

Financial Presentation for the Year Ended March 31, 2012

(held on April 27, 2012)

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<P.1: Financial Results for the Year ended March 31, 2012

-Comparison with the Year ended March 31, 2011->

Page 1 shows financial results for the year ended March 31, 2012 (“fiscal 2012”) compared with the year ended March 31, 2011 (“fiscal 2011”).

Net sales for fiscal 2012 amounted to ¥1,190.9 billion, down 6% compared with fiscal 2011 due mainly to deterioration in the business environment. Profit from operations, pre-tax income, and net income attributable to shareholders of Kyocera Corporation fell below those of fiscal 2011 due to the decline in sales coupled with the impact of yen appreciation.

Average exchange rates for fiscal 2012 were ¥79 to the U.S. dollar, marking appreciation of ¥7, and ¥109 to the Euro, marking appreciation of ¥4, as compared with fiscal 2011. As a result of the yen’s appreciation, net sales and pre-tax income were adversely affected by approximately ¥40 billion and ¥10 billion, respectively.

<P.2~3: Sales and Operating Profit by Reporting Segment for

the Year ended March 31, 2012 -Compared with the Year ended March 31, 2011->

Sales and operating profit by reporting segment relative to fiscal 2011 are presented on pages 2 and 3 of the handout, respectively. Although the Fine Ceramic Parts Group and the Information Equipment Group posted increases in sales and operating profit, the other components and equipment businesses recorded decreases in both sales and profit compared with fiscal 2011. Next, I will summarize financial results for fiscal 2012.

<P.4: Summary of FY3/2012 Results (1)>

The first summary point concerns decreases in sales and profit in the Components Business. This was due primarily to deterioration in the business environment in key markets.

In the digital consumer equipment market, due to slumped final demand affected by economic downturn and the impact of the Great East Japan Earthquake and the floods in Thailand, production activity of such equipment stagnated. This resulted in prolonged component inventory adjustments and led to decreases in sales and operating profit in the Semiconductor Parts Group and the Electronic Device Group compared with fiscal 2011.

Turning to the solar energy market, demand fell below our initial projection and was sluggish in Europe, our biggest market, due to a shift in governmental subsidy policies. The balance of supply and demand also worsened, leading to excess in supply and a considerable decline in the price of solar products.

In contrast, in the automotive market, automobile production grew steadily, particularly overseas, culminating in an increase in demand for cutting tools and for ceramic parts used in diesel engine vehicles in Europe.

<P.5: Summary of FY3/2012 Results (2)>

The second summary point concerns the decrease in sales and increase in profit in the Equipment Business.

First, in the Telecommunications Equipment Group, sales significantly decreased due to a substantial decline in sales overseas resulting from a downturn at major customers, despite contribution from a smartphone released in Japan in the second half. Operating profit only decreased slightly, however, as a result of efforts to reduce costs and to execute structural reforms in overseas business. Consequently, profitability remained at the same level as fiscal 2011.

Next, in the Information Equipment Group, equipment sales volume increased due to the aggressive launch of new products coupled with efforts to expand our sales network overseas. Sales only increased slightly, however, due to the impact of the yen's appreciation. Conversely, operating profit posted double digit growth due in part to an increase in sales of high-value-added products such as color-capable machines and consumables in addition to the effect of cost reductions.

That concludes my summary of financial results for fiscal 2012.

<P.6: Key Management Initiatives for FY3/2012 (1)>

Next, I will explain the key management initiatives executed in fiscal 2012. The business environment was harsh in fiscal 2012, characterized by a series of natural disasters, the financial crisis in Europe and continued yen appreciation. Under such circumstances, Kyocera implemented various measures to drive future growth.

First, we strengthened existing businesses through M&As. In July 2011, we acquired Unimerco Group A/S, a Denmark-based cutting tool manufacturer. Through this move, we were able to strengthen sales in the European region and enter new markets such as the aviation market.

In February 2012, we acquired Optrex Corporation, which commands global high market share in automotive LCDs. Through this acquisition, we were able to develop our LCD business for the automotive market, which requires some time for new entry, and expand our touchscreen panel business.

Second, we started investing in the establishment of new production sites. We commenced construction of factories in Vietnam to be used as core production sites overseas following on from existing factories in China. The objectives of the Vietnam factory are to further pursue cost reductions and establish business foundations that support medium-term business expansion. We will start production of information equipment there from the second

half of the year ending March 31, 2013 (“fiscal 2013”), and start production of components from the year ending March 31, 2014.

<P.7: Key Management Initiatives for FY3/2012 (2)>

Our third management initiatives concerns the vigorous launch of new products in core markets. In the information and communications market, we launched our first smartphone in Japan called DIGNO in November 2011 via au. We also introduced a new smartphone for Softbank with Honey Bee brand, which gained popular brand among PHS handsets.

In the environment and energy market, where demand has been increasing in Japan in particular following last year’s earthquake, we introduced new products for industrial and residential applications and worked to cultivate the domestic market. During fiscal 2012, we introduced LED lighting and smart sensors, which measures power consumption in store, to Seven-Eleven Japan.

Further, we started mass-production of a cell stack, a core component for residential-use Solid Oxide Fuel Cell that we have been researching and developing, in line with its employment in the new Ene-Farm system by JX Nippon Oil and Energy Corporation.

That concludes my summary of fiscal 2012. Next, I will explain financial forecasts for fiscal 2013.

<P.8: Financial Forecast for the Year ending March 31, 2013

-Comparison with the Year ended March 31, 2013->

This slide shows financial forecasts for fiscal 2013 relative to results for fiscal 2012. We project increases in sales and profit in fiscal 2013 on a year-on-year basis. We are aiming to post sales of ¥1,370 billion, which will be an historic high.

Next, I will explain the key initiatives that we will undertake toward the achievement of these financial forecasts.

<P.9: Initiatives to Achieve Financial Forecasts for FY3/2013>

In fiscal 2013, we plan to increase sales and profit by expanding businesses in core markets.

First, we expect the digital consumer equipment market to recover moderately from the start of fiscal 2013 and production of equipment to increase in earnest from summer.

The graph on the left of this slide shows the outlook for production volume of mobile phone handsets worldwide. We expect global production volume to grow from 5% to around 10%, with smartphone production projected to rise 35% on a year-on-year basis. Kyocera will focus on securing orders for components in growing markets, particularly smartphone.

Looking at the right side of the slide, in the solar energy market, demand in Japan is expected to grow significantly due to the enforcement of the Renewable Energy Law, which is scheduled to come into effect in July 2012. Since demand for solar power generating systems used for industrial application such as mega-solar power plant is forecast to increase, we project the Japanese market will be almost doubled in size compared with fiscal 2012.

Kyocera will work hard to secure orders by leveraging our leading position in the public and industrial sector in Japan.

Next, I will explain financial forecasts and key initiatives for fiscal 2013 for each reporting segment.

<P.10: Forecast by Reporting Segment for FY3/2013 (1)>

First, let's look at the Fine Ceramic Parts Group at the top of this slide. We will work to expand sales of LED-related components, which are expected to be increasingly employed in digital consumer equipment and lighting going forward. In addition, we aim to increase sales and profit compared with fiscal 2012 by striving to expand sales of automotive

components, mainly in emerging markets.

In the Semiconductor Parts Group shown at the bottom, we seek to expand sales in the digital consumer equipment market, primarily of the smartphone. In particular, we will take advantage of expanding demand for ceramic packages used in image sensors and in crystal/SAW devices to boost sales and profit.

<P.11: Forecast by Reporting Segment for FY3/2013 (2)>

In the Applied Ceramic Products Group shown at the top of this slide, we will make the most of expanding demand in the Japanese market to increase sales while also working to further reduce manufacturing costs in the solar energy business. In fiscal 2013, we aim to increase sales through new business developments that include our Home Energy Management System.

In the cutting tool business, we will expand business in Europe and in new markets by pursuing synergies with Kyocera Unimerco and also strive to expand sales in the Asian market, where demand is forecast to increase on an ongoing basis. By doing so, we aim to increase sales and profit in this reporting segment overall.

In the Electronic Device Group shown at the bottom, we will work to expand sales of components for digital consumer equipment, particularly in the smartphone, where demand is forecast to increase.

In addition, we seek to increase sales of LCDs in the automotive market and expand our touchscreen panel business through Kyocera Display, which was consolidated to the Kyocera Group in February 2012.

<P.12: Forecast by Reporting Segment for FY3/2013 (3)>

Next, in the Telecommunications Equipment Group shown at the top of this slide, we will expand our line-up of smartphones and cultivate new customers while expanding sales with

existing customers.

Further, we aim to launch products that differentiate us from the competition by leveraging our unique component technology.

In the Information Equipment Group shown at the bottom, we will aggressively launch new products that meet different needs in industrialized nations and emerging nations as well as strengthen our solutions business. We will also work to expand sales by further extending our sales network.

<P.13: Forecast by Reporting Segment for FY3/2013 (4)>

In Others, we will strive to increase sales at Kyocera Communication Systems by expanding ICT business. We will also work to cultivate new customers and increase sales of an SOFC cell stack that we launched in fiscal 2012. Through these initiatives, we will endeavor to increase sales and profit in this reporting segment.

We aim to achieve an historic high sales in fiscal 2013 by implementing these initiatives for each reporting segment.

That concludes my presentation of financial forecasts for fiscal 2013.

Finally, I will explain new initiatives in the environment and energy market.

<P. 14: New Developments in Environment and Energy Market (1)>

Kyocera will start sales of a Home Energy Management System (HEMS) in fiscal 2013, which combines an energy storage system with solar power generating system as well as an energy management system.

Kyocera's solar power generating systems have received high critical acclaim for having world-leading conversion efficiency and long-lasting properties in the multicrystalline silicon type. Kyocera will start sales of an energy storage system that boasts the highest

capacitance lithium ion battery for residential application in Japan. In addition to its system, Kyocera has added a new system that can more effectively control and manage energy consumption in the home, thus supplying a product with higher-added-value, to expand business.

<P.15: New Developments in Environment and Energy Market (2)>

Second, we will enter into the power generation business.

Recently, we announced the conclusion of a basic agreement with IHI Corporation and Mizuho Corporate Bank regarding the construction of a 70-megawatt mega-solar power generation plant in Kagoshima, the largest to be built in Japan. Kyocera aims to take full advantage of this opportunity to enter into the power generation business.

Plans are in place to exclusively use Kyocera's solar modules for the mega-solar power plant in Kagoshima. Through these new business developments, Kyocera can further expand business in the environment and energy market and also contribute to the proliferation of renewable energy.

In fiscal 2013, Kyocera aims to enhance financial performance by exploiting opportunities for growth and promoting new business developments on a global scale.