

Segment Overview

New Segments for Developing Energy-Related Businesses

Striving to create a system for developing energy-related businesses utilizing energy technologies based on electricity and thermal energy, Fuji Electric changed its segments in April 2012.

As part of this change, we established two new segments: the Power and Social Infrastructure segment and the Food and Beverage Distribution segment. The Power and Social Infrastructure segment handles all aspects of our smart community operations, from power generation to the supply of electricity to users. The Food and Beverage Distribution segment combines store distribution and vending machine operations to create new businesses by fusing electricity technologies with heating and cooling technologies to develop new products. In addition, the ED&C Components and Power Electronics segments were combined into a single segment to generate synergies and strengthen these businesses. Meanwhile, the Industrial Systems segment's name was changed to the Industrial Infrastructure segment, but the segment remained otherwise unchanged. Together with the Electronic Devices segment, this makes for a total of five segments.

Subsegment / Main Products

| Power and Social Infrastructure | |
|---------------------------------|---|
| Power Generation | Thermal / Geothermal / Hydraulic power generation |
| | Nuclear power-related equipment |
| Social Infrastructure | Energy management systems |
| | Substation equipments |
| | Watt-hour meters |
| | Radiation monitoring systems |
| | Transport systems |

| Industrial Infrastructure | |
|---------------------------|--|
| Industrial Plants | Industrial drive systems |
| | Plant control systems |
| | Measurement instruments |
| Facilities | Industrial power supplies |
| | Power receiving and distribution substation equipment for industry |

| Power Electronics | |
|----------------------------|---|
| Drive | Inverters / Servo systems |
| | Motors |
| | EV systems |
| Power Supply | Uninterruptible power supply systems (UPSs) |
| | Power conditioners (PCSs) |
| ED&C Components | Power distribution and control equipment |

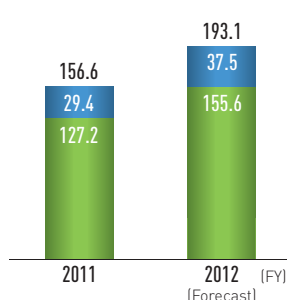
| Electronic Devices | |
|-----------------------|-----------------------|
| Semiconductors | Power semiconductors |
| | Photoconductive drums |
| | Solar cells |
| Magnetic Disks | Magnetic disks |

| Food and Beverage Distribution | |
|--------------------------------|------------------------------------|
| Vending Machines | Food and beverage vending machines |
| Store Distribution | Retail distribution systems |
| | Showcases |
| | Currency handling equipment |

Net Sales

■ Japan ■ Overseas

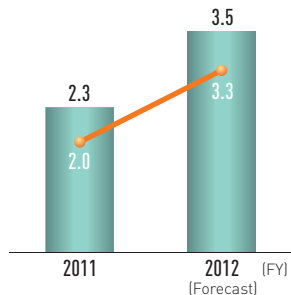
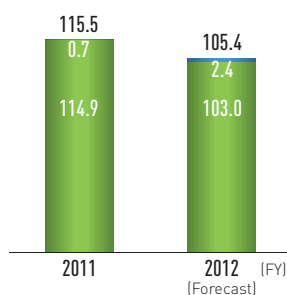
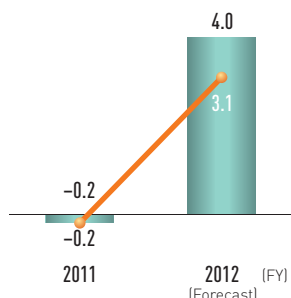
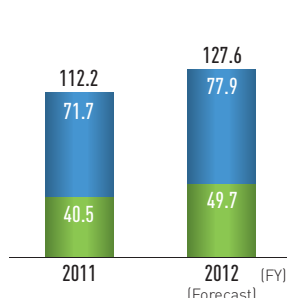
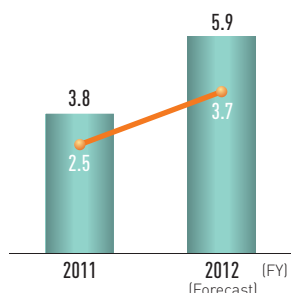
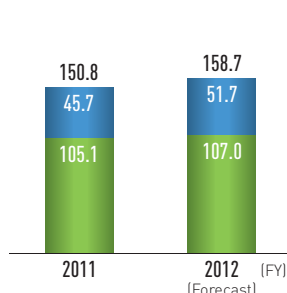
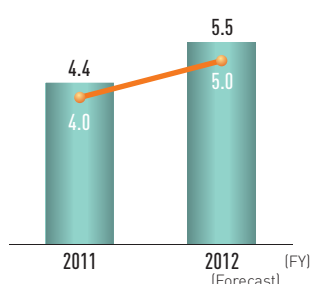
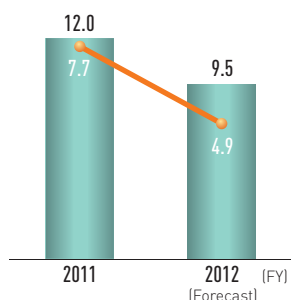
(Billions of yen)



Operating Income (Loss) / Ratio of Operating Income (Loss) to Net Sales

(Billions of yen)

(%)



Three-Year Rolling Plans

(Fiscal 2012-2014)

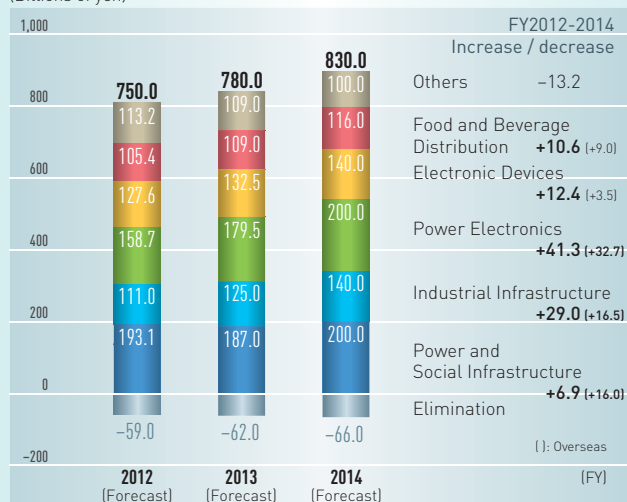
The Company has developed the target for fiscal 2014 of achieving net sales of ¥830.0 billion, 11% higher than fiscal 2012's levels, and operating income of ¥35.0 billion, 52% higher. We will work vigorously over the three-year period from fiscal 2012 to fiscal 2014 to meet these goals.

Looking at different business segments, we will target higher sales in infrastructure businesses (Power and Social Infrastructure and Industrial Infrastructure segments) by leveraging products such as power electronics that utilize the Company's power semiconductors. Furthermore, in the Power and Social Infrastructure, Industrial Infrastructure, and Power Electronics segments, we plan to expand overseas sales to a significant degree.

In addition, we expect all segments to see operating income increases as the Electronic Devices and Power Electronics segments, which experienced deterioration in operating results during fiscal 2011, will record substantial improvements.

Net Sales

(Billions of yen)



Operating Income

(Billions of yen)

