

Consolidated Financial Results for the Second Quarter of the Fiscal Year Ending March 31, 2011
(Six Months Ended September 30, 2010)

[Japanese GAAP]

Company name: **C. Uyemura & Co., Ltd.** Listing: Second Section of the Osaka Securities Exchange
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 Scheduled date of filing of Quarterly Report: November 15, 2010
 Starting date of dividend payment: -
 Preparation of supplementary materials for quarterly financial results: Yes
 Holding of quarterly financial results meeting: Yes (institutional investors and analysts)

(All amounts are rounded down to the nearest million yen)

1. Consolidated Financial Results (April 1, 2010 – September 30, 2010)**(1) Results of operations**

(Percentages represent year-over-year changes)

	Sales		Operating income		Ordinary profit		Net income	
	Million yen	%	Million yen	%	Million yen	%	Million yen	%
Six months ended Sep. 30, 2010	20,324	46.1	3,019	111.6	2,922	104.8	2,293	133.9
Six months ended Sep. 30, 2009	13,915	(44.1)	1,426	(60.7)	1,426	(61.9)	980	(63.1)

	Net income per share (basic)	Net income per share (diluted)
	Yen	Yen
Six months ended Sep. 30, 2010	244.79	-
Six months ended Sep. 30, 2009	101.62	-

(2) Financial position

	Total assets	Net assets	Equity ratio	Net assets per share
	Million yen	Million yen	%	Yen
As of Sep. 30, 2010	43,925	32,528	69.9	3,279.34
As of Mar. 31, 2010	42,612	31,158	69.2	3,146.17

Reference: Shareholders' equity As of Sep. 30, 2010: 30,723 million yen As of Mar. 31, 2010: 29,475 million yen

2. Dividends

	Dividend per share				
	1Q-end	2Q-end	3Q-end	Year-end	Total
	Yen	Yen	Yen	Yen	Yen
Fiscal year ended Mar. 31, 2010	-	0.00	-	55.00	55.00
Fiscal year ending Mar. 31, 2011	-	0.00	-	-	-
Fiscal year ending Mar. 31, 2011 (forecast)	-	-	-	55.00	55.00

Note: Revision of dividend forecast during the period: None

3. Consolidated Forecast for the Fiscal Year Ending March 31, 2011 (April 1, 2010 – March 31, 2011)

(Percentages represent year-over-year changes)

	Sales		Operating income		Ordinary profit		Net income		Net income per share
	Million yen	%	Million yen	%	Million yen	%	Million yen	%	Yen
Full year	37,220	15.2	5,780	38.7	6,060	41.0	3,910	48.6	417.34

Note: Revision of consolidated forecast during the period: None

4. Others (Please refer to “Other Information” on page 4 of the attachments for further information)

(1) Changes in consolidated subsidiaries during the period: Yes

Newly added: 1 (Uyemura Korea Co., Ltd.) Excluded: -

Note: Changes in specified subsidiaries affecting the scope of consolidation during the period

(2) Application of the simple method and of the specific method for accounting treatment: None

Note: Application of the simple method and of the specific method for accounting treatment for preparation of quarterly consolidated financial statements

(3) Changes in accounting principles, procedures, presentation methods, etc.

1) Changes caused by revision of accounting standards: Yes

2) Other changes: None

Note: Changes in accounting principles, procedures, presentation methods, etc. for preparation of quarterly consolidated financial statements described in “Changes in Basis of Presentation of Quarterly Consolidated Financial Statements”

(4) Number of shares outstanding (common shares)

1) Number of shares outstanding at the end of period (including treasury stock)

As of Sep. 30, 2010:	9,878,040 shares	As of Mar. 31, 2010:	9,878,040 shares
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2) Number of treasury stock at the end of period

As of Sep. 30, 2010:	509,281 shares	As of Mar. 31, 2010:	509,243 shares
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3) Average number of shares outstanding during the period

Six months ended Sep. 30, 2010:	9,368,772 shares	Six months ended Sep. 30, 2009:	9,648,653 shares
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* Indication of quarterly review procedure implementation status

The current quarterly financial statements are exempted from quarterly review procedures based on the Financial Instruments and Exchange Law. At the time of disclosure, we have completed the review process for these consolidated statements.

* Cautionary statement with respect to forward-looking statements

Forecasts of future performance in this report are based on assumptions judged to be valid and information currently available to the Company. Actual results are affected by various factors and may differ substantially. For discussion of the assumptions and other factors considered by the Company in preparing the above projections, please refer to page 4 of the attachments “Qualitative Information Regarding Consolidated Forecasts.”

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1. Qualitative Information on Quarterly Consolidated Financial Performance

(1) Qualitative Information Regarding Consolidated Results of Operations

The Japanese economy for the first half of the current fiscal year showed a modest recovery, which was supported by sustained personal consumption thanks to the government's stimulus package and the boost in exports to China, India and other emerging economies in Asia. The electronics industry continued to show solid performance with strong sales of digital consumer electronics including personal computers, mobile phones and particularly smartphones. Such solid performance was driven primarily by an expansion in demand of the emerging economies in Asia and a surge in replacement demand for high-function electronic devices in the advanced economies.

In this management environment, the Group has focused its management efforts on thorough cost reductions, development of high value-added products and aggressive proposal and sales activities so as to make its operations more profitable.

As a result, consolidated sales in the first half of the current fiscal year were 20,324 million yen (up 46.1% year-over-year), operating income 3,019 million yen (up 111.6%), ordinary profit 2,922 million yen (up 104.8%), and net income 2,293 million yen (up 133.9%).

Performance by business segment is shown as below with year-over-year comparison presented as reference.

1) Surface finishing materials business

There was a robust demand from the electronic components industry, which is our main customer base, due to an increase in the domestic demand of emerging economies primarily in Asia. Despite an unavoidable significant reduction in production of the plating chemicals for computer hard disks (aluminum magnetic disks) due to customers' inventory adjustment, sales of plating chemicals for MPU (microprocessor unit)-related applications and for PWBs remained strong thanks to an expansion in production of personal computers and high-function mobile phones. Consequently, we were able to leverage on the overall increase in demand and achieve an increase in sales for the plating chemicals, which account for a large portion of the segment total sales.

Furthermore, sales of industrial chemicals and non-ferrous metals also increased year-over-year due to the market recovery and subsequent increase in demand as well as an increase in LME nickel prices.

As a result, sales in the surface finishing materials business increased 47.7% year-over-year to 16,767 million yen, and operating income increased 83.5% to 2,482 million yen.

2) Surface finishing machinery business

As a sign of economic recovery has made our customers more willing to resume capital investment, we have been getting busier dealing with customer inquiries and requests for proposal particularly from those in China and other economies in Asia. While the demand situation in the domestic market remains tough, some of our major customers who recovered their performance have become more aggressive in capital investment.

As a result, sales in the surface finishing machinery business increased 57.2% year-over-year to 1,913 million yen, and operating income was 123 million yen (197 million yen loss in the same period previous fiscal year).

3) Plating job business

Although the domestic environment for the plating job remained difficult, our consolidated subsidiary in Thailand is steadily improving its business of plastic plating as the automotive industry is back on track to recovery.

As a result, sales in the plating job business increased 32.0% year-over-year to 1,415 million yen, and operating income increased 281.4% to 211 million yen.

4) Real estate rental business

Although we strived to expand the business through construction of a new rental condominium, a decline in both the occupancy ratio of the office building and the rent caused sales and operating income of the segment to decrease year

-over-year.

As a result, sales in the real estate rental business decreased 0.5% year-over-year to 386 million yen, and operating income decreased 13.9% to 195 million yen.

Please note that internal sales and transfers generated between each segment are included in the above results for segment.

(2) Qualitative Information Regarding Consolidated Financial Position

1) Change in financial position

Total assets increased 1,312 million yen from the end of the previous fiscal year to 43,925 million yen at the end of the second quarter of the current fiscal year. This was primarily attributable to a 635 million yen increase in cash and deposits with banks, and a 938 million yen increase in notes and accounts receivable-trade. On the other hand, we posted a 322 million yen decrease in buildings and structures, net.

Liabilities decreased 56 million yen to 11,397 million yen. This was primarily attributable to a 549 million yen increase in notes and accounts payable-trade and a 161 million yen increase in income taxes payable. On the other hand, we posted a 356 million yen decrease in notes payable-facilities and a 314 million yen decrease in deferred tax liabilities (non-current).

Net assets increased 1,369 million yen to 32,528 million yen. This was primarily attributable to an increase in retained earnings of 1,778 million yen. On the other hand, we posted a 492 million yen decrease in foreign currency translation adjustments.

As a result, equity ratio increased by 0.7 percentage points from the end of the previous fiscal year to 69.9%.

2) Cash flows

Cash and cash equivalents at the end of the second quarter of the current fiscal year increased 229 million yen against the end of the previous fiscal year to 12,799 million yen.

A summary of cash flows is as follows:

(Cash flows from operating activities)

Net cash provided by operating activities was 2,159 million yen (1,660 million yen in the same period previous fiscal year). Positive factors included net income before income taxes and minority interests of 2,982 million yen, and an increase in notes and accounts payable of 636 million yen, while negative factors included a 1,108 million yen increase in notes and accounts receivable, and income taxes paid of 676 million yen.

(Cash flows from investing activities)

Net cash used in investing activities was 1,035 million yen (938 million yen in the same period previous fiscal year). This was mainly due to a 528 million yen increase in time deposits and payment for acquisition of fixed assets of 608 million yen.

(Cash flows from financing activities)

Net cash used in financing activities was 637 million yen (2,856 million yen in the same period previous fiscal year). This was mainly due to cash dividends paid of 515 million yen.

(3) Qualitative Information Regarding Consolidated Forecasts

Regarding the non-consolidated forecast, sales of the plating chemicals continue to show strong performance due to an expansion in production of personal computers and high-function mobile phones. Although the surface finishing machinery business continues to face uncertainty going forward, it has enjoyed an improved order environment where our customers have become more aggressive in capital investment as a result of improvements in corporate earnings.

In consideration of the above situation, we have made an upward revision of the non-consolidated earnings forecasts for the fiscal year ending March 31, 2011 as shown on “Announcement of difference between the non-consolidated earnings forecasts and actual results for the first half of the fiscal year ending March 31, 2011 and revision of the full-year non-consolidated earnings forecasts,” (Japanese version only) which has been released today (November 12, 2010).

As for the consolidated earnings forecasts, performance of the foreign consolidated subsidiaries is expected to fall short of the initial forecasts due to intensified price competition in the overseas market and customers’ inventory adjustment caused by the financial crisis in Europe while the plating job business undertaken by the domestic consolidated subsidiaries continues to face a very difficult order environment.

In consideration of the above situation, we maintain the consolidated forecasts announced on May 14, 2010.

2. Other Information

(1) Overview of Changes in Consolidated Subsidiaries

In the second quarter of the current fiscal year, Uyemura Korea Co., Ltd. was included in the consolidation as its establishment.

(2) Overview of Application of the Simple Method and of the Specific Method for Accounting Treatment

Not applicable.

(3) Overview of Changes in Accounting Principles, Procedures, Presentation Methods, etc.

1) Change in accounting standards

(Accounting standard for asset retirement obligations)

Beginning with the first quarter of the current fiscal year, “Accounting Standard for Asset Retirement Obligations” (Accounting Standards Board of Japan (ASBJ) Statement No. 18, March 31, 2008) and “Guidance on Accounting Standard for Asset Retirement Obligations” (ASBJ Guidance No. 21, March 31, 2008) have been applied.

The effect of this change has no impact on operating income, ordinary profit and net income before income taxes and minority interests.

2) Change in presentation methods

(Consolidated Statements of Income)

Following the application of “Cabinet Office Ordinance Partially Revising Regulation for Terminology, Forms and Presentation of Financial Statements” (Cabinet Office Ordinance No. 5, March 24, 2009) based on the “Accounting Standard for Consolidated Financial Statements” (ASBJ Statement No. 22, December 26, 2008,) an item “Income before minority interests” is presented in the first half of the current fiscal year.

3. Quarterly Consolidated Financial Statements**(1) Consolidated Balance Sheets**

(Thousands of yen)

	Second quarter of FY2011 (As of Sep. 30, 2010)	FY2010 Summary (As of Mar. 31, 2010)
Assets		
Current assets		
Cash and deposits with banks	15,804,307	15,168,479
Notes and accounts receivable-trade	10,368,209	9,429,966
Marketable securities	21,891	24,253
Merchandise and finished goods	1,493,228	1,348,183
Work in process	502,039	633,867
Raw materials and supplies	945,417	789,254
Deferred tax assets	266,846	220,823
Other current assets	501,921	429,502
Allowance for doubtful accounts	(25,303)	(27,977)
Total current assets	29,878,558	28,016,355
Fixed assets		
Tangible fixed assets		
Buildings and structures	14,705,978	14,801,856
Accumulated depreciation	(7,617,464)	(7,391,166)
Buildings and structures, net	7,088,514	7,410,690
Machinery and vehicles	6,020,762	6,378,964
Accumulated depreciation	(4,610,516)	(4,791,625)
Machinery and vehicles, net	1,410,245	1,587,339
Land	2,770,602	2,797,777
Lease assets	25,531	18,018
Accumulated depreciation	(13,200)	(11,562)
Lease assets, net	12,331	6,455
Construction in progress	135,918	74,225
Other tangible fixed assets	2,808,493	2,770,150
Accumulated depreciation	(2,263,781)	(2,199,826)
Other tangible fixed assets, net	544,711	570,324
Total tangible fixed assets	11,962,323	12,446,812
Intangible assets	222,167	232,791
Investments and other assets		
Investment securities	824,407	883,932
Long-term loans receivable	18,664	20,359
Deferred tax assets	65,980	76,768
Long-term deposits with banks	600,000	600,000
Other investments and other assets	381,090	364,928
Allowance for doubtful accounts	(27,660)	(29,017)
Total investments and other assets	1,862,483	1,916,971
Total fixed assets	14,046,974	14,596,574
Total assets	43,925,532	42,612,930

	(Thousands of yen)	
	Second quarter of FY2011 (As of Sep. 30, 2010)	FY2010 Summary (As of Mar. 31, 2010)
Liabilities		
Current liabilities		
Notes and accounts payable-trade	5,315,923	4,766,346
Short-term loans payable	783,517	843,370
Current portion of long-term loans payable	55,500	100,352
Lease obligations	3,970	2,010
Income taxes payable	948,410	787,126
Accrued bonuses	186,248	142,254
Allowance for directors' bonuses	26,900	53,800
Notes payable-facilities	7,582	364,478
Deferred tax liabilities	3,288	7,163
Other current liabilities	1,272,107	1,273,226
Total current liabilities	8,603,451	8,340,130
Long-term liabilities		
Long-term loans payable	293,690	326,050
Long-term guarantee deposit	592,727	611,774
Lease obligations	7,396	2,848
Deferred tax liabilities	1,472,378	1,787,115
Allowance for employees' retirement benefits	236,631	198,414
Allowance for directors' retirement benefits	144,577	136,877
Negative goodwill	10,370	11,753
Other long-term liabilities	36,103	38,982
Total long-term liabilities	2,793,874	3,113,815
Total liabilities	11,397,326	11,453,945
Net assets		
Shareholders' equity		
Common stock	1,336,936	1,336,936
Capital surplus	1,644,653	1,644,653
Retained earnings	32,564,971	30,786,844
Treasury stock	(2,070,411)	(2,070,266)
Total shareholders' equity	33,476,150	31,698,168
Valuation and translation adjustments		
Cumulative securities holding gain	214,372	252,431
Foreign currency translation adjustments	(2,967,134)	(2,474,799)
Total valuation and translation adjustments	(2,752,762)	(2,222,368)
Minority interests	1,804,819	1,683,184
Total net assets	32,528,206	31,158,984
Total liabilities and net assets	43,925,532	42,612,930

(2) Consolidated Statements of Income
(For the Six-month Period)

(Thousands of yen)

	First six months of FY2010 (Apr. 1, 2009 – Sep. 30, 2009)	First six months of FY2011 (Apr. 1, 2010 – Sep. 30, 2010)
Sales	13,915,970	20,324,375
Cost of goods sold	9,216,707	13,932,750
Gross profit	4,699,263	6,391,625
Selling, general and administrative expenses	3,272,521	3,372,439
Operating income	1,426,742	3,019,186
Non-operating income		
Interests received	30,654	27,307
Dividends received	8,099	9,101
Gains on valuable resources recovery	27,358	38,756
Other non-operating income	51,826	29,025
Total non-operating income	117,938	104,190
Non-operating expenses		
Interests expense	23,922	17,375
Sales discounts	1,279	2,362
Exchange losses	66,993	148,822
Other non-operating expenses	25,708	32,225
Total non-operating expenses	117,904	200,786
Ordinary profit	1,426,776	2,922,590
Extraordinary income		
Gains on sales of fixed assets	2,509	1,947
Gains on sales of investment securities	-	100,165
Total extraordinary income	2,509	102,113
Extraordinary loss		
Losses on disposal and sales of fixed assets	8,749	42,617
Losses on valuation of investment securities	11,786	-
Total extraordinary losses	20,535	42,617
Net income before income taxes and minority interests	1,408,749	2,982,086
Income taxes-current	191,413	858,042
Income taxes-deferred	119,830	(330,289)
Total income taxes	311,244	527,753
Income before minority interests	-	2,454,333
Minority interests in income	117,032	160,922
Net income	980,472	2,293,410

(3) Consolidated Statements of Cash Flows

(Thousands of yen)

	First six months of FY2010 (Apr. 1, 2009 – Sep. 30, 2009)	First six months of FY2011 (Apr. 1, 2010 – Sep. 30, 2010)
Cash flows from operating activities		
Net income before income taxes and minority interests	1,408,749	2,982,086
Depreciation and amortization	649,184	604,611
Increase (decrease) in allowance for doubtful accounts	33,412	(1,554)
Increase (decrease) in allowance for directors' bonuses	(27,250)	(26,900)
Increase (decrease) in allowance for employees' retirement benefits	11,693	42,482
Increase (decrease) in allowance for directors' retirement benefits	(7,470)	7,700
Interests and dividends received	(38,753)	(36,408)
Interest expense	23,922	17,375
Losses (gains) on valuation of marketable securities	-	1,455
Losses (gains) on sales of investment securities	-	(100,165)
Losses on valuation of investment securities	11,786	-
Losses (gains) on disposal and sales of fixed assets	6,239	40,669
Decrease (increase) in notes and accounts receivable	3,108	(1,108,759)
Decrease (increase) in inventories	1,043,790	(250,169)
Increase (decrease) in notes and accounts payable	(626,732)	636,667
Others	(385,680)	7,893
Subtotal	2,106,003	2,816,984
Interests and dividends received	41,254	35,842
Interests paid	(24,574)	(16,960)
Income taxes paid	(462,675)	(676,551)
Net cash provided by operating activities	1,660,008	2,159,315
Cash flows from investing activities		
Increase in time deposits	(1,136,078)	(528,513)
Proceeds from withdrawal of time deposits	528,539	12,740
Increase in long-term deposits with banks	(500,000)	-
Proceeds from withdrawal of long-term deposits with banks	500,000	-
Payment for acquisition of fixed assets	(359,385)	(608,850)
Proceeds from sales of fixed assets	11,276	3,488
Payment for acquisition of investment securities	(4,542)	(4,564)
Proceeds from sales of investment securities	-	101,845
Proceeds from redemption of investment securities	130	130
Proceeds from sales of investments in subsidiaries	-	20,800
Payment for loans receivable	(21,883)	(5,414)
Proceeds from collection of loans receivable	20,654	6,282
Others	23,276	(33,269)
Net cash used in investing activities	(938,012)	(1,035,325)
Cash flows from financing activities		
Net increase (decrease) in short-term loans payable	(165,267)	(55,982)
Repayment for long-term loans payable	(81,832)	(66,136)
Payment for acquisition of treasury stock	(1,992,223)	(145)
Payment for acquisition of treasury stock of subsidiaries	(75,605)	-
Cash dividends paid	(542,004)	(515,283)
Net cash used in financing activities	(2,856,932)	(637,547)

	(Thousands of yen)	
	First six months of FY2010 (Apr. 1, 2009 – Sep. 30, 2009)	First six months of FY2011 (Apr. 1, 2010 – Sep. 30, 2010)
Effect of exchange rate changes on cash and cash equivalents	201,431	(256,513)
Increase (decrease) in cash and cash equivalents	(1,933,505)	229,929
Cash and cash equivalents at beginning of period	13,007,605	12,569,633
Cash and cash equivalents at end of period	11,074,099	12,799,562

(4) Going Concern Assumption

Not applicable.

(5) Segment Information

Segment Information by Business Category

First six months of FY2010 (Apr. 1, 2009 – Sep. 30, 2009)

(Thousands of yen)

	Surface Finishing Materials	Surface Finishing Machinery	Real Estate Rental	Other Businesses	Total	Elimination or Corporate	Consolidated
Sales							
(1) Sales to third parties	11,230,031	1,214,149	388,367	1,083,422	13,915,970	-	13,915,970
(2) Internal sales and transfers	122,659	2,905	-	-	125,564	(125,564)	-
Total	11,352,690	1,217,054	388,367	1,083,422	14,041,535	(125,564)	13,915,970
Operating income (loss)	1,352,647	(197,067)	226,417	44,745	1,426,742	-	1,426,742

Notes: 1. Business categories are determined with the kinds and characteristics of products and merchandise taken into consideration.

2. Major products and merchandise in each business category

- (1) Surface finishing materials: Plating chemicals for aluminum magnetic disks and PWBs, industrial chemicals and non-ferrous metals
- (2) Surface finishing machinery: Plating machinery for aluminum magnetic disks and PWBs
- (3) Real estate rental: Rental of office buildings and apartment houses
- (4) Other businesses: Plating job shop, royalty revenues

Geographical Segment Information

First six months of FY2010 (Apr. 1, 2009 – Sep. 30, 2009)

(Thousands of yen)

	Japan	North America	Asia	Total	Elimination or Corporate	Consolidated
Sales						
(1) Sales to third parties	8,182,241	1,033,566	4,700,162	13,915,970	-	13,915,970
(2) Internal sales and transfers	1,841,706	30	215,408	2,057,146	(2,057,146)	-
Total	10,023,948	1,033,597	4,915,571	15,973,117	(2,057,146)	13,915,970
Operating income (loss)	836,330	(23,684)	557,513	1,370,159	56,582	1,426,742

Note: Segmentation method of countries or regions and major countries or regions included in each segment

- (1) Segmentation method: Based on geographical proximity
- (2) Major countries or regions included in each segment

North America: USA

Asia: Taiwan, Singapore, Malaysia, China and Thailand

Overseas Sales

First six months of FY2010 (Apr. 1, 2009 – Sep. 30, 2009)

(Thousands of yen)

	North America	Asia	Other regions	Total
I Overseas sales	1,033,597	5,686,183	52,333	6,772,114
II Consolidated sales	-	-	-	13,915,970
III Share of overseas sales in consolidated sales (%)	7.4	40.9	0.4	48.7

Notes: 1. Segmentation method of countries or regions and major countries or regions included in each segment

- (1) Segmentation method: Based on geographical proximity
- (2) Major countries or regions included in each segment

North America: USA

Asia: Taiwan, Singapore, China, Korea, Thailand, Philippines, Malaysia and Indonesia

Other regions: Germany and Australia

2. Overseas sales consist of sales, excluding internal sales in the Group, from outside Japan at the Company and its consolidated subsidiaries.

Segment Information

1. Overview of reportable segment

First six months of FY2011 (Apr. 1, 2010 – Sep. 30, 2010)

Segments used for financial reporting are the Company's constituent units for which separate financial information is available and for which the Board of Directors performs periodic studies for the purposes of determining the allocation of resources and evaluating performance.

The Company has developed business activities with a sales and marketing organization structured by type and nature of the products, merchandise and services based on a comprehensively coordinated strategy that covers both domestic and overseas markets for those products, merchandise and services.

The Company's business activities thus comprise of four business segments classified by type and nature of the products, merchandise and services; the surface finishing materials business, the surface finishing machinery business, the plating job business and the real estate rental business.

The surface finishing materials business handles the sale of plating chemicals for PWBs, plating chemicals for aluminum magnetic disks, industrial chemicals, non-ferrous metals and others. The surface finishing machinery business mainly deals with plating machinery for PWBs and plating machinery for aluminum magnetic disks. The plating job business is mainly engaged in plastic plating services and PWB plating services. The real estate rental business generates revenue by renting out office buildings and apartment houses.

2. Information related to sales and profit or loss for each reportable segment

First six months of FY2011 (Apr. 1, 2010 – Sep. 30, 2010)

(Thousands of yen)

	Reportable segment					Other (Note 1)	Consolidated	Adjustment	Amounts shown on quarterly consolidated statements of income (Note 2)
	Surface Finishing Materials	Surface Finishing Machinery	Plating Job	Real Estate Rental	Total				
Sales									
Sales to third parties	16,612,391	1,902,322	1,415,555	386,518	20,316,787	7,588	20,324,375	-	20,324,375
Internal sales and transfers	155,490	11,413	269	-	167,173	-	167,173	(167,173)	-
Total	16,767,882	1,913,735	1,415,824	386,518	20,483,960	7,588	20,491,548	(167,173)	20,324,375
Segment profit	2,482,404	123,859	211,251	195,022	3,012,537	6,648	3,019,186	-	3,019,186

Notes: 1. The "Other" business segment is not included in any of the four reportable segments and its sales include loyalty revenues.

2. Segment profit is adjusted to be consistent with operating income shown on the quarterly consolidated statements of income.

3. Information related to impairment losses and goodwill of fixed assets for each reportable segment

First six months of FY2011 (Apr. 1, 2010 – Sep. 30, 2010)

Not applicable.

(Additional information)

Starting in the first quarter of the current fiscal year, "Accounting Standard for Disclosures about Segments of an Enterprise and Related Information" (ASBJ Statement No. 17, March 27, 2009) and "Guidance on the Accounting Standard for Disclosures about Segments of an Enterprise and Related Information" (ASBJ Guidance No. 20, March 21, 2008) have been applied.

(6) Significant Changes in Shareholders' Equity

Not applicable.

Note: This financial report is solely a translation of summary of Japanese "Kessan Tanshin" (including attachments), which has been prepared in accordance with accounting principles and practices generally accepted in Japan, for the convenience of readers who prefer English translation. All readers are recommended to refer to the original version in Japanese of the report for complete information.