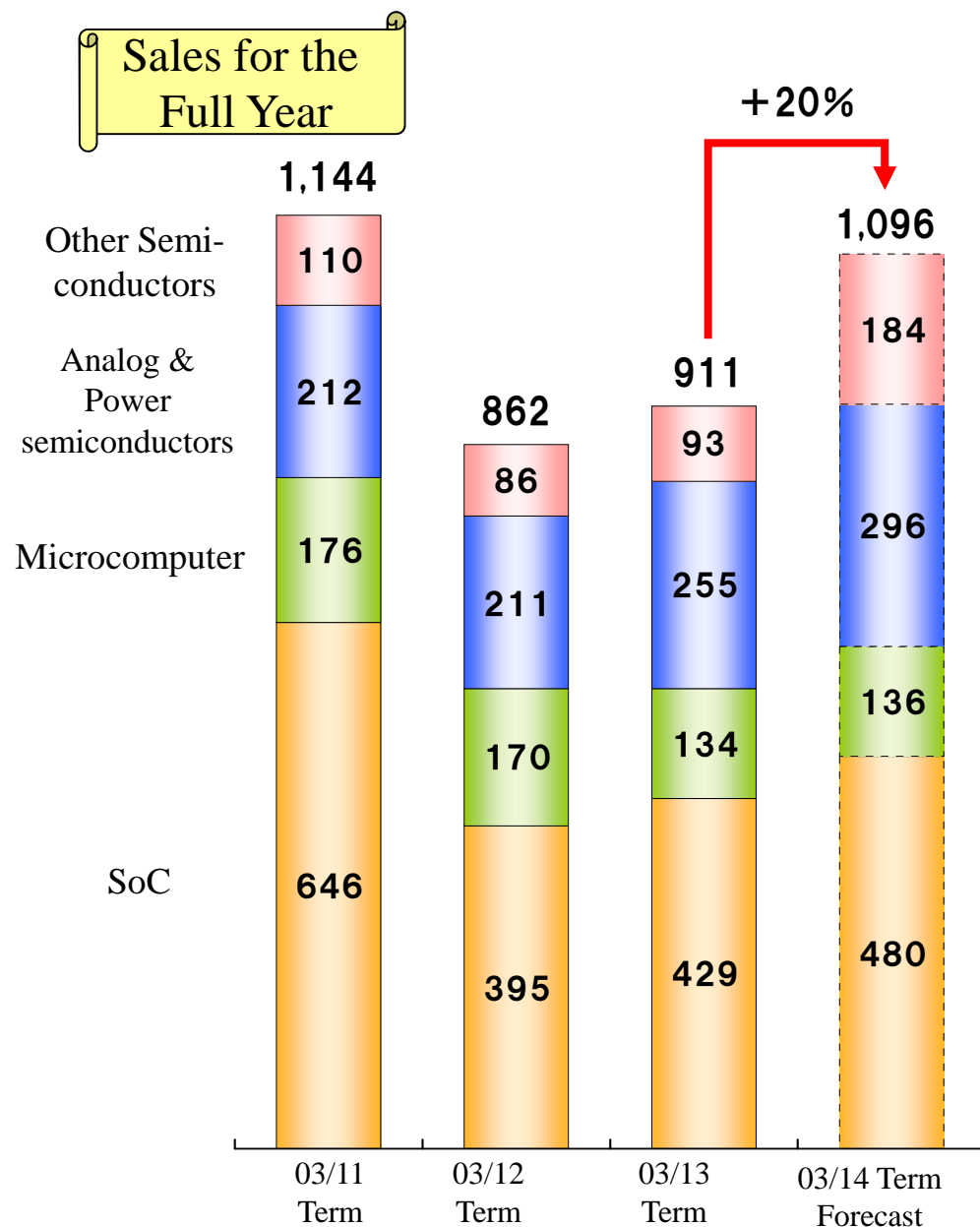




【 Year-to-Year Comparison of Fluctuations 】

- SoC (System LSIs)
 - Those for gaming consoles increase
 - Those for digital AV decrease
- Microcomputers
 - Those for vehicle-mounted systems/household electrical appliances increase
 - Those for digital AV/gaming consoles decrease
- Analog & Power Semiconductors
 - Those for mobile devices increase
 - Those for digital AV/large liquid crystal panels decrease
- Other Semiconductors
 - Those for mobile devices/HDDs/new businesses increase

	03/14 1st half forecast	
	Compared to 03/13 1st half	Compared to 03/13 2nd half
SoC	+14%	+10%
Microcomputers	-9%	+15%
Analog & Power Semiconductors	+39%	-9%
Other Semiconductors	+119%	+51%

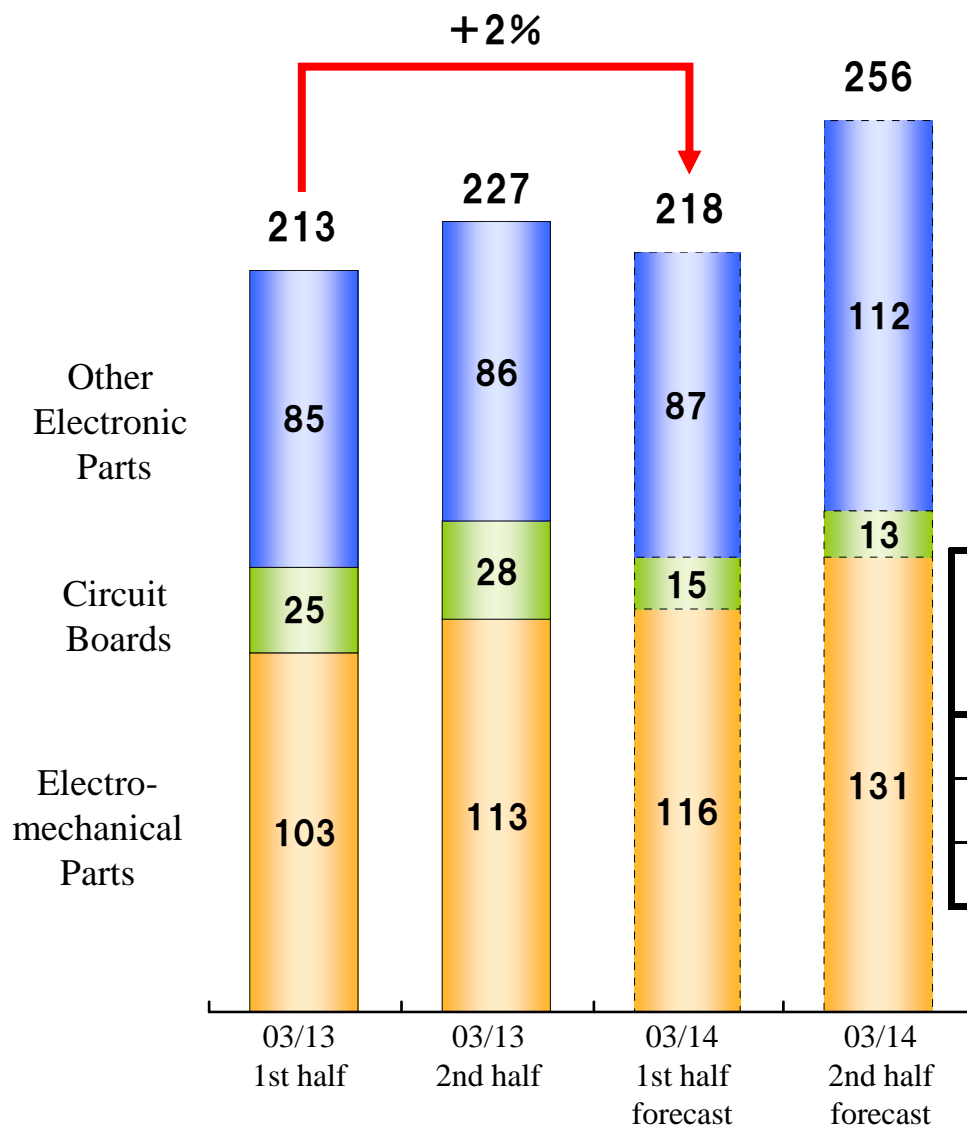


【Year-to-Year Comparison of Fluctuations】

- SoC (System LSIs)
 - Those for gaming consoles increase
 - Those for digital AV decrease
- Microcomputers
 - Those for vehicle-mounted systems/household electrical appliances increase
 - Those for digital AV/gaming consoles decrease
- Analog & Power Semiconductors
 - Those for mobile devices increase
 - Those for digital AV/large liquid crystal panels decrease
- Other Semiconductors
 - Those for mobile devices/HDDs/new businesses increase

	YoY change
SoC	+12%
Microcomputers	+1%
Analog & Power Semiconductors	+16%
Other Semiconductors	+97%

Sales for the
First Half of the Year

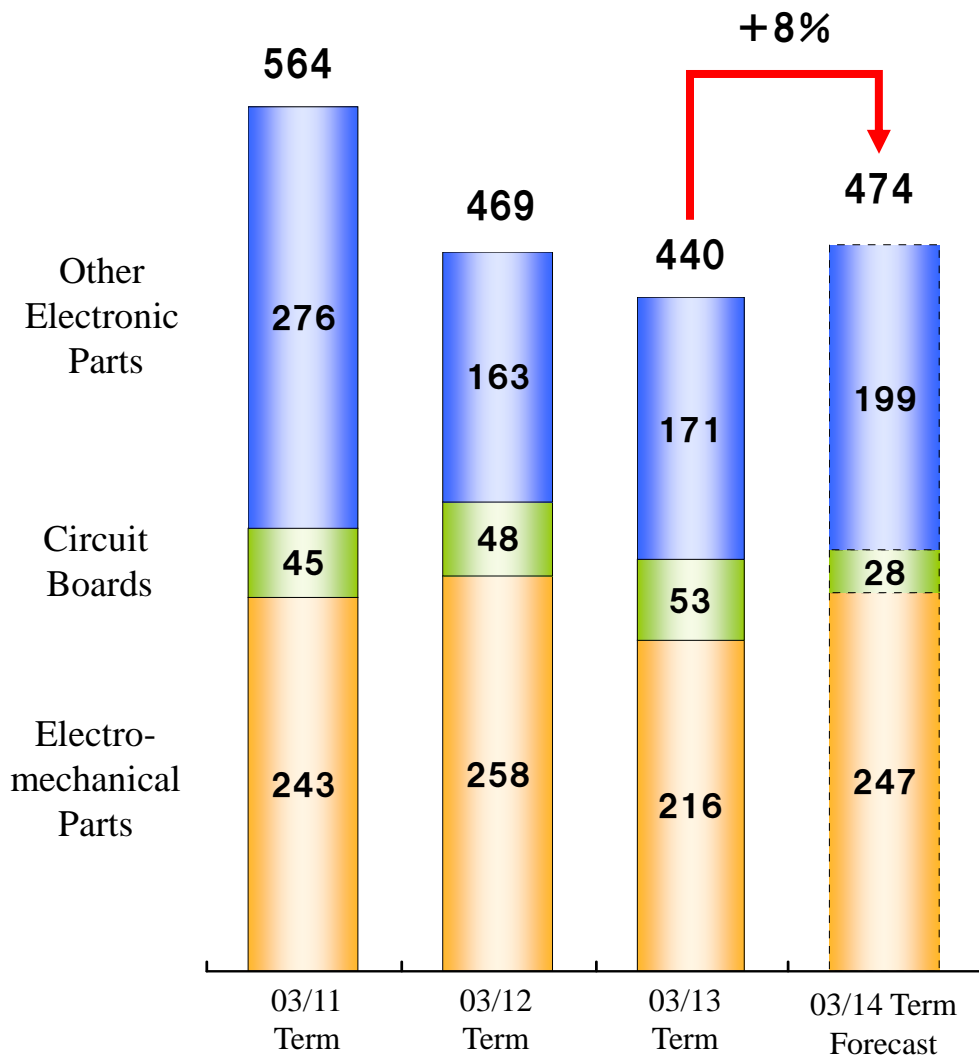


【Year-to-Year Comparison of Fluctuations】

- Electromechanical Parts
 - Those for mobile devices/PCs increase
 - Those for mobile devices decrease
- Circuit Boards
 - Materials and new businesses remain favorable
- Other Electronic Parts

	03/14 1st half forecast	
	Compared to 03/13 1st half	Compared to 03/13 2nd half
Electromechanical Parts	+12%	+3%
Circuit Boards	-42%	-56%
Others	+3%	+0.2%

Sales for the Full Year

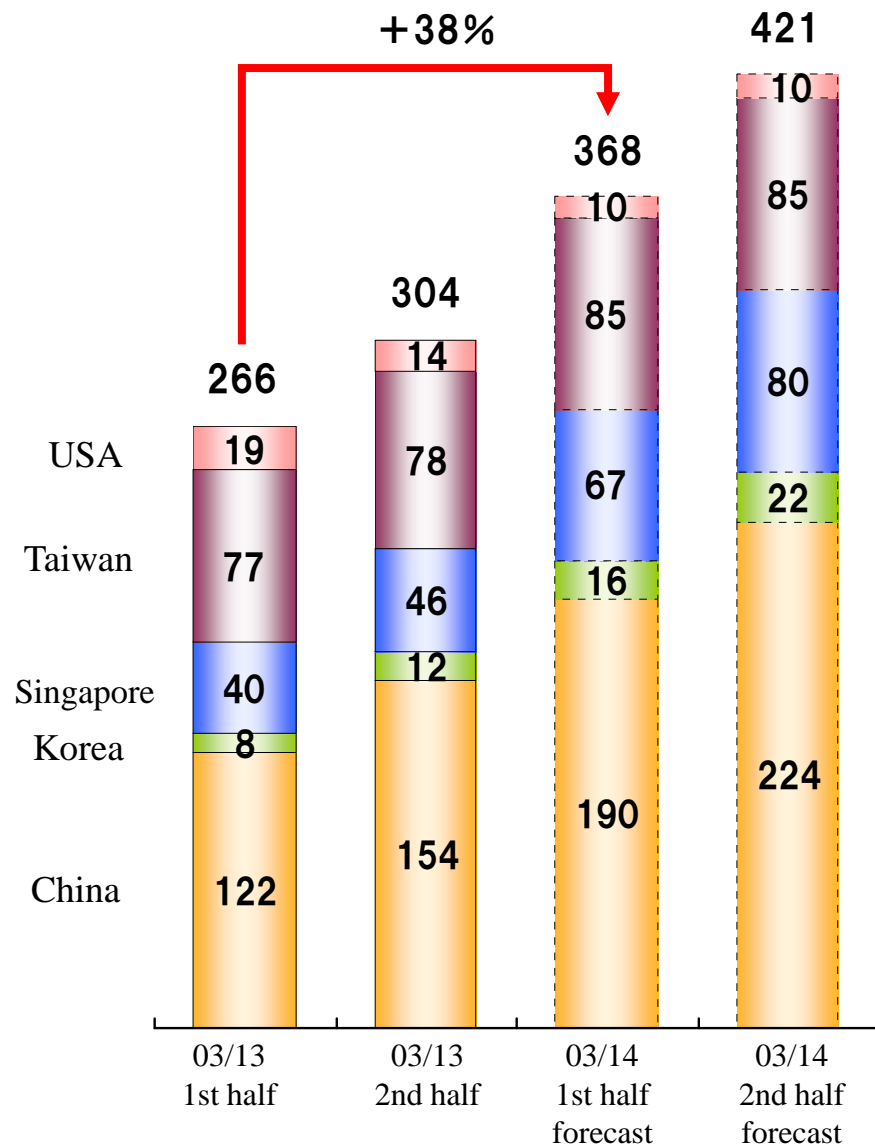


【 Year-to-Year Comparison of Fluctuations 】

- Electromechanical Parts
 - Those for mobile devices/PCs increase
- Circuit Boards
 - Those for mobile devices decrease
- Other Electronic Parts
 - Materials and new businesses proceed smoothly

	YoY change
Electromechanical Parts	+15%
Circuit Boards	-47%
Others	+16%

Sales for the
First Half of the Year

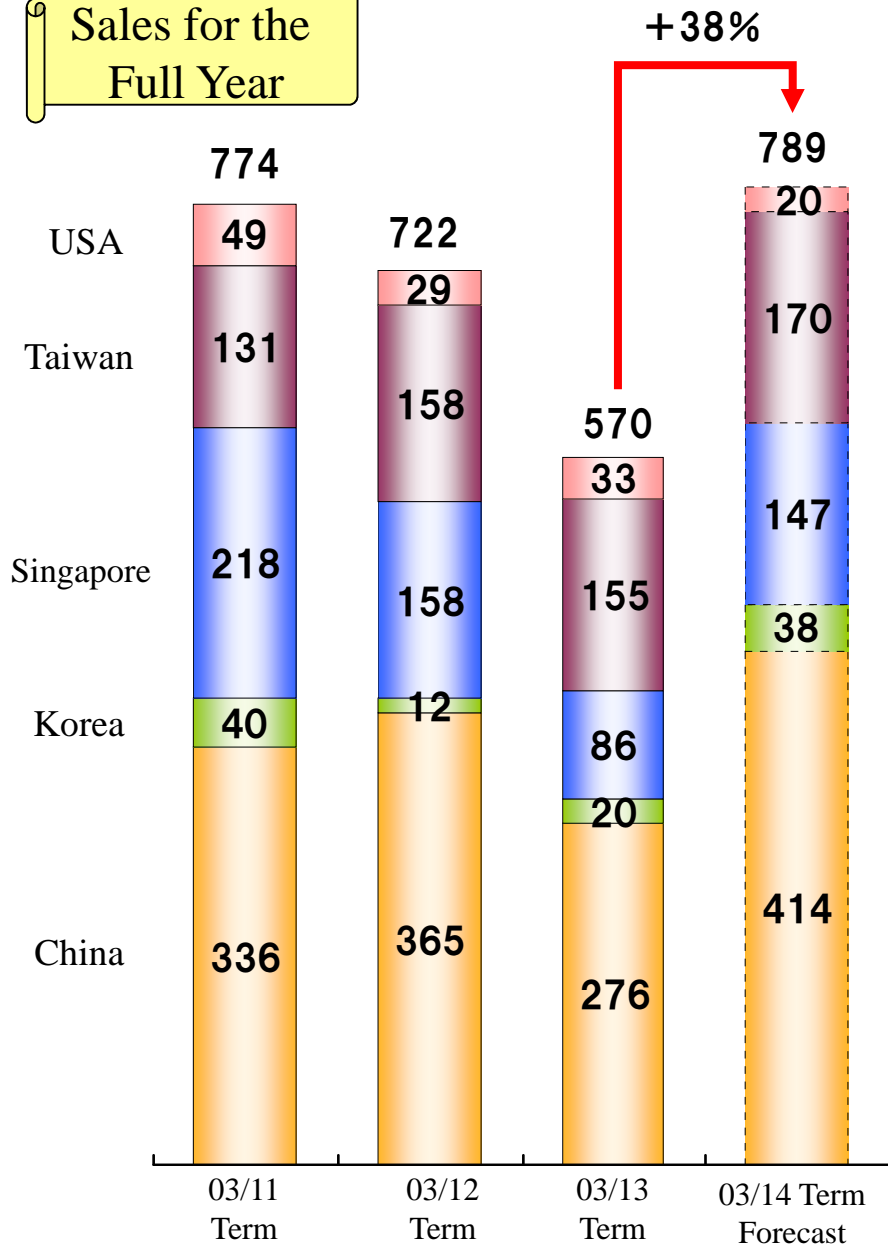


【Year-to-Year Comparison of Fluctuations】

- China
 - Those for mobile devices/digital appliances/HDDs increase
 - New businesses increase steadily
- Korea
 - Those for PCs (display) increase
- Singapore (including Thailand)
 - Those for digital appliances/HDDs increase
 - Consolidation of Sanshin Electronics (Thailand) from the year ending March 2014
- Taiwan
 - Those for digital AV/gaming consoles increase
- USA
 - New businesses such as wireless-related ICs and memories decrease

	03/14 1st half forecast	
	Compared to 03/13 1st half	Compared to 03/13 2nd half
China	+55%	+23%
Korea	+112%	+32%
Singapore	+67%	+45%
Taiwan	+12%	+10%
USA	-48%	-31%

Sales for the Full Year



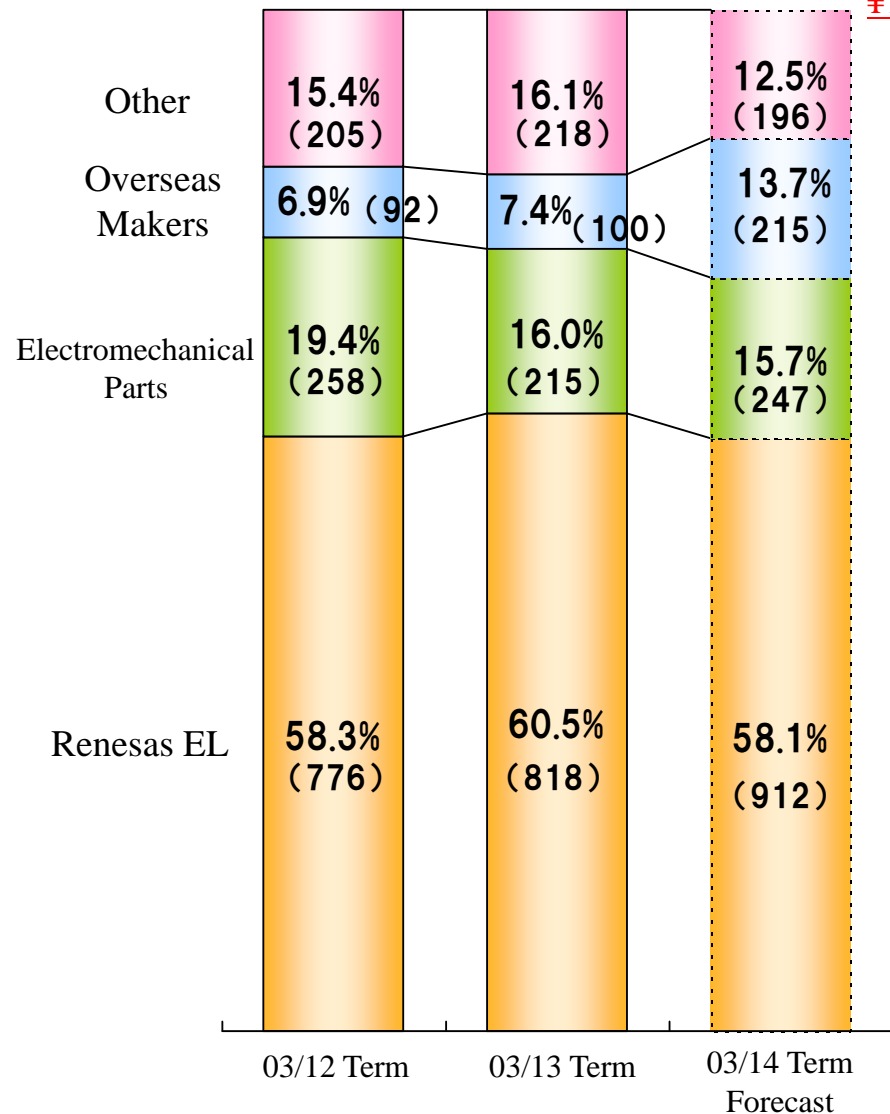
【Year-to-Year Comparison of Fluctuations】

- China
 - Those for mobile devices/digital appliances/HDDs increase
 - New businesses increase steadily
- Korea
 - Those for PCs (display) increase
- Singapore (including Thailand)
 - Those for digital appliances/HDDs increase
 - Consolidation of Sanshin Electronics (Thailand) from the year ending March 2014
- Taiwan
 - Those for digital AV/gaming consoles increase
 - Forecast launch of new businesses in the second half
- USA
 - New businesses such as wireless-related ICs and memories decrease

	YoY change
China	+50%
Korea	+85%
Singapore	+72%
Taiwan	+10%
USA	-39%

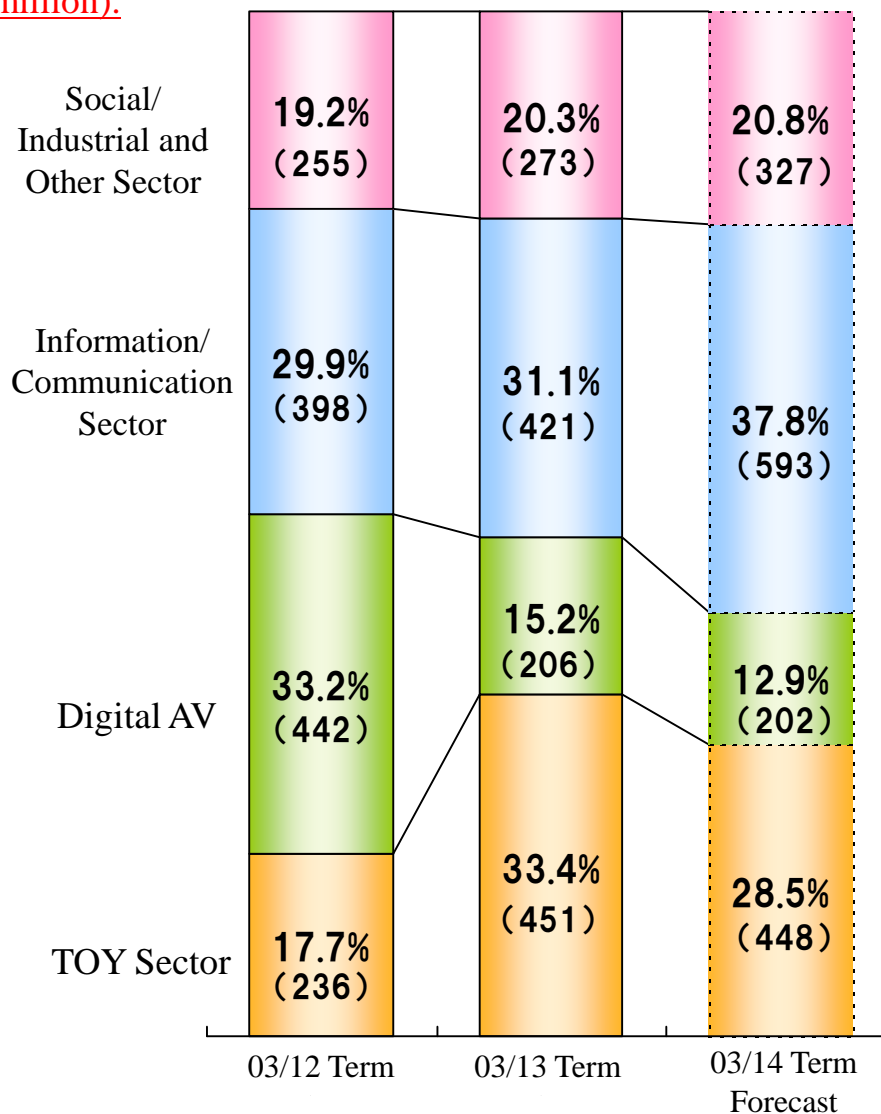
Sales Composition Ratio for Device Business

Sales Composition Ratio by Product



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

Sales Composition Ratio by Sector

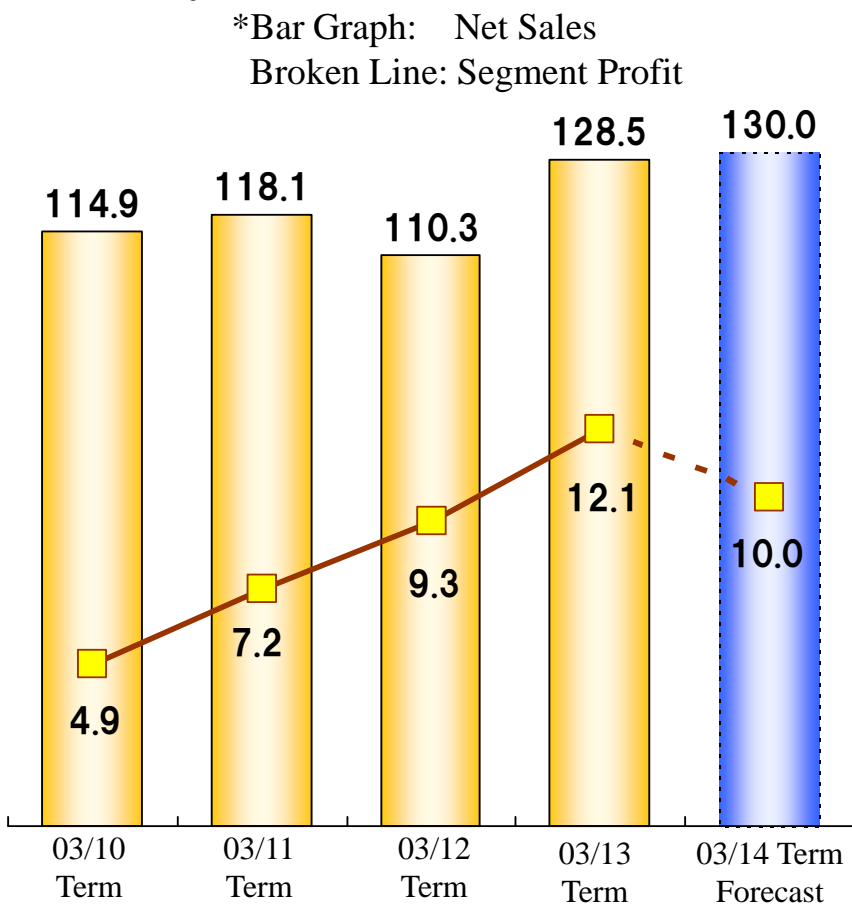


Supplemental Materials 2)

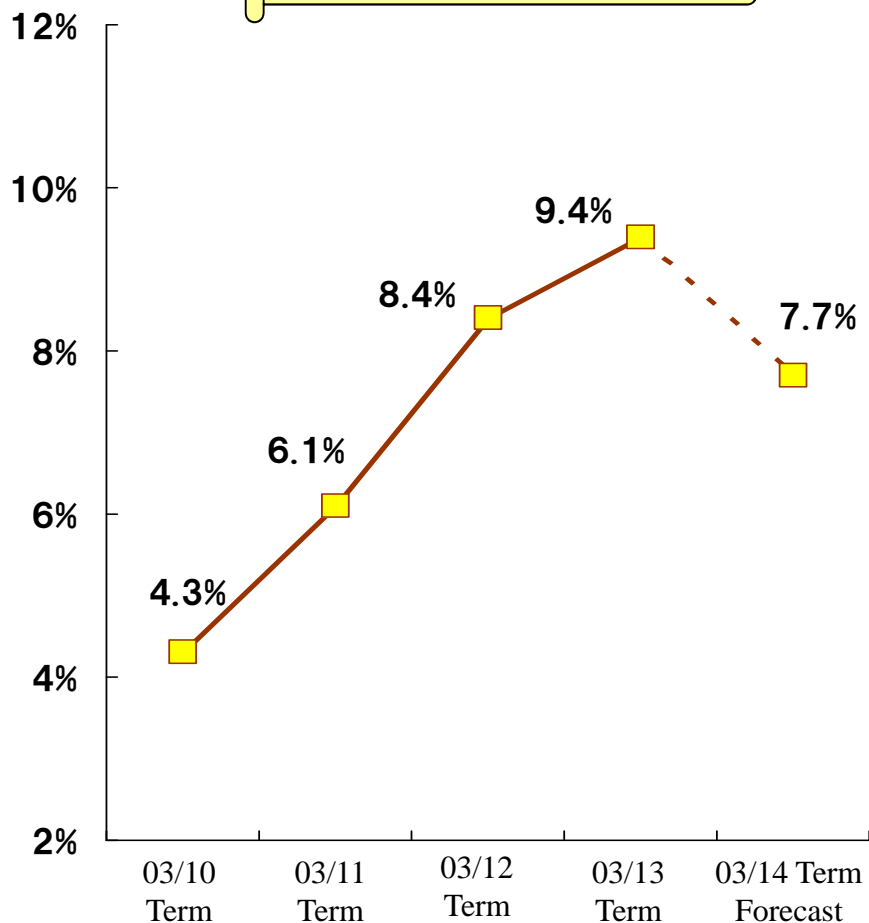
**Year Ending March 2014
Solution Business
Business Forecast**

■ Forecast for the year ending March 2014 is an increase of 1% in net sales from the previous corresponding period. Segment profits decrease from the previous corresponding period.
→ Segment profits decrease due to increased personnel and change in allocation rules of adjusted amounts.
Secure a minimum of ¥1 billion or more.

Net Sales/Segment Profit



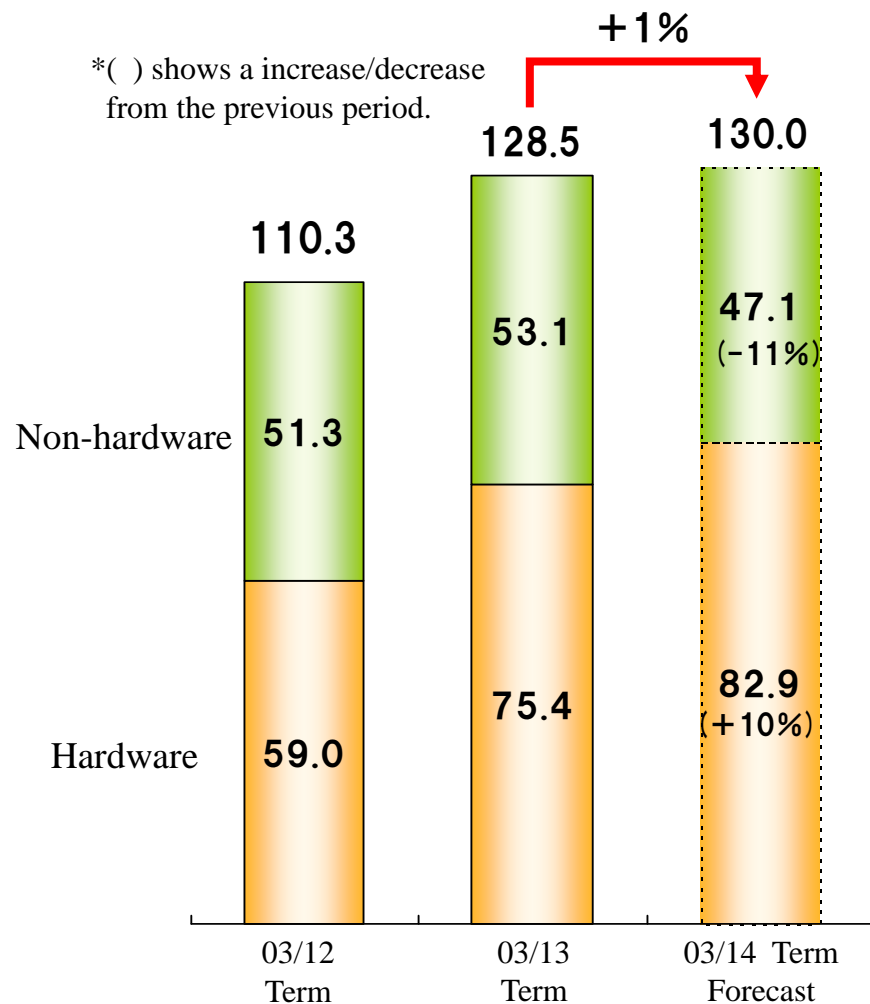
Segment Profit Ratio



Changes in Net Sales by Product

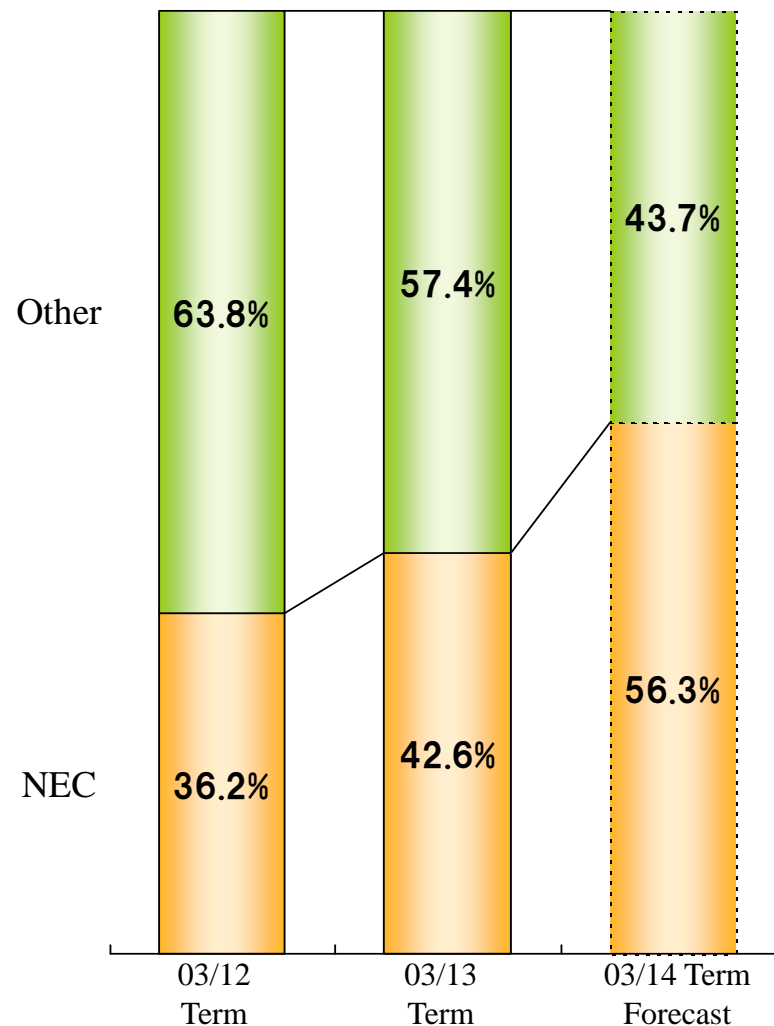
- Hardware: Embedded systems increase
- Non-hardware: Hardware/spot maintenance decrease

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

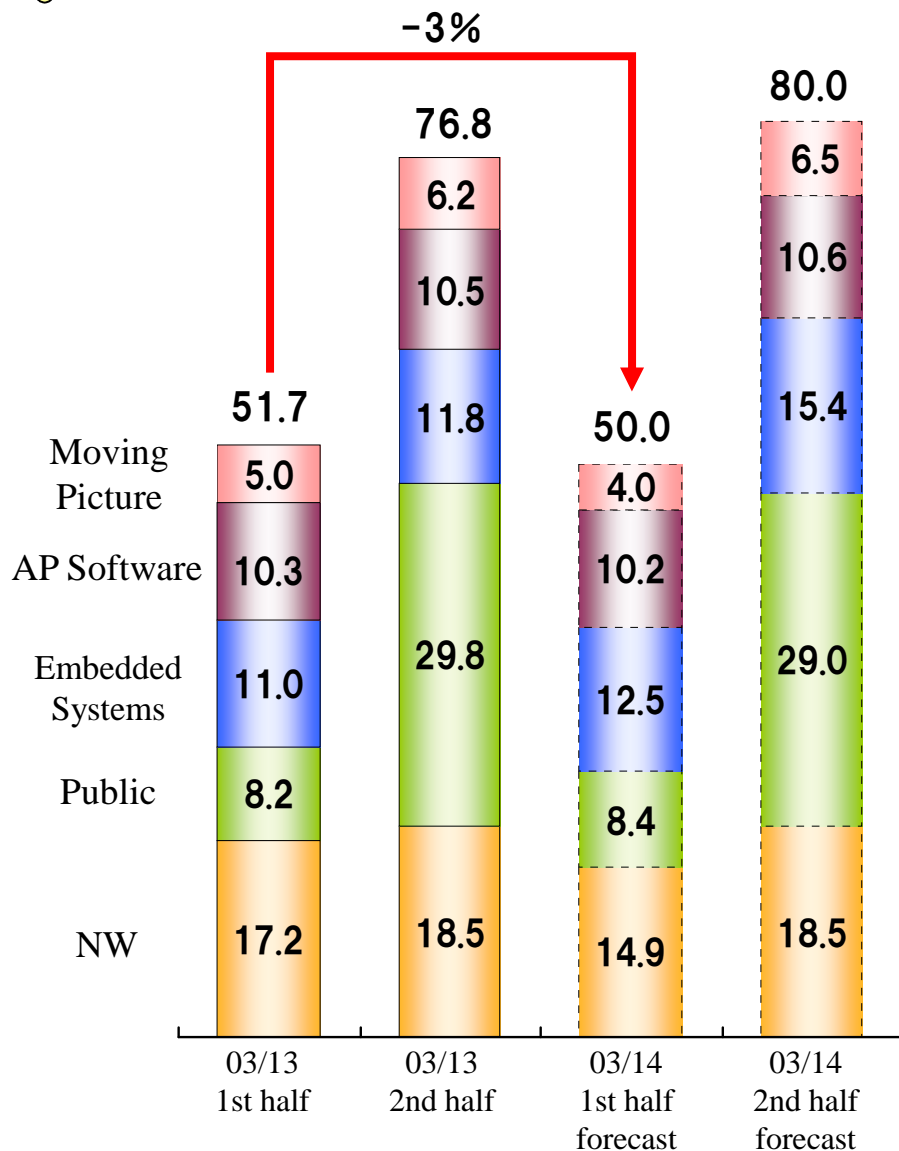


Sales Composition Ratio by Supplier

- Proportion taken by NEC exceeds 50% for a forecast for the year ending March 2014.



Sales for the First Half of the Year



【 Year-to-Year Comparison of Fluctuations 】

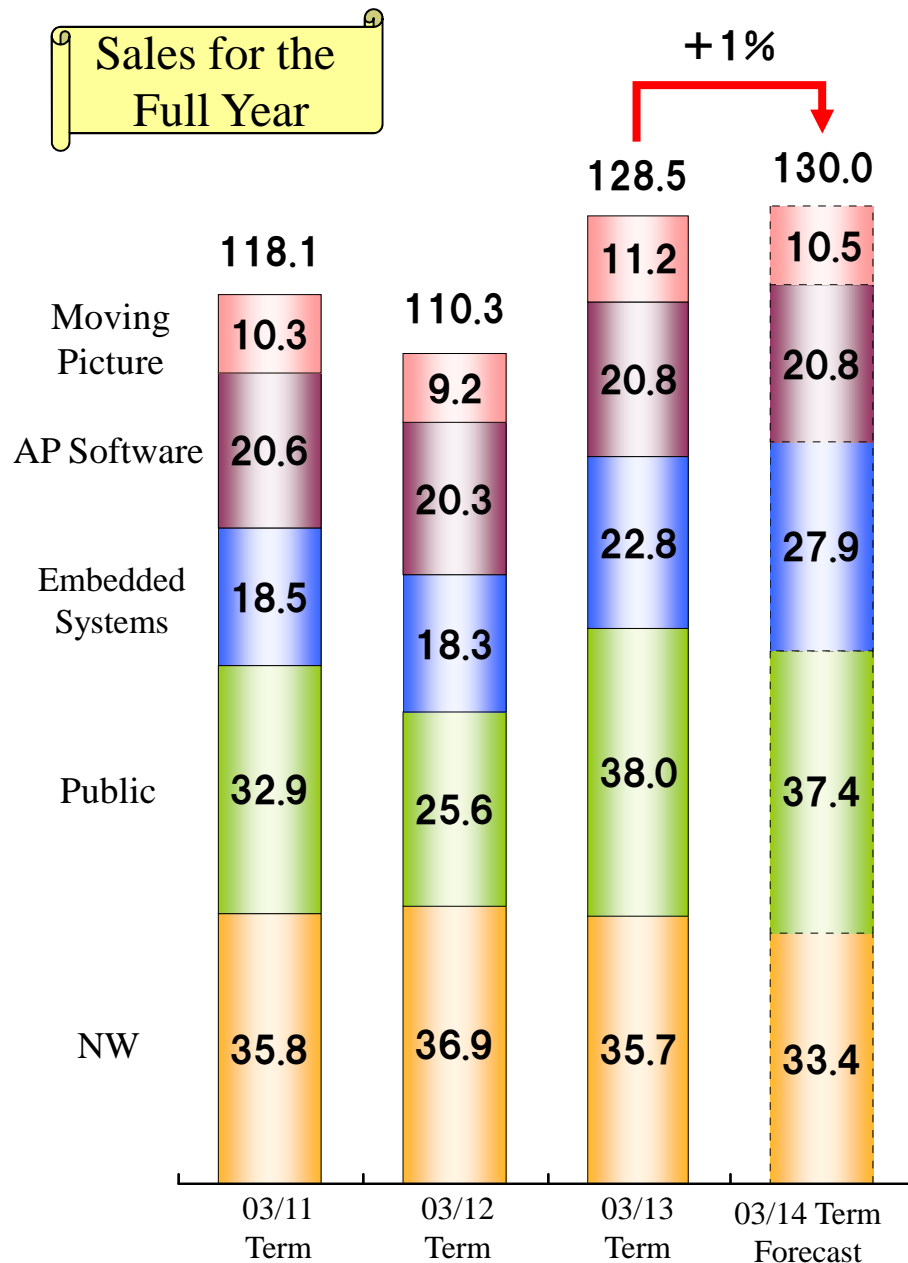
■ NW Related (NW, Public, Embedded Systems, AP Software)

- Those for public sector, despite a decrease in fire safety and disaster prevention, those for government agencies increase
- Server-type embedded systems increase
- NW and AP software decrease

■ Moving Picture

- System projects such as delivery systems decrease

	03/14 1st half forecast	
	Compared to 03/13 1st half	Compared to 03/13 2nd half
NW	-3%	-19%
Public	+1%	-72%
Embedded Systems	+14%	+6%
AP Software	-1%	-3%
Moving Picture	-19%	-35%



【Year-to-Year Comparison of Fluctuations】

- NW Related (NW, Public, Embedded Systems, AP Software)
 - Server-type embedded systems increase
 - Those for public sector, despite an increase in those for government agencies, fire safety and disaster prevention decrease
 - NW and AP software decrease
- Moving Picture
 - System projects such as delivery systems decrease

	YoY change
NW	-6%
Public	-2%
Embedded Systems	+23%
AP Software	-0.3%
Moving Picture	-6%