

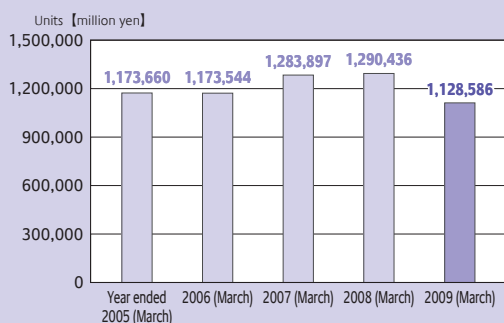
Kyocera aims to be respected by society as “The Company” from the perspective of corporate ethics, while maintaining continuous sales growth and high profitability. To achieve this management vision, Kyocera’s management policy is to further drive business expansion by being “a creative company that continues to grow.” In order to implement this policy, Kyocera aims to increase corporate value by expanding businesses; namely by promoting efficient use of management resources and further strengthening consolidated group management.

## Overview of Business Performance for the Year ended March 2009

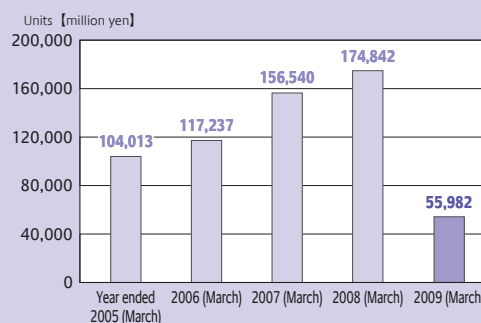
Consolidated net sales for fiscal 2009 amounted to ¥1,128,586 million, a decrease of 12.5% compared with fiscal 2008, due primarily to the impact of a decrease in demand affected by deteriorating business environment and to appreciation of the yen. Amid such a harsh business environment, Kyocera continued to pursue synergies by effectively utilizing management resources and to aggressively release new products, while also promoting comprehensive Group-wide cost reductions. Nonetheless, profit from operations for fiscal 2009 decreased by 71.5% compared with fiscal 2008 to ¥43,419 million due mainly to a decrease in demand and product selling price erosion. Income before income taxes decreased by 68.0% to ¥55,982 million due to the decrease in profit from operations. Net income decreased by 72.5% to ¥29,506 million. Average exchange rates for fiscal 2009 were ¥101 to the U.S. dollar and ¥143 to the Euro, marking appreciation of ¥13 and ¥19, respectively, compared with fiscal 2008. As a result, net sales and income before income taxes after translation into the yen for fiscal 2009 were, for calculation purposes, pushed down by approximately ¥91,000 million and ¥23,000 million, respectively.

### Net Sales, Profit from Operations, Income before Income Taxes, Net Income (Consolidated)

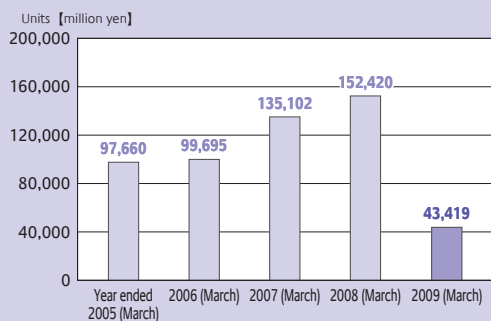
Net Sales



Income before Income Taxes



Profit from Operations



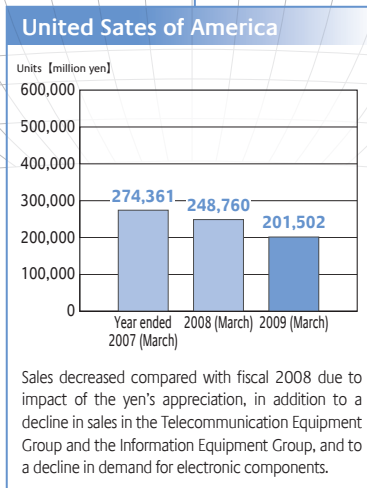
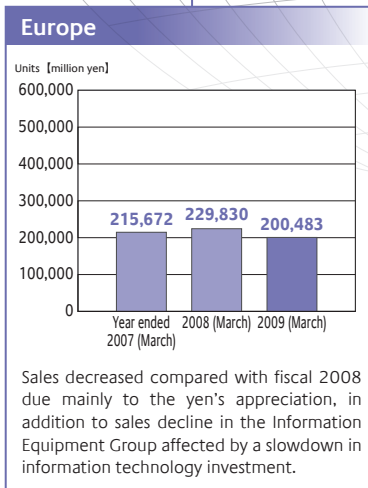
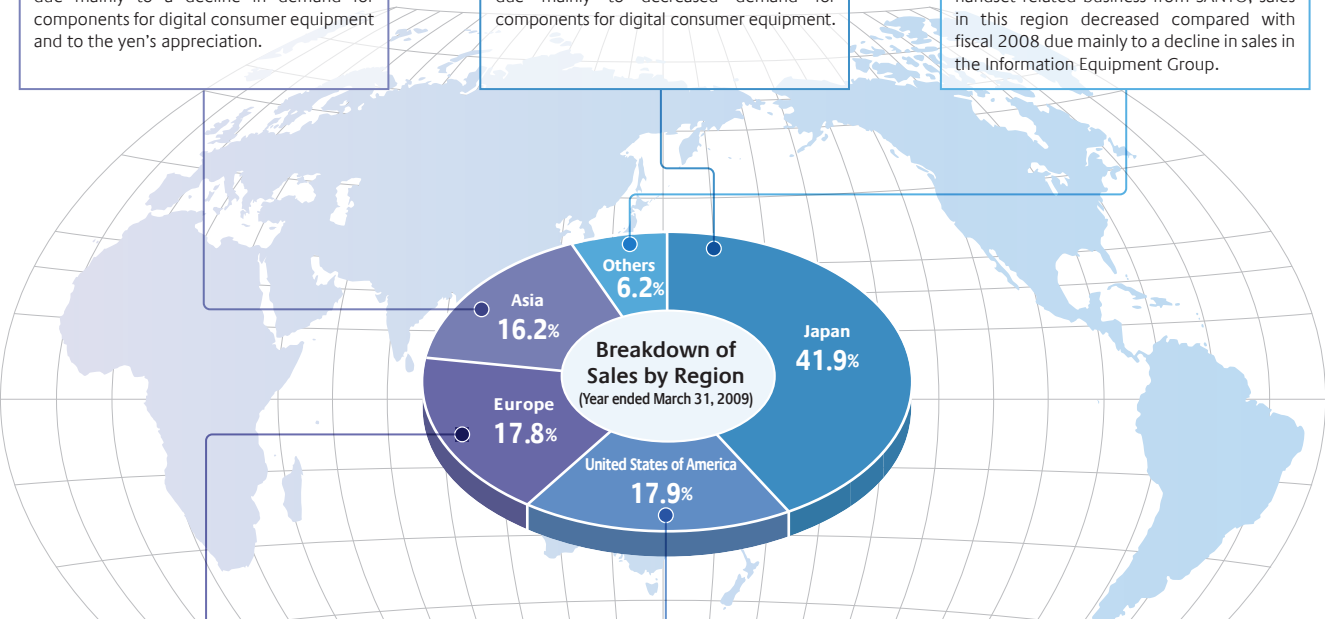
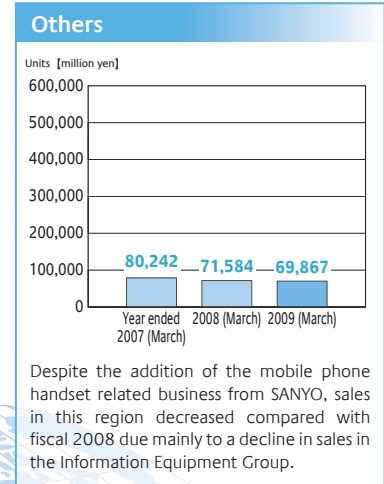
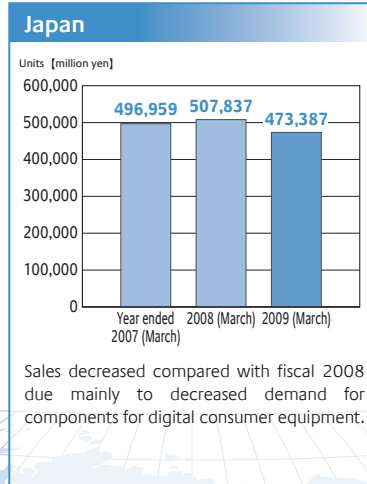
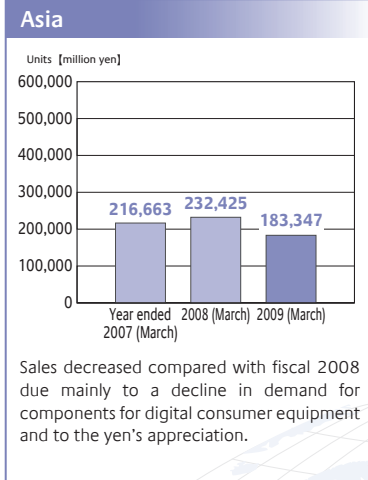
Net Income



- \* Consolidated financial statements are prepared in accordance with accounting principles generally accepted in the United States. Figures shown in this report have been rounded off. In addition, certain reclassifications of previously reported amounts have been made to the economic report in order to conform to the current year presentation.
- \* In fiscal 2007, KYOCERA Corporation sold its shares of KYOCERA Leasing Co., Ltd., a subsidiary engaged in financing services. As a result, business results and profit on sale of its shares of KYOCERA Leasing Co., Ltd. for fiscal 2007 were recorded as income (or loss) from discontinued operations in accordance with accounting principles generally accepted in the United States. As a result, figures for fiscal 2005 and 2006 have been retrospectively reclassified.
- \* In fiscal 2005, 2006 and 2007, income from continuing operations before income taxes and minority interests are presented in the income before income taxes section.

## The State of Sales by Region

The Kyocera Group is a diverse corporate group of 222 companies\* (as of March 31, 2009) with Kyocera as the core company. Cooperation and ties among the individual Group companies promote business development in countries all over the world. In addition to regional contributions which it makes with products and services, the Kyocera Group aims to contribute to employment and development in local cultures.



\* KYOCERA Corporation : 1 company  
 Consolidated subsidiaries: 209 companies  
 Non-consolidated subsidiaries: 2 companies  
 Affiliate companies: 10 companies  
**Total: 222 companies**  
 (As of March 31, 2009)