



# Financial Results for the Fiscal Year 2010 Third-Quarter

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STAR MICRONICS CO., LTD.

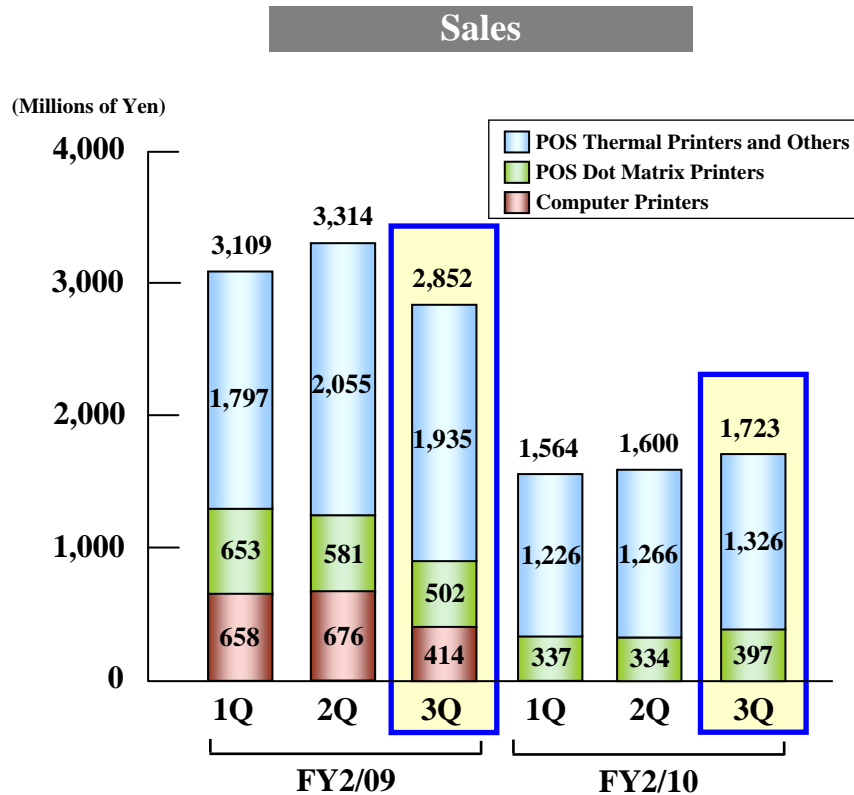
<http://www.star-m.jp>

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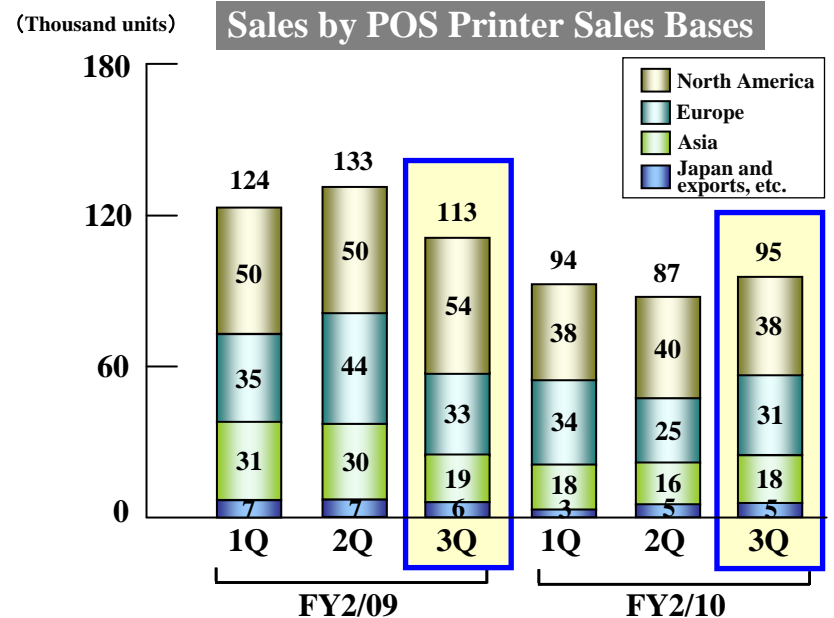
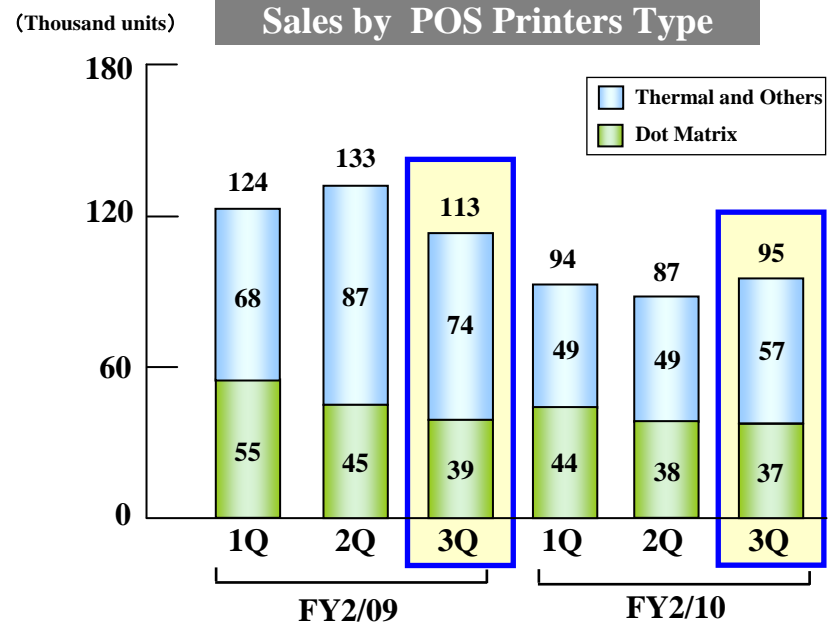
(Millions of Yen)

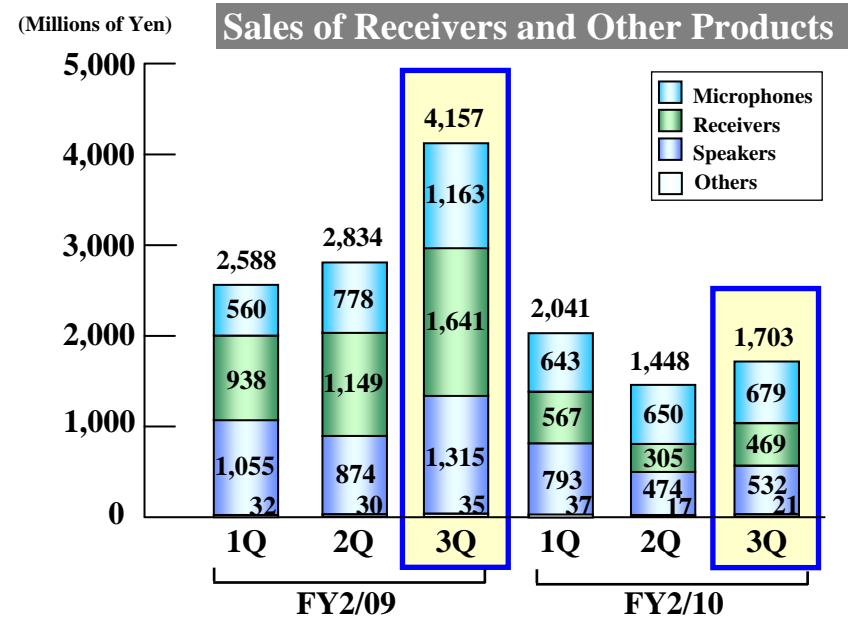
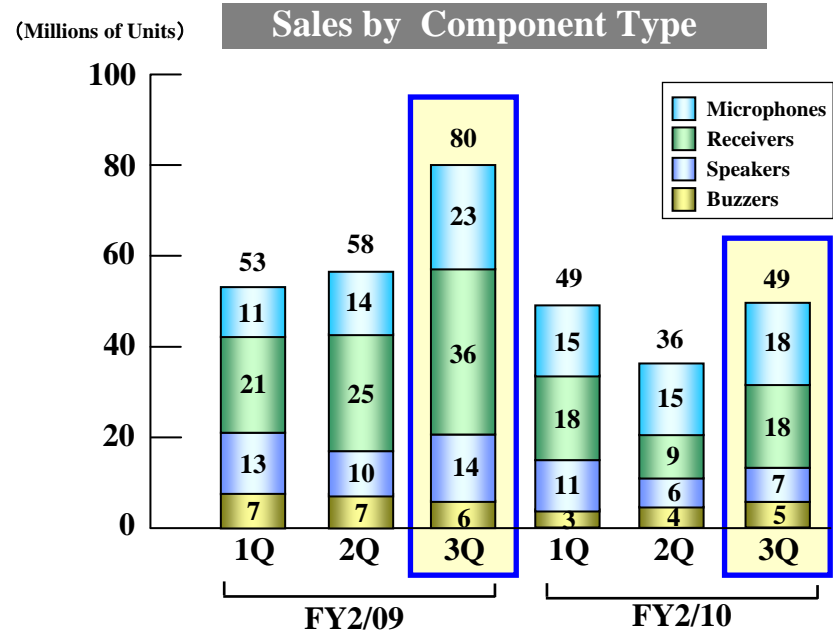
	FY2/09 Actual								FY2/10 Actual								Y o Y	
	1Q		2Q		3Q		1Q~3Q Total		1Q		2Q		3Q		1Q~3Q Total		1Q~3Q	Total
	Amount	Income Ratio (%)	Amount	Income Ratio (%)	Amount	Income Ratio (%)	Amount	Income Ratio (%)	Amount	Income Ratio (%)	Amount	Income Ratio (%)	Amount	Income Ratio (%)	Amount	Income Ratio (%)	Amount	Change (%)
<b>Sales</b>																		
Special Products (Computer printers)	658		676		414		1,750		-		-		-		-		(1,750)	(100.0)
(POS printers)	2,450		2,637		2,437		7,525		1,564		1,600		1,723		4,888		(2,637)	(35.0)
<b>Total</b>	<b>3,109</b>		<b>3,314</b>		<b>2,852</b>		<b>9,276</b>		<b>1,564</b>		<b>1,600</b>		<b>1,723</b>		<b>4,888</b>		<b>(4,387)</b>	<b>(47.3)</b>
Components	3,120		3,352		4,558		11,032		2,280		1,737		2,045		6,062		(4,969)	(45.0)
Machine Tools	8,030		9,249		7,031		24,311		2,480		2,204		3,053		7,738		(16,573)	(68.2)
Precision Products	1,024		1,107		1,139		3,270		587		841		976		2,405		(864)	(26.4)
<b>Total</b>	<b>15,284</b>		<b>17,024</b>		<b>15,581</b>		<b>47,890</b>		<b>6,912</b>		<b>6,383</b>		<b>7,798</b>		<b>21,094</b>		<b>(26,796)</b>	<b>(56.0)</b>
<b>Operating Income</b>																		
Special Products (Computer printers)	(20)	-	(154)	-	(54)	-	(229)	-	-	-	-	-	-	-	-	-	229	-
(POS printers)	626	25.5	489	18.6	567	23.3	1,683	22.4	(3)	-	112	7.0	77	4.5	186	3.8	(1,497)	(88.9)
<b>Total</b>	<b>605</b>	<b>19.5</b>	<b>335</b>	<b>10.1</b>	<b>512</b>	<b>18.0</b>	<b>1,454</b>	<b>15.7</b>	<b>(3)</b>	<b>-</b>	<b>112</b>	<b>7.0</b>	<b>77</b>	<b>4.5</b>	<b>186</b>	<b>3.8</b>	<b>(1,267)</b>	<b>(87.2)</b>
Components	274	8.8	454	13.6	1,106	24.3	1,835	16.6	(338)	-	(296)	-	(415)	-	(1,050)	-	(2,886)	-
Machine Tools	2,275	28.3	2,354	25.5	1,792	25.5	6,422	26.4	(158)	-	(306)	-	(139)	-	(605)	-	(7,027)	-
Precision Products	185	18.1	145	13.1	192	16.9	523	16.0	(178)	-	12	1.5	56	5.8	(109)	-	(633)	-
Eliminations or Corporate	(566)		(567)		(584)		(1,718)		(416)		(429)		(453)		(1,298)		419	
<b>Total</b>	<b>2,774</b>	<b>18.2</b>	<b>2,721</b>	<b>16.0</b>	<b>3,020</b>	<b>19.4</b>	<b>8,516</b>	<b>17.8</b>	<b>(1,095)</b>	<b>-</b>	<b>(908)</b>	<b>-</b>	<b>(874)</b>	<b>-</b>	<b>(2,878)</b>	<b>-</b>	<b>(11,394)</b>	<b>-</b>
<b>Ordinary Income</b>	<b>2,892</b>	<b>18.9</b>	<b>2,974</b>	<b>17.5</b>	<b>2,937</b>	<b>18.9</b>	<b>8,804</b>	<b>18.4</b>	<b>(1,158)</b>	<b>-</b>	<b>(825)</b>	<b>-</b>	<b>(769)</b>	<b>-</b>	<b>(2,753)</b>	<b>-</b>	<b>(11,558)</b>	<b>-</b>
<b>Net Income</b>	<b>1,902</b>	<b>12.4</b>	<b>1,415</b>	<b>8.3</b>	<b>2,476</b>	<b>15.9</b>	<b>5,795</b>	<b>12.1</b>	<b>(1,217)</b>	<b>-</b>	<b>(1,756)</b>	<b>-</b>	<b>(556)</b>	<b>-</b>	<b>(3,530)</b>	<b>-</b>	<b>(9,325)</b>	<b>-</b>

Exchange Rate	US\$	105.84				94.87
	EUR	161.00				129.39

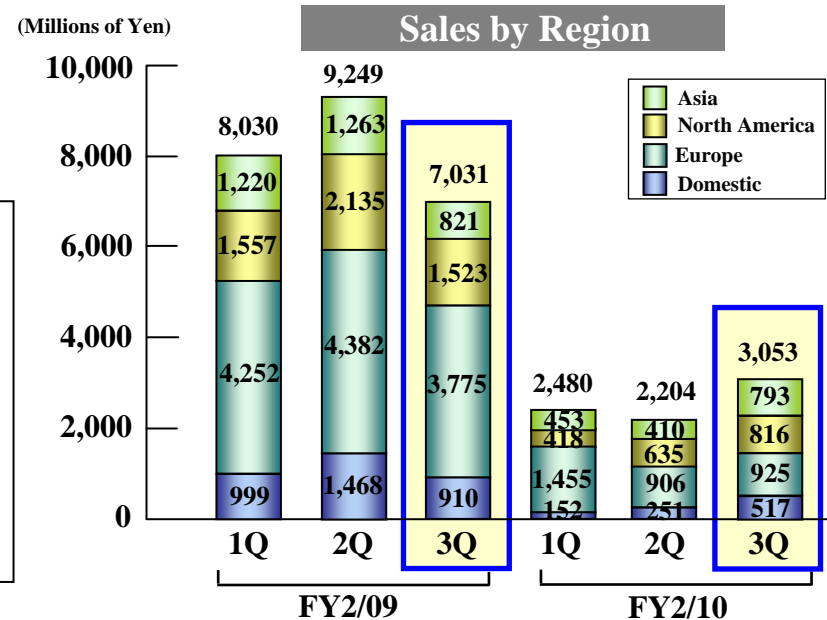
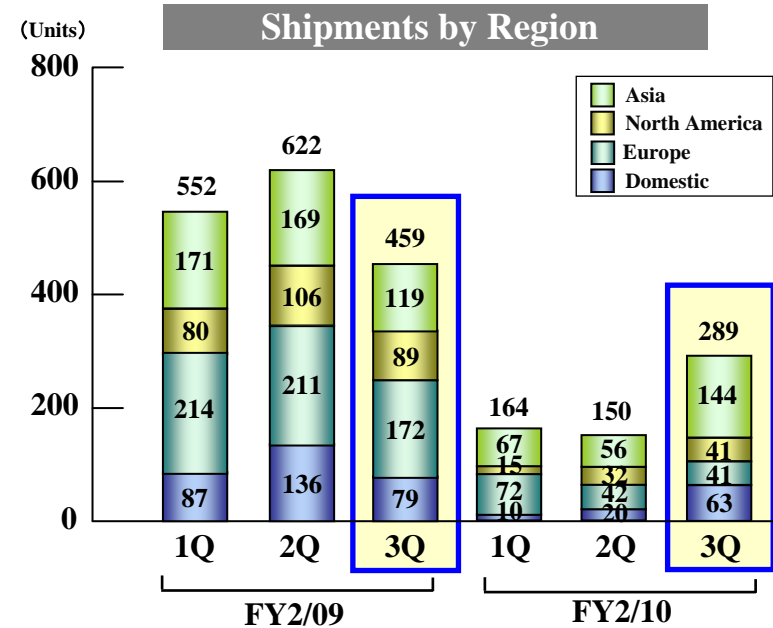
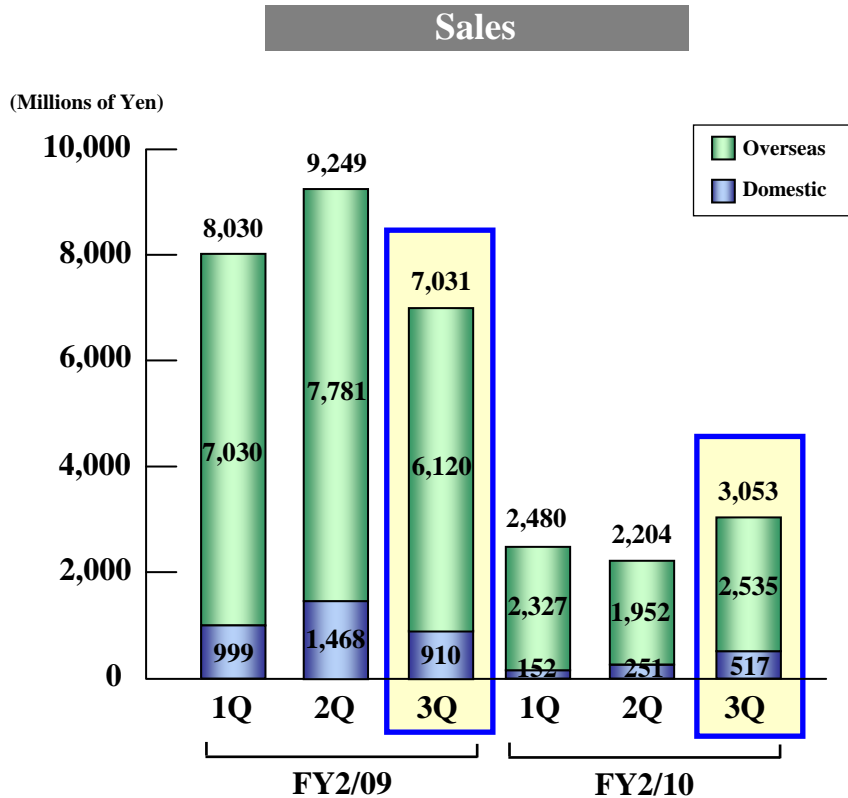


▪ Sales of both dot impact and thermal printers fell sharply due to companies' continued cautious stance toward new investment, and the negative impact of exchange rates. This was despite signs of recovering sales in some regions, such as South America and China.



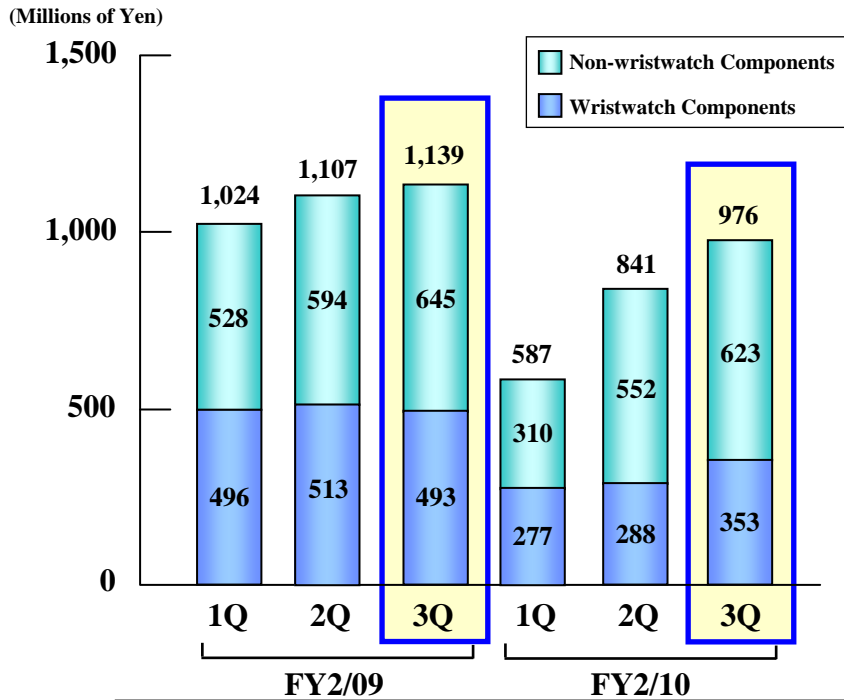


▪ Although mobile phone makers eased their production cutbacks, calls for price reductions and other factors created an increasingly difficult order environment, leading to lower sales.

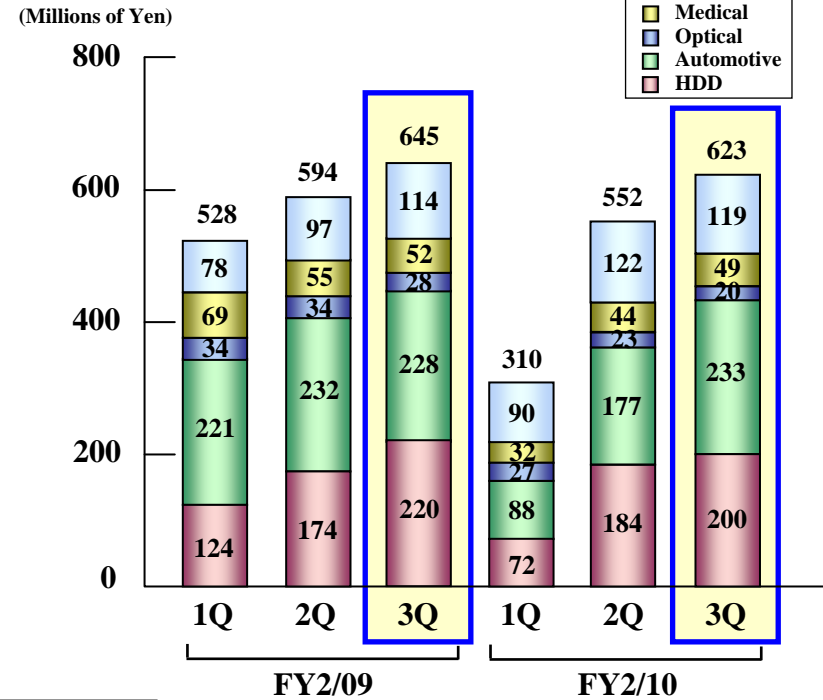


▪ Although demand in the Asia region has been recovering, driven mainly by internal demand in China, segment sales dropped sharply due to low demand both in Japan and overseas, as capital investment in the core European market and elsewhere remained restrained overall.




## Sales



## Sales of Non-wristwatch Components



- Sales of wristwatch components declined substantially, with demand failing to recover despite wristwatch manufacturers ending production cutbacks.
- Sales of non-wristwatch components declined, despite a steady recovery in sales of car audio components produced in overseas plants and small HDD components.

Segment	Products	
Special Products	POS Printers Card Reader/Writers	
Components	Micro Audio Components (Electronic Buzzers, Microphones, Speakers, Receivers)	
Machine Tools	CNC Automatic Lathes, etc.	
Precision Products	Wristwatch Parts, Optical Connector Parts, Automotive Parts, Medical Equipment Parts	