



First Quarter Financial Results Fiscal Year 2010 (Ending March 2011)

July 30, 2010

SEIKO EPSON CORPORATION



■ Disclaimer regarding forward-looking statements

The foregoing statements regarding future results reflect the Company's expectations based on information available at the time of announcement. The information contains certain forward-looking statements that are subject to known and unknown risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such statements. Such risks and uncertainties include, but are not limited to, the competitive environment, market trends, general economic conditions, technological changes, exchange rate fluctuations and our ability to continue to timely introduce new products and services.

■ Numerical values presented herein

Numbers are rounded to the unit indicated.

Percentages are rounded off to one decimal place.

Changes to segment reporting based on new management approach

From FY2010

- Under our new management approach, Head Office expenses that were allocated to the various segments and business in proportion to their respective sales will be consolidated under the Corporate Segment from fiscal 2010.
- The functions of subsidiaries that provided services to the Epson Group and whose results were reported under the “Other” segment have been transferred to the various businesses.
- In the slides showing the fiscal 2010 outlook, fiscal 2009 segment profit and loss figures have been adjusted for the purpose of comparison.

1) FY2010 Q1 Financial Results

2) FY2010 Business Outlook

Financial Highlights (First Quarter)



(Billions of yen)	FY2009		FY2010		Change	
	Q1 Actual	%	Q1 Actual	%	Amount	%
Net Sales	213.3	-	239.2	-	+25.8	+12.1%
Operating Income	-12.4	-5.8%	10.7	4.5%	+23.1	-
Ordinary Income	-15.0	-7.1%	11.2	4.7%	+26.2	-
Net Income Before Income Taxes	-16.8	-7.9%	10.7	4.5%	+27.5	-
Quarterly Net Income	-22.3	-10.5%	7.9	3.3%	+30.3	-
EPS	-¥113.24		¥39.76			
Exchange Rate	USD	¥97.32	¥92.01			
	EUR	¥132.57	¥116.99			

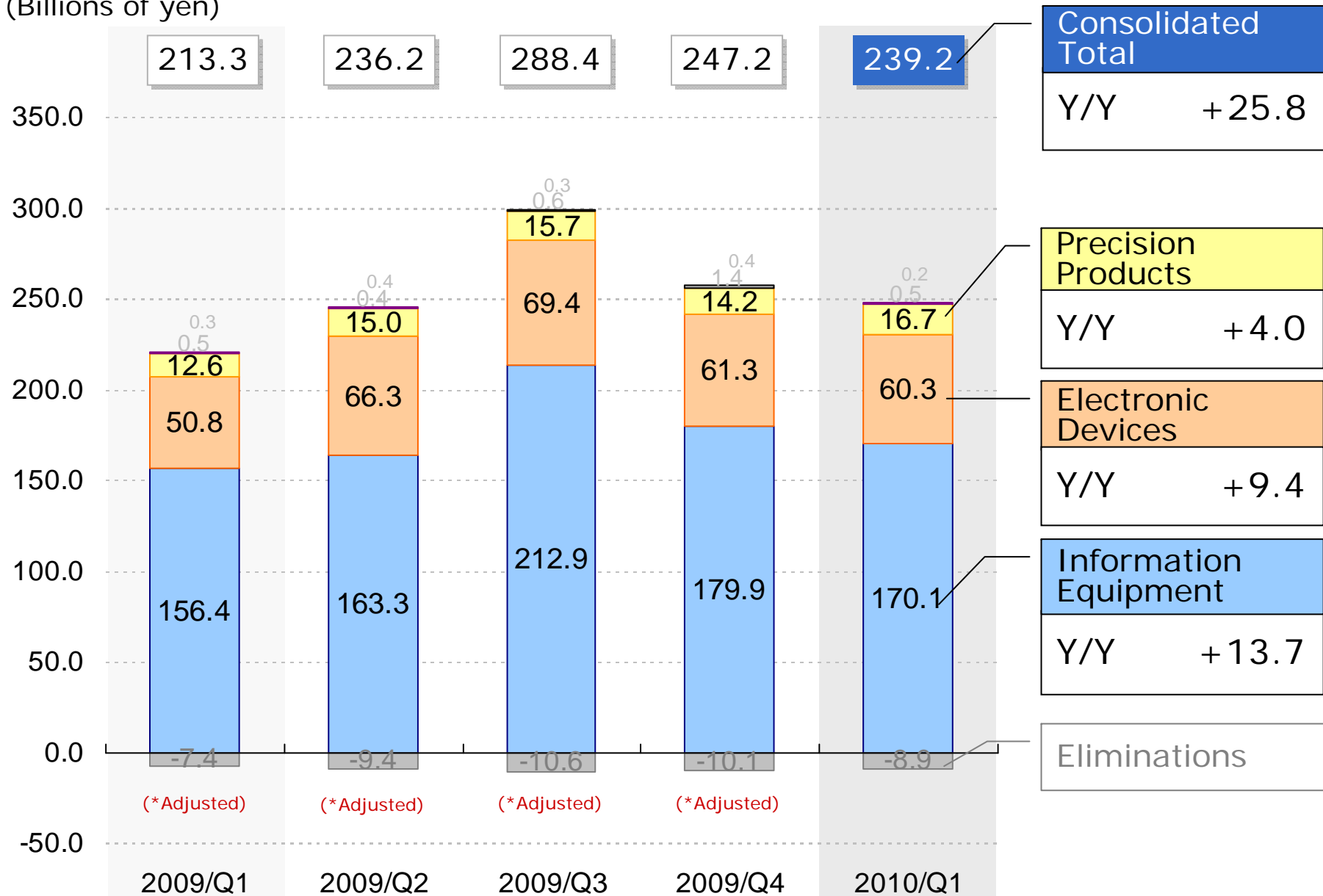


Quarterly Net Sales

► By business segment



(Billions of yen)

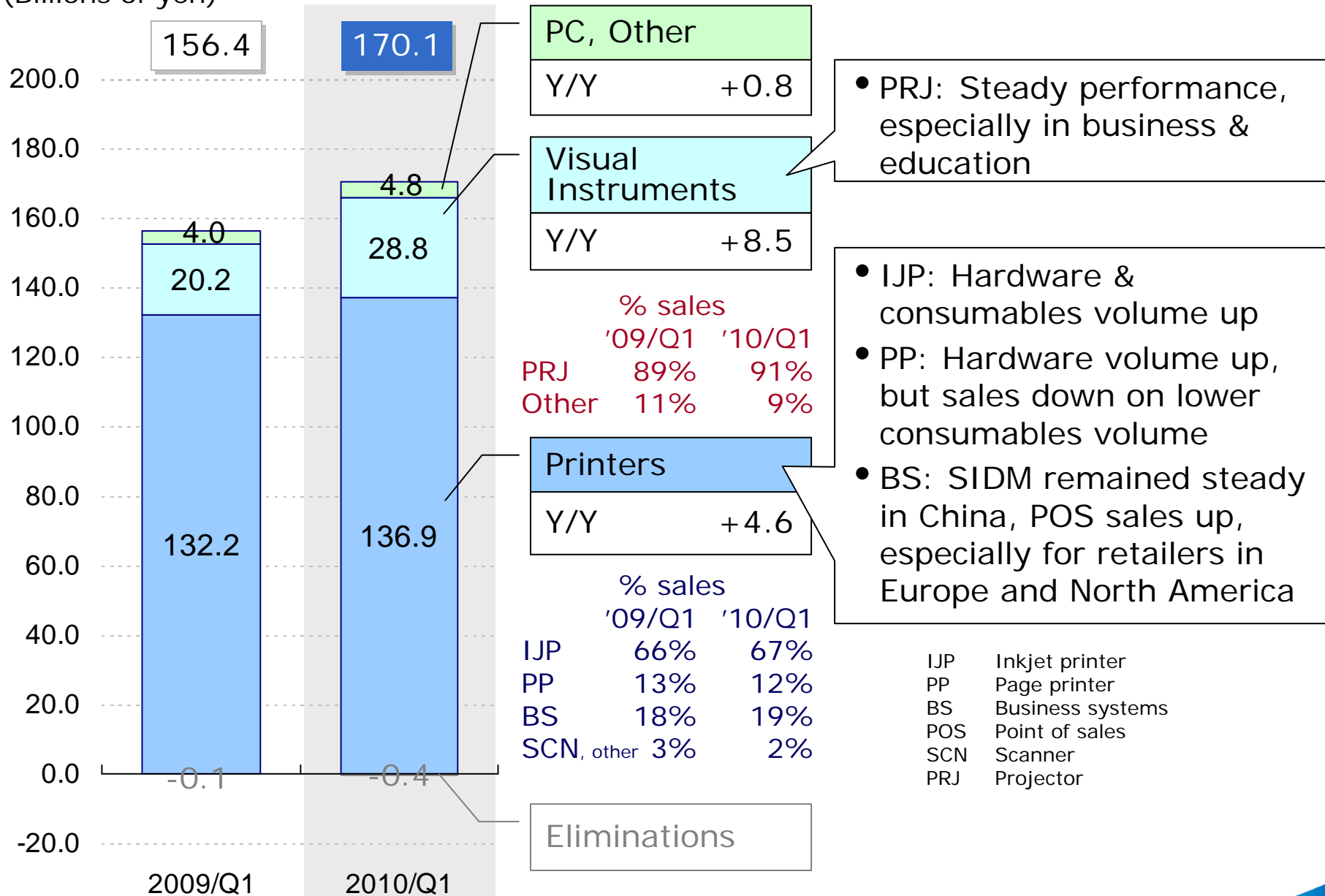


Quarterly Net Sales Comparison

Information Equipment Segment



(Billions of yen)

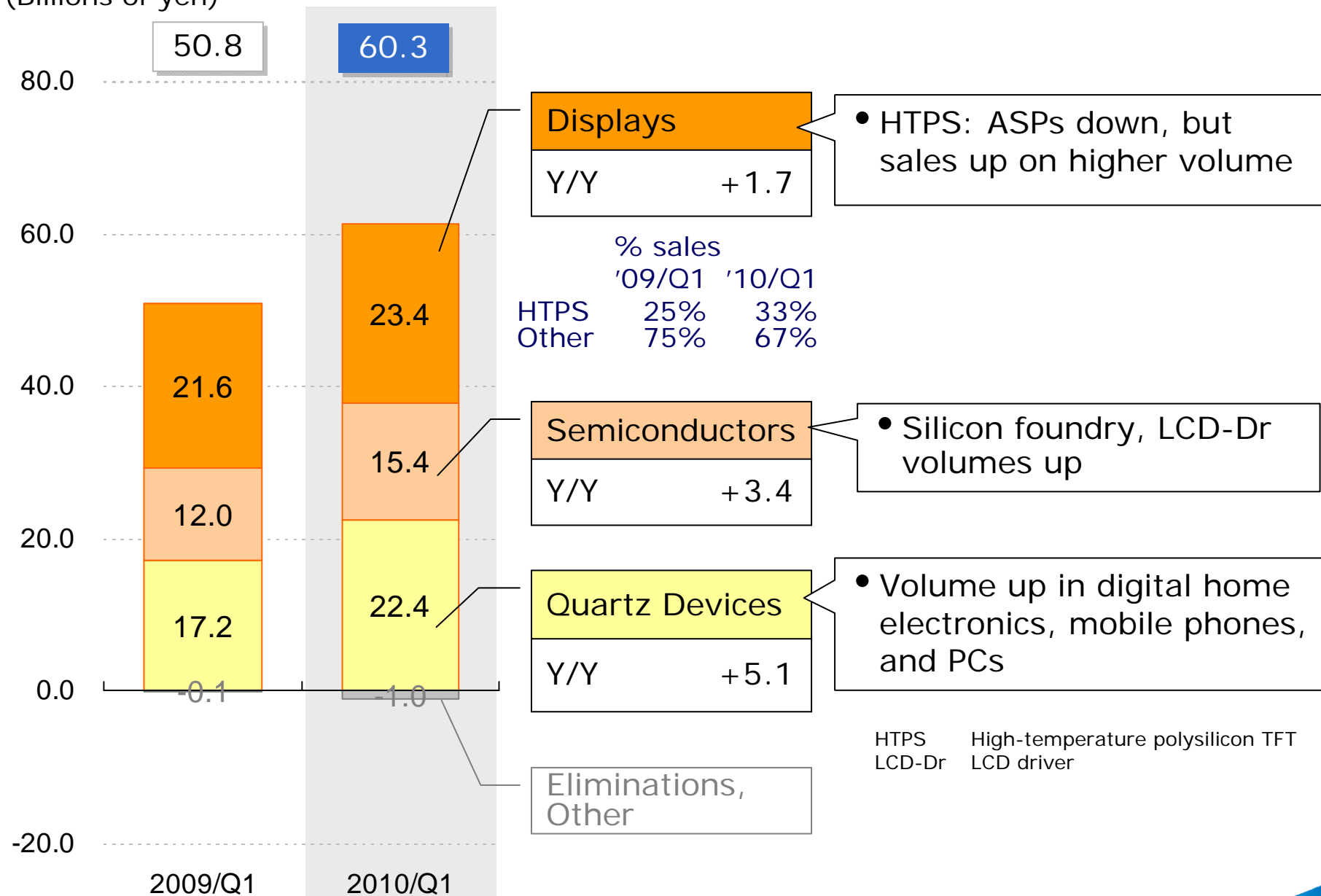


Quarterly Net Sales Comparison

▶ Electronic Devices Segment



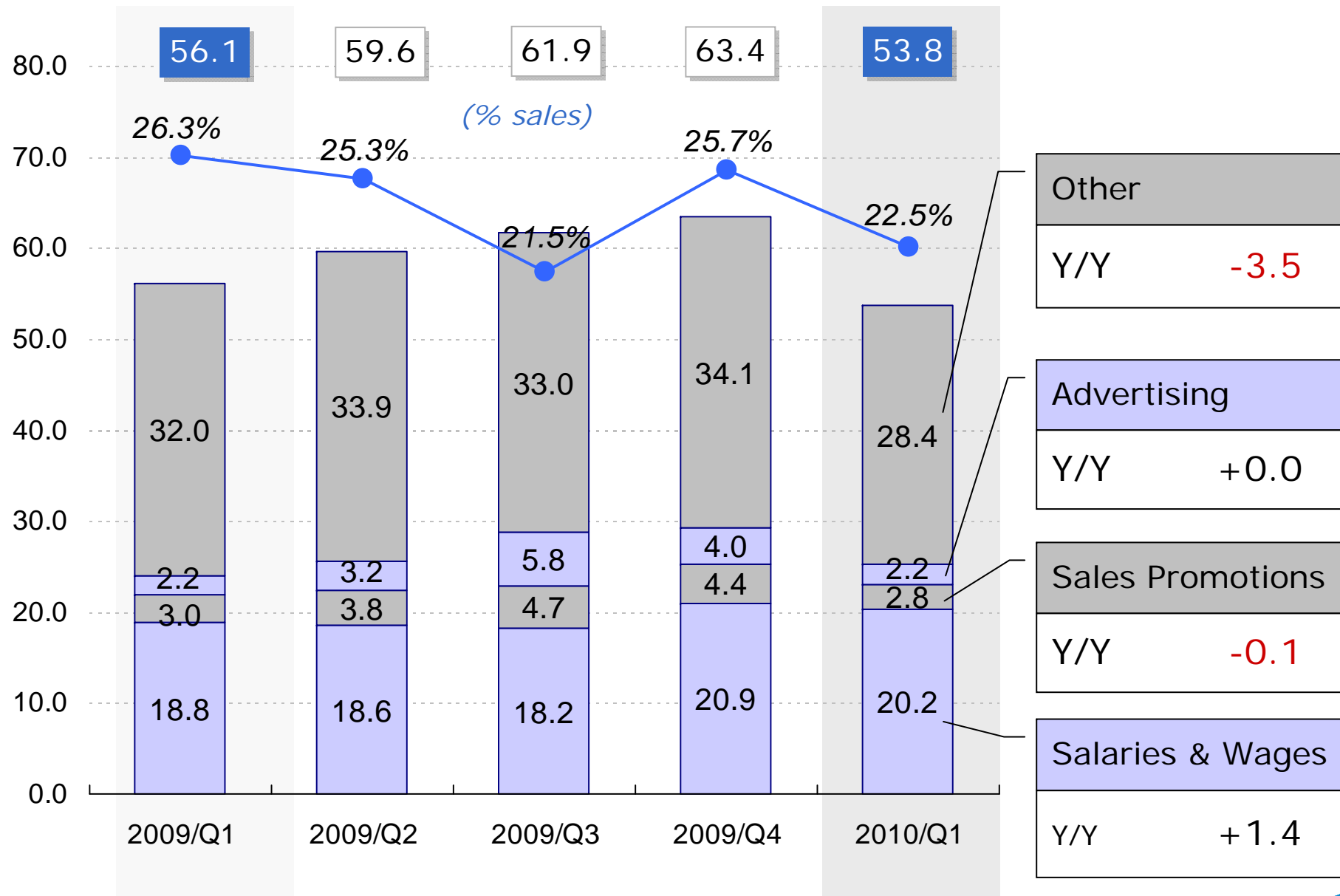
(Billions of yen)



Quarterly Selling, General and Administrative Expenses



(Billions of yen)

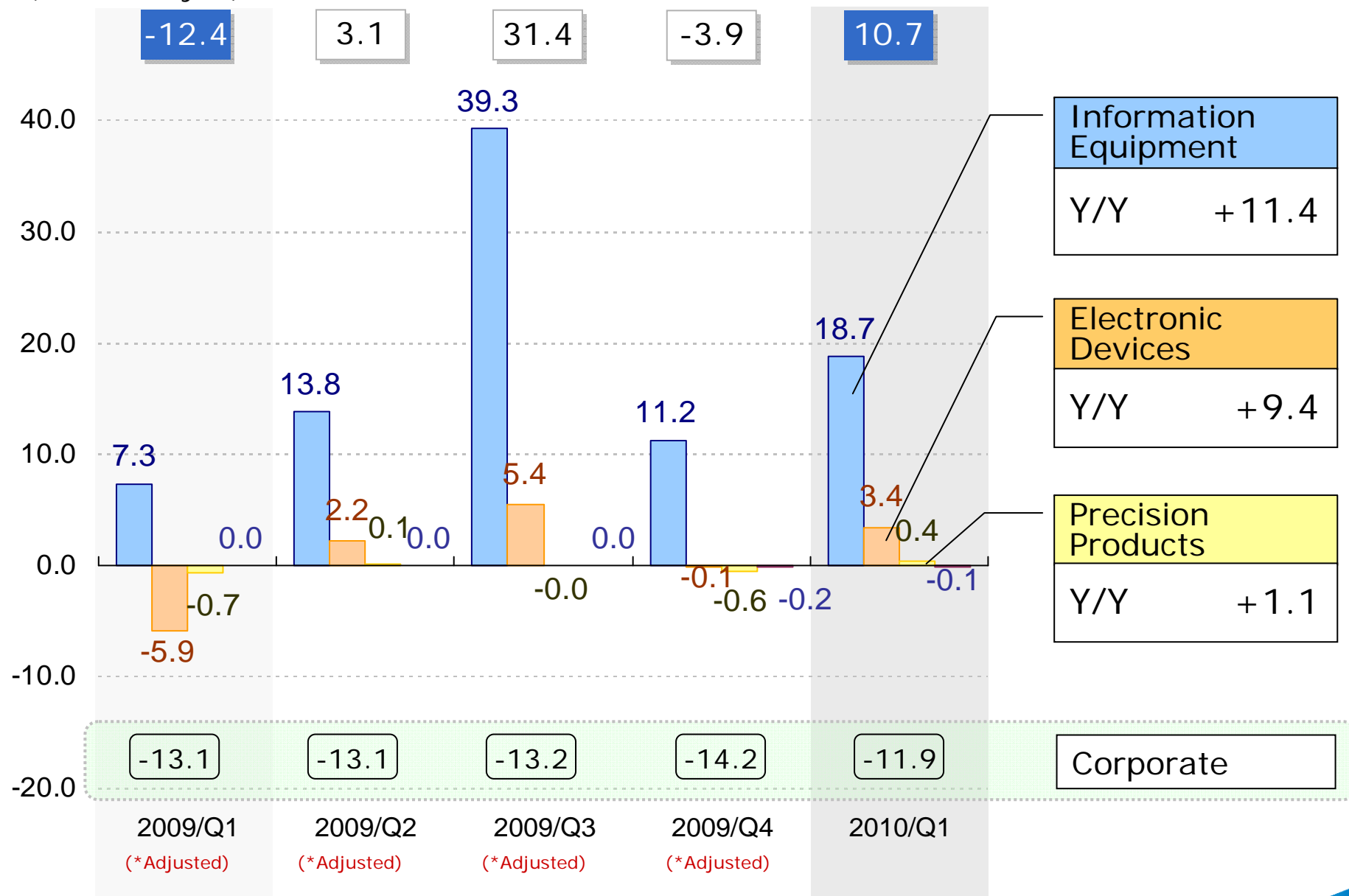


Quarterly Operating Income

► By business segment

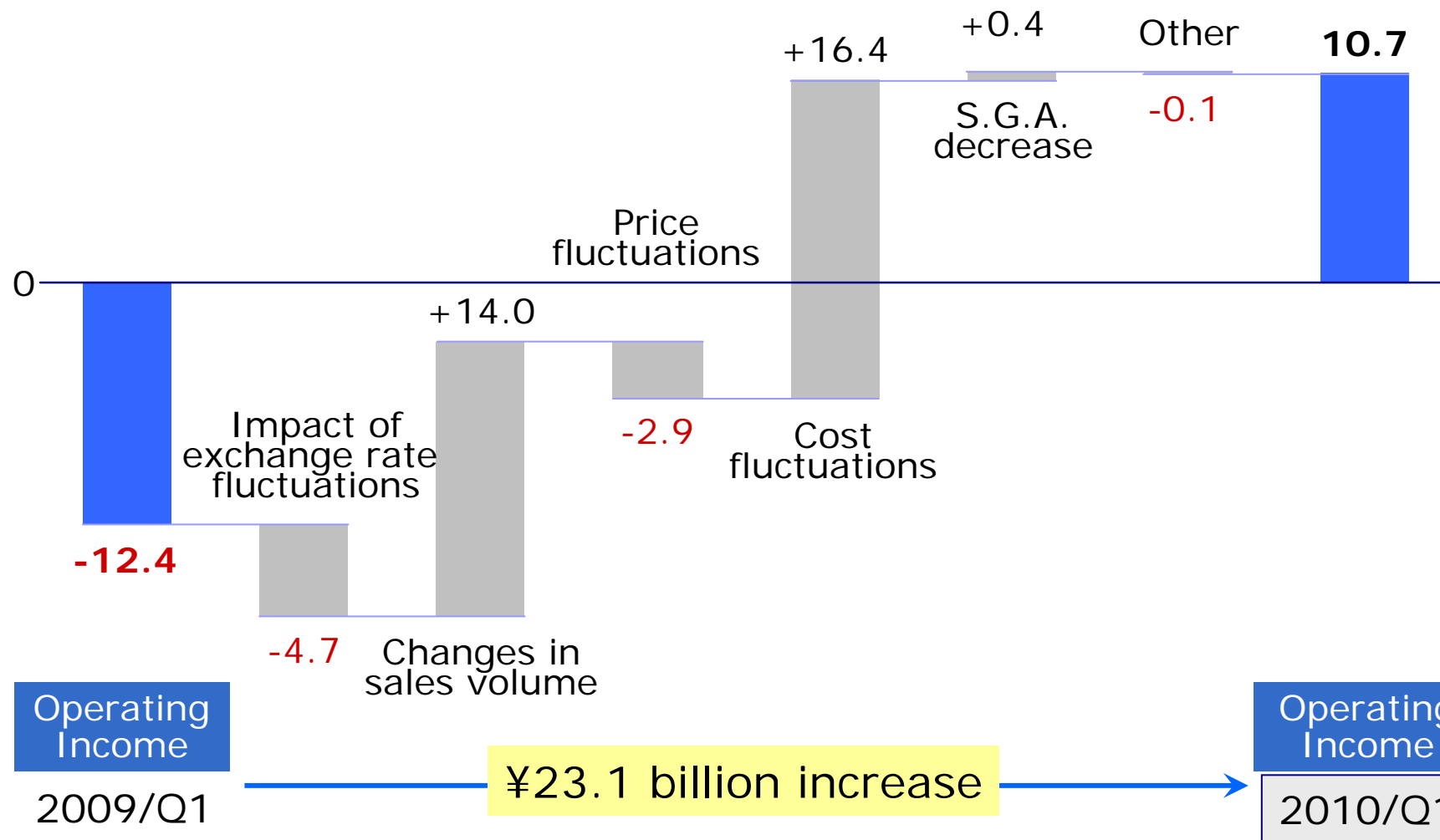


(Billions of yen)



Operating Income Fluctuation Cause Analysis

(Billions of yen)

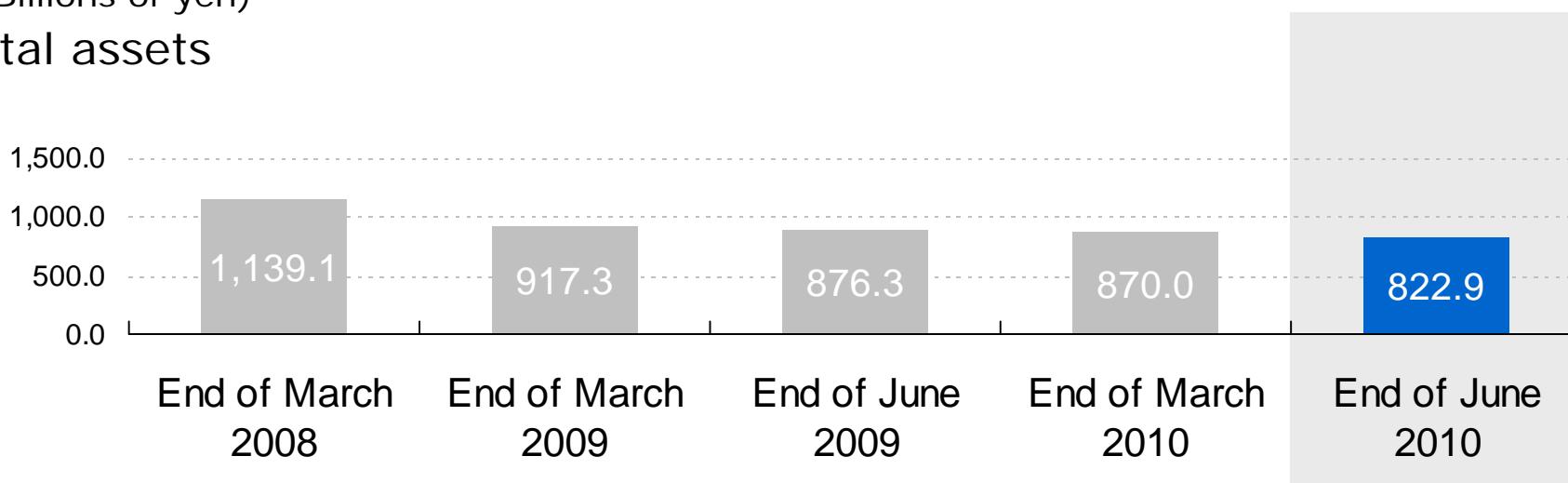


* Profit and loss figures for FY2009 were calculated using the previous standard.

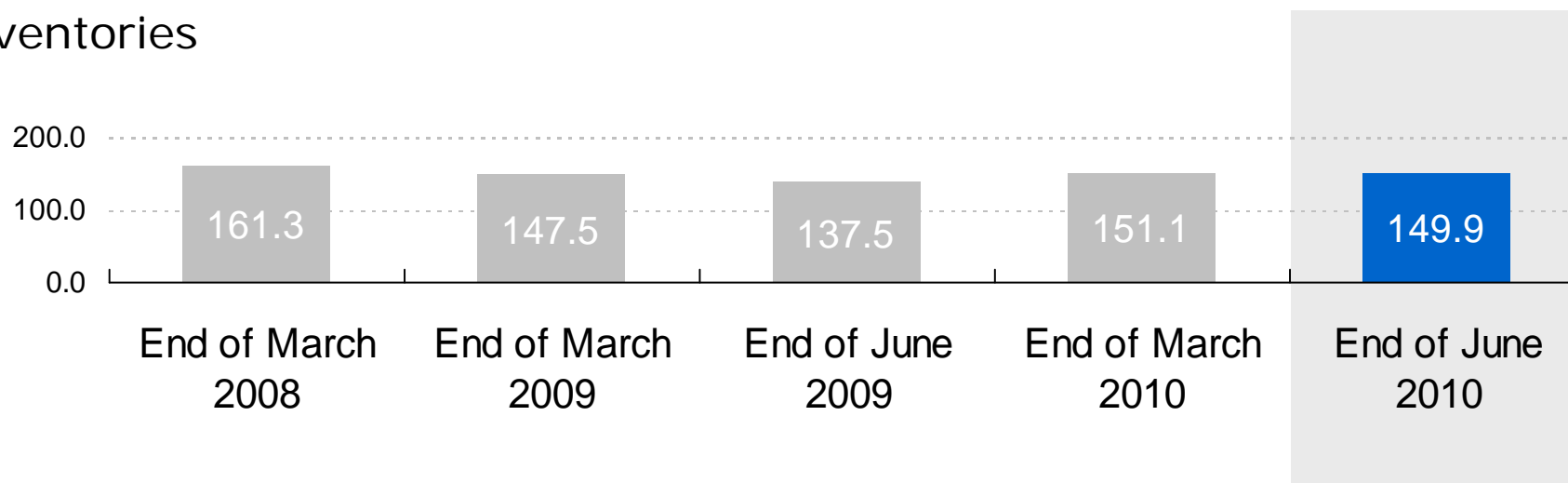
Statistics of Balance Sheet Items

(Billions of yen)

Total assets



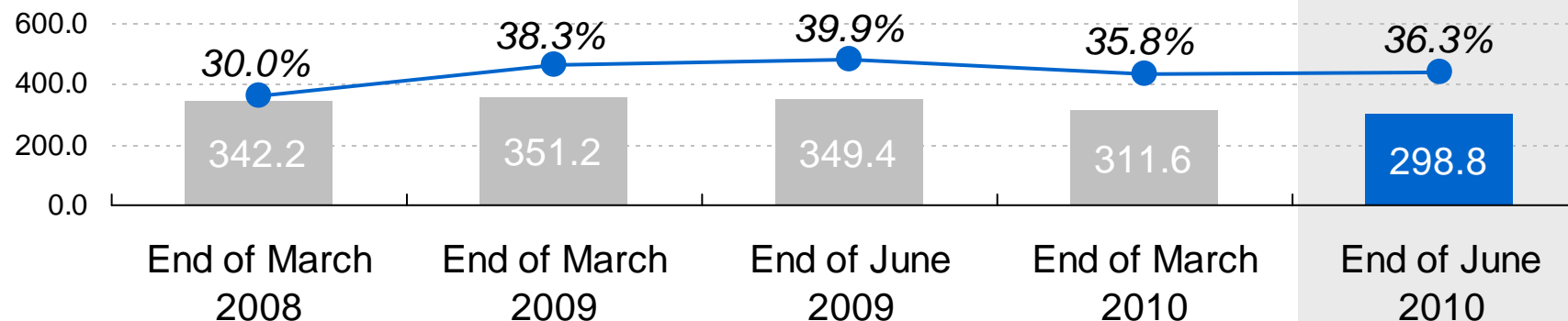
Inventories



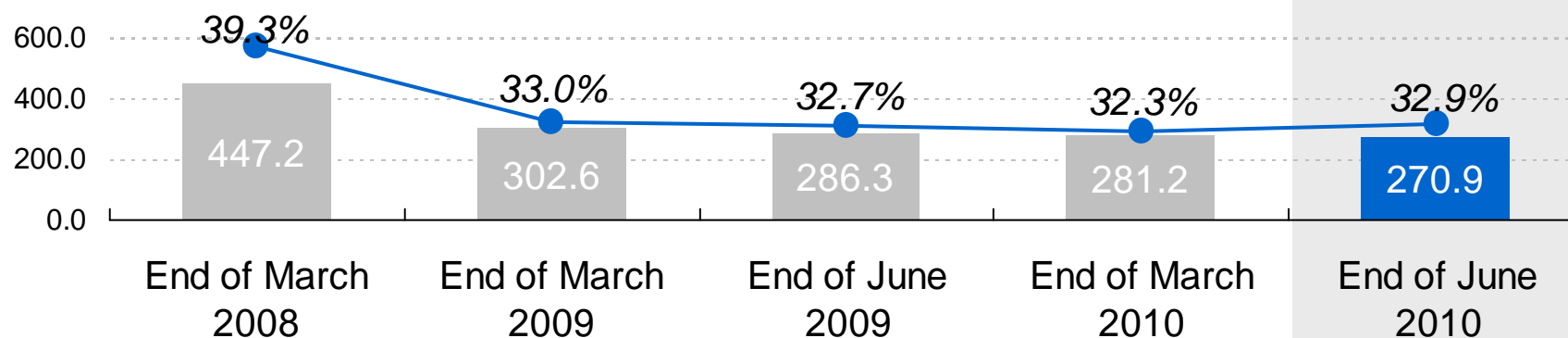
Statistics of Balance Sheet Items

(Billions of yen)

Interest-bearing liabilities & ratio of interest-bearing liabilities



Shareholders' equity & equity ratio



*Starting from FY2008, lease obligations were included in interest-bearing liabilities

*Shareholder equity = total net assets - minority interests in subsidiaries

1) FY2010 Q1 Financial Results

2) FY2010 Business Outlook

FY2010 Business Outlook

► Year-over-year



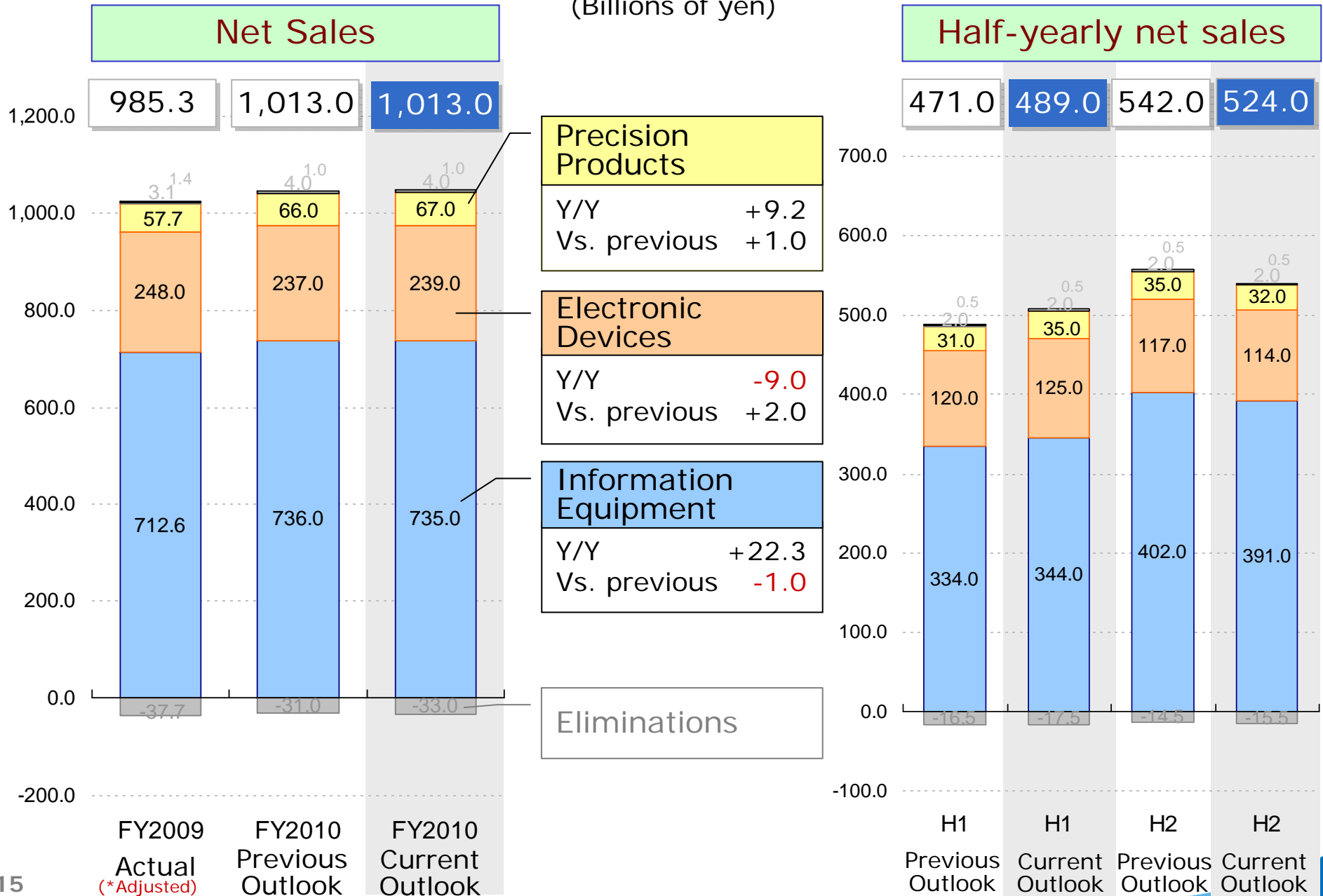
(Billions of yen)	FY2009		FY2010				Change (amount, %)	
	Actual	%	Previous Outlook	%	Current Outlook	%	Y/Y	Vs. Prev. Outlook
Net Sales	985.3	-	1,013.0	-	1,013.0	-	+27.6 +2.8%	- -
Operating Income	18.2	1.8%	27.0	2.7%	27.0	2.7%	+8.7 +48.1%	- -
Ordinary Income	13.8	1.4%	24.0	2.4%	24.0	2.4%	+10.1 +73.0%	- -
Net Income Before Income Taxes	-0.7	-0.1%	12.0	1.2%	12.0	1.2%	+12.7 -	- -
Net Income	-19.7	-2.0%	0	-	0	-	+19.7 -	- -
EPS	-¥99.34		¥0.00		¥0.00			
Exchange Rate	USD	¥92.85	¥85.00		¥87.00		Exchange rate assumptions from FY2010/Q2 onward USD: ¥85.00 EUR: ¥110.00	
	EUR	¥131.15	¥125.00		¥112.00			

FY2010 Business Outlook (Net Sales)

► By business segment



(Billions of yen)

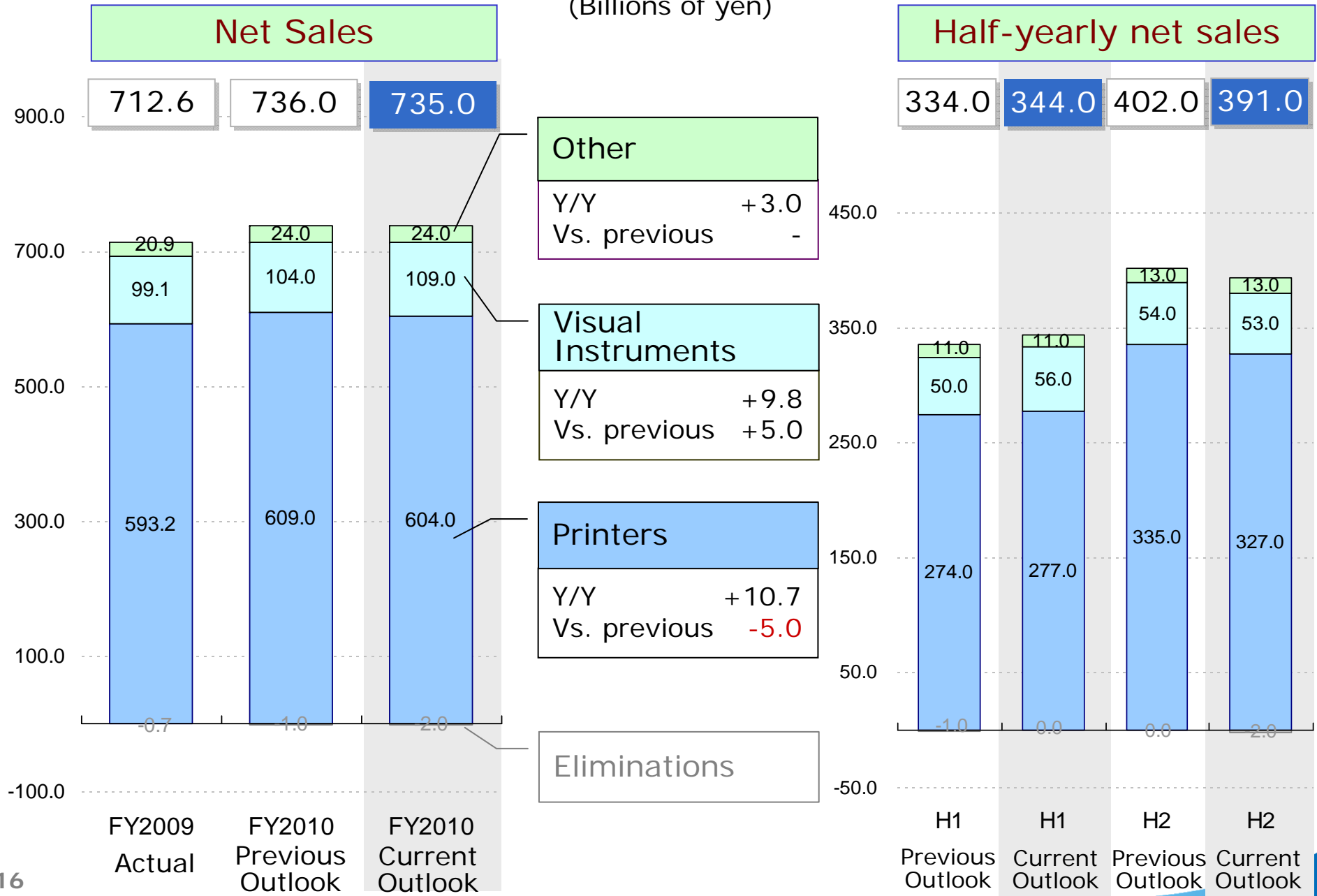


Net Sales Outlook by Business

Information Equipment Segment

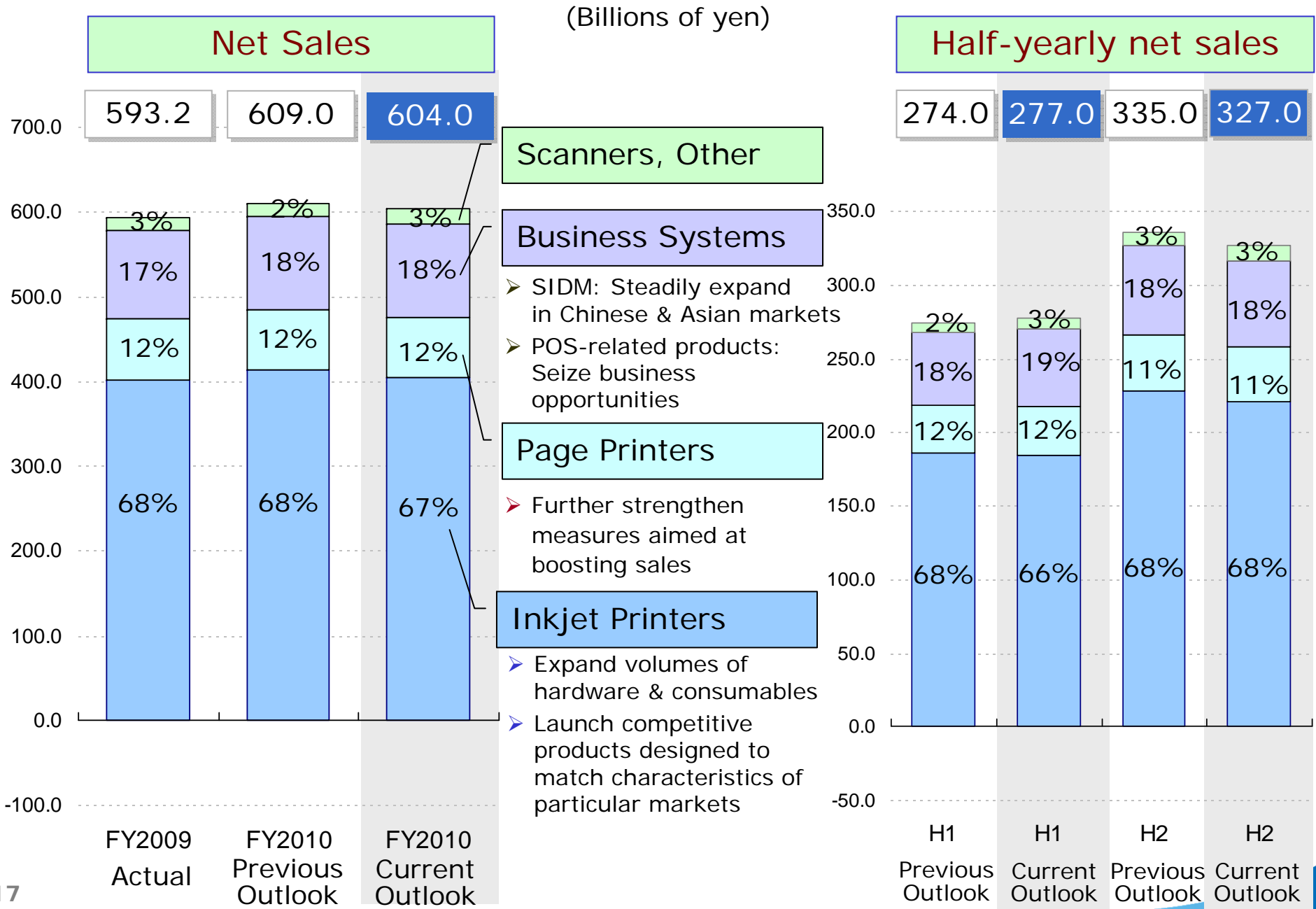


(Billions of yen)



Net Sales Outlook by Business

▶ Printer Business

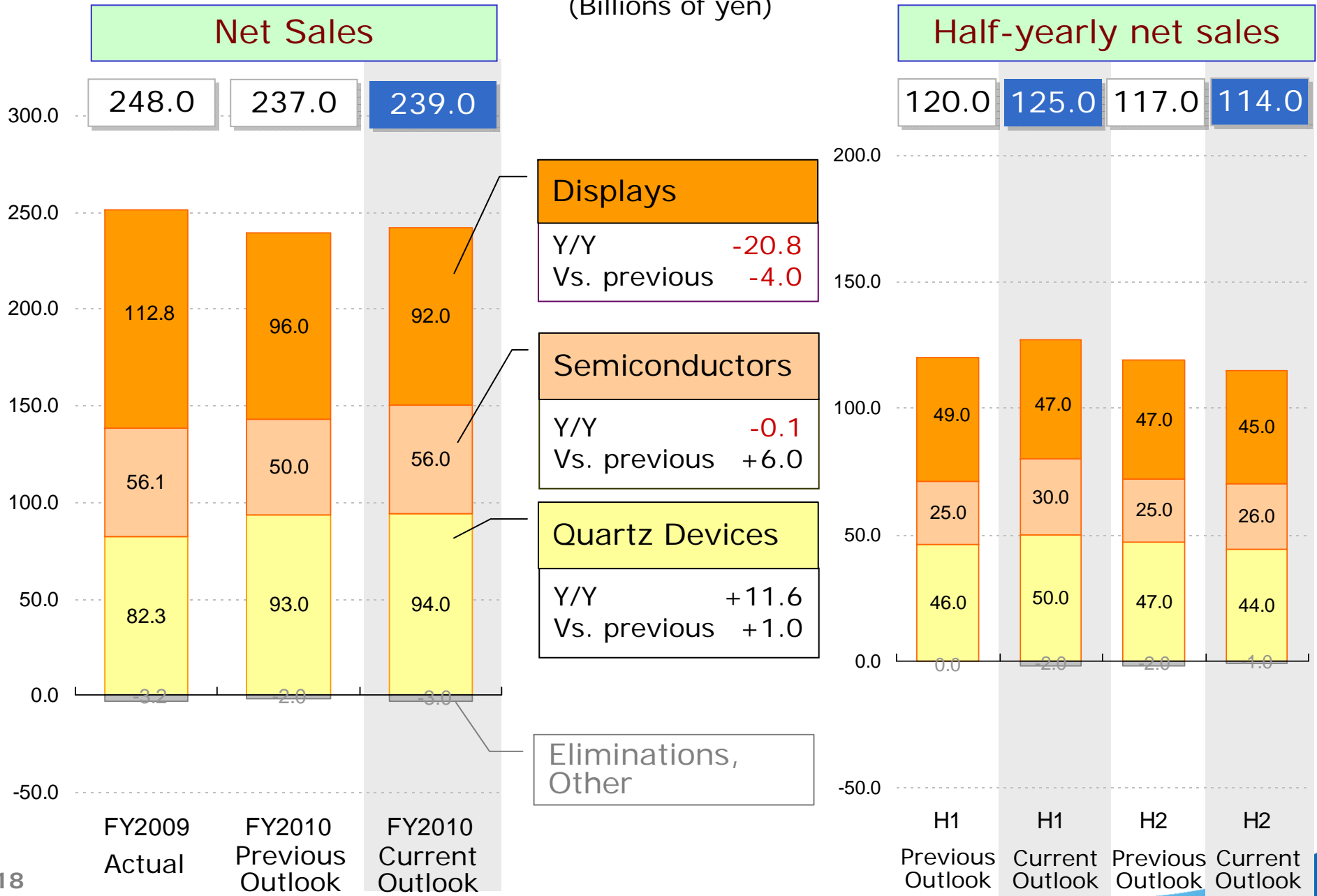


Net Sales Outlook by Business

▶ Electronic Devices Segment



(Billions of yen)

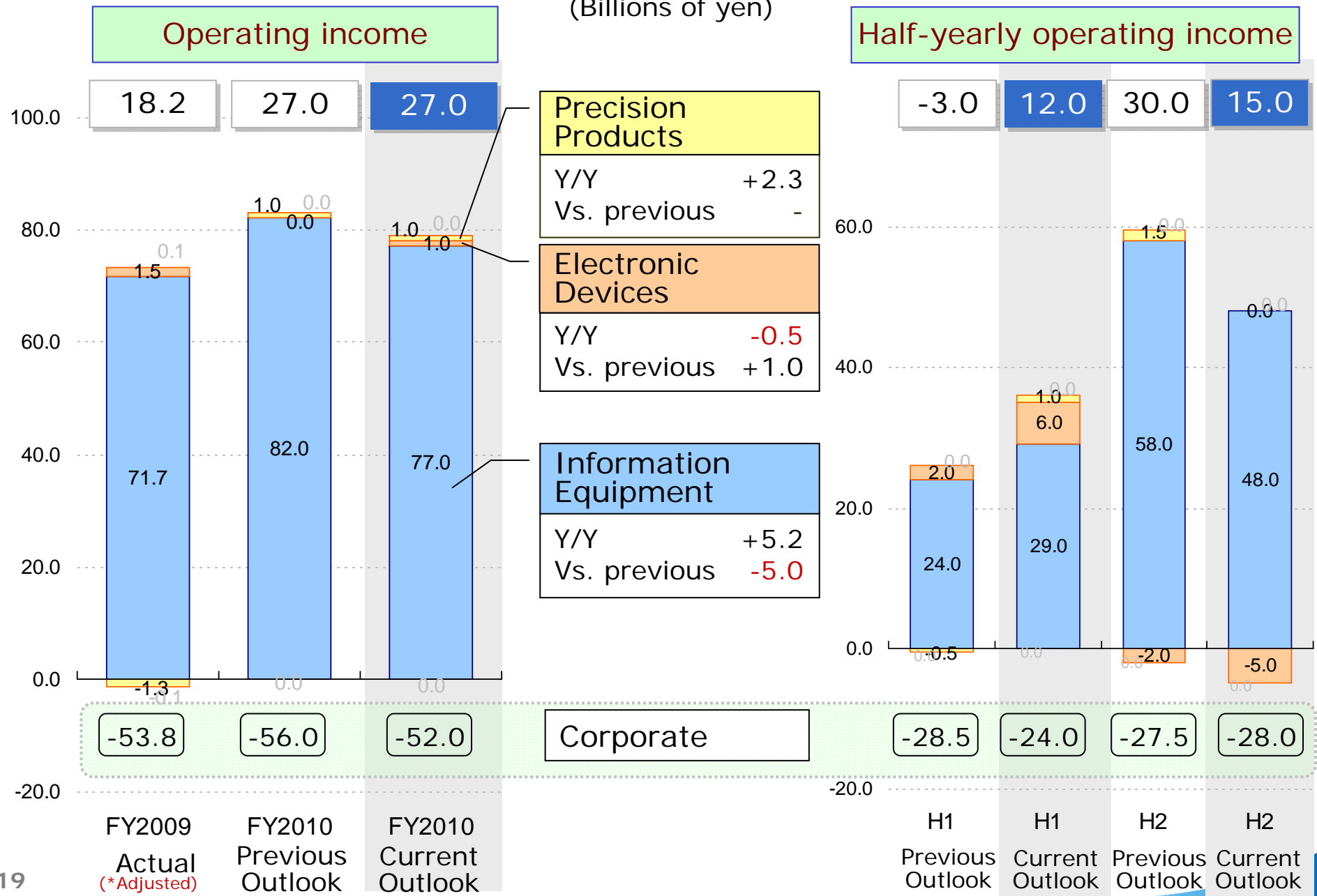


FY2010 Business Outlook (Operating Income)

► By business segment

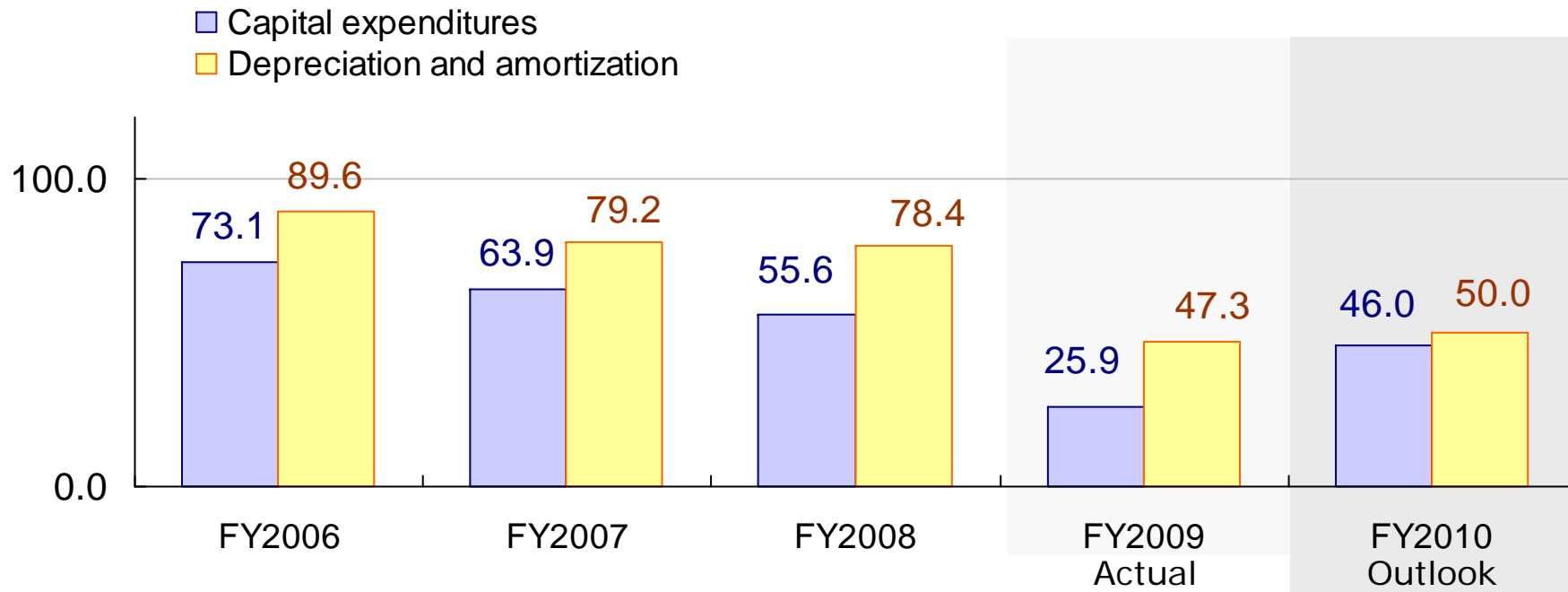


(Billions of yen)



Outlook for Capital Expenditure and Depreciation & Amortization Expenses

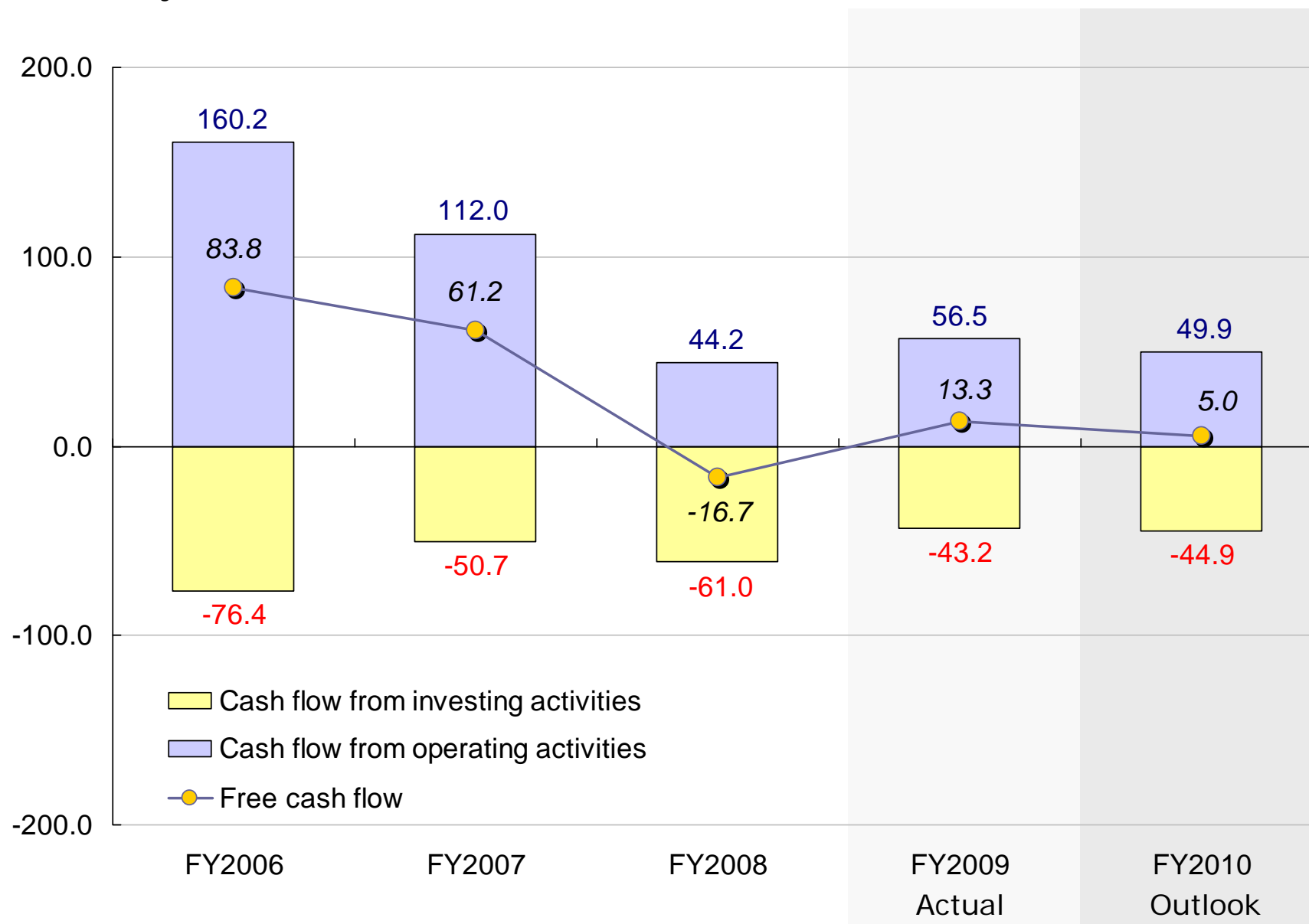
(Billions of yen)



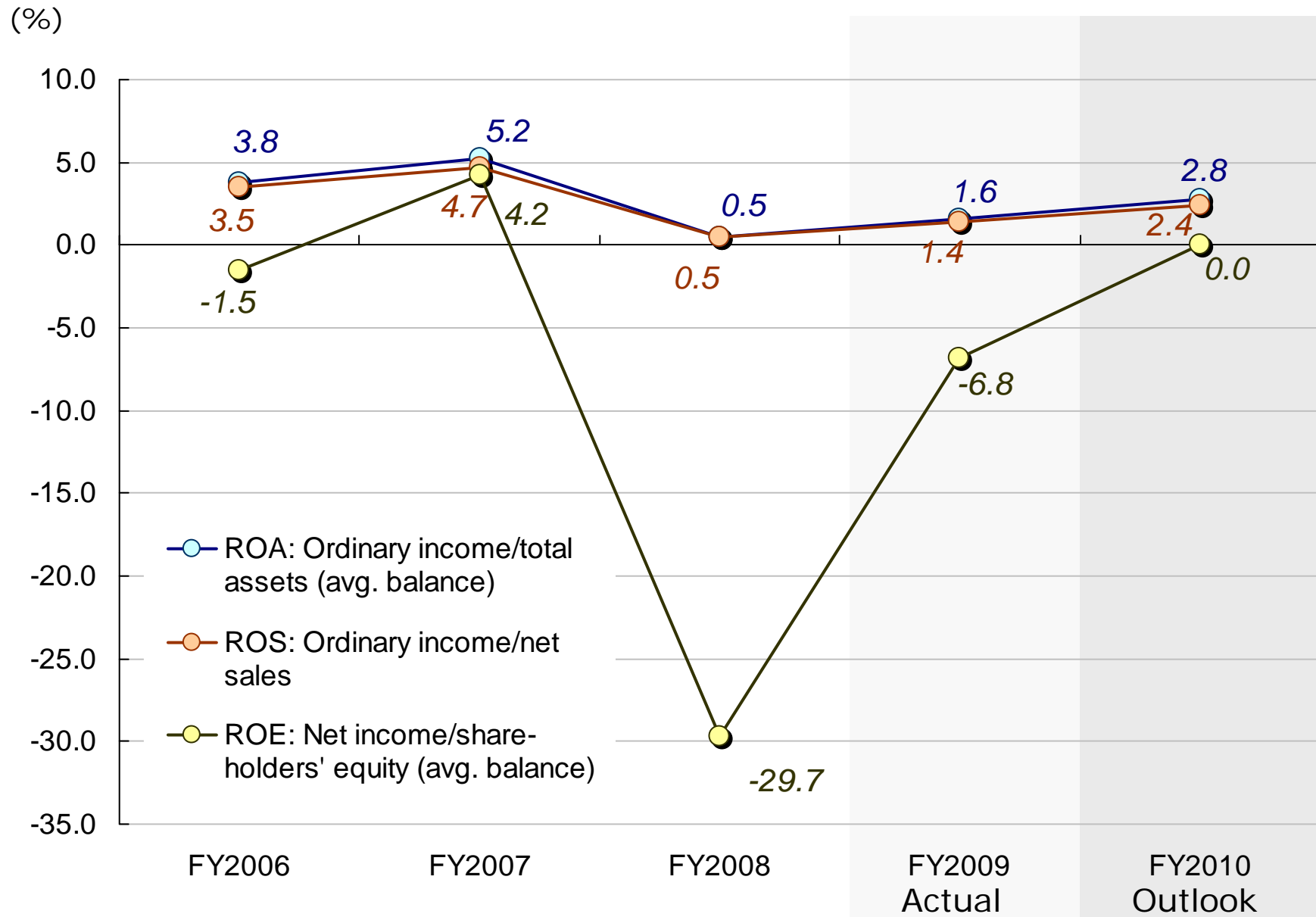
Breakdown by segment	FY2009 Actual		FY2010 Outlook	
	Cap. Ex.	D&A	Cap. Ex.	D&A
Information Equipment	12.5	24.4	21.0	26.0
Electronic Devices	9.8	10.4	18.0	12.0
Precision Products	1.8	3.9	3.0	4.0
Corporate/Other	1.6	8.5	4.0	8.0

Free Cash Flow Outlook

(Billions of yen)



Main Management Indicators



EPSON
EXCEED YOUR VISION