

The Kyocera Group

Financially Strong

- Ranks #11 on the Tokyo Stock Exchange.
- Kyocera's stock value is 8% higher than all of our industry competitors *combined*.

NIKKEI Index	Rank	Value
▶ Kyocera	11	7,730.00
Canon	26	3,550.00
Ricoh	74	1,314.00
Sharp	90	1,044.00
Konica Minolta	92	845.00
Toshiba	175	464.00

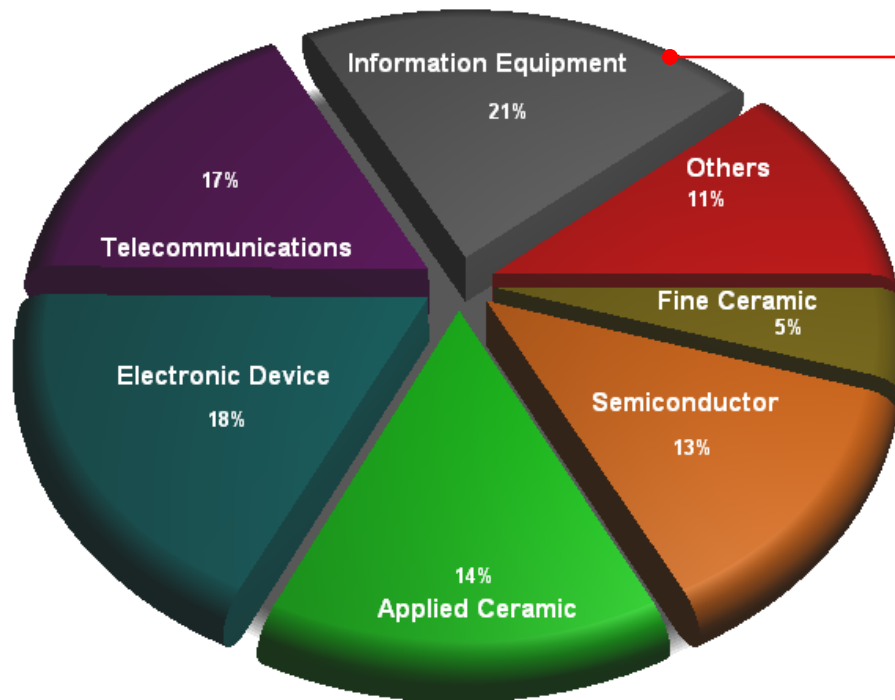
*Yen. As of 2009

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The Information Equipment Group, MFPs & Printers, represents 21% of our annual revenue.

This important segment has steadily accounted for a growing share of Kyocera net sales over the last decade.

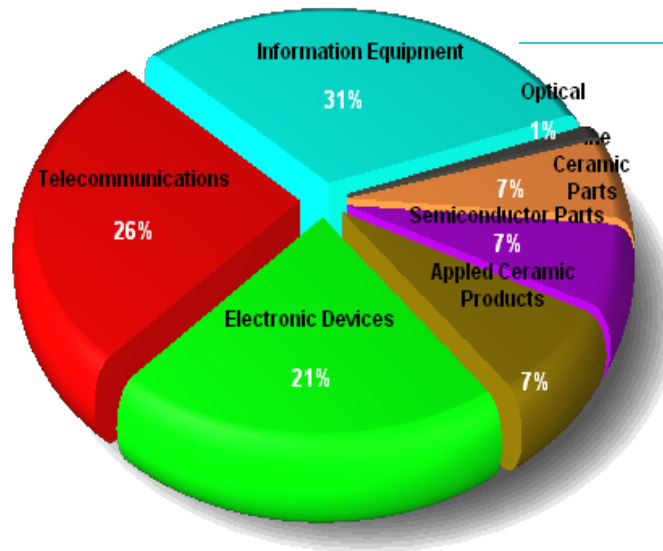
FY2010 Net Sales \$11.5 Billion





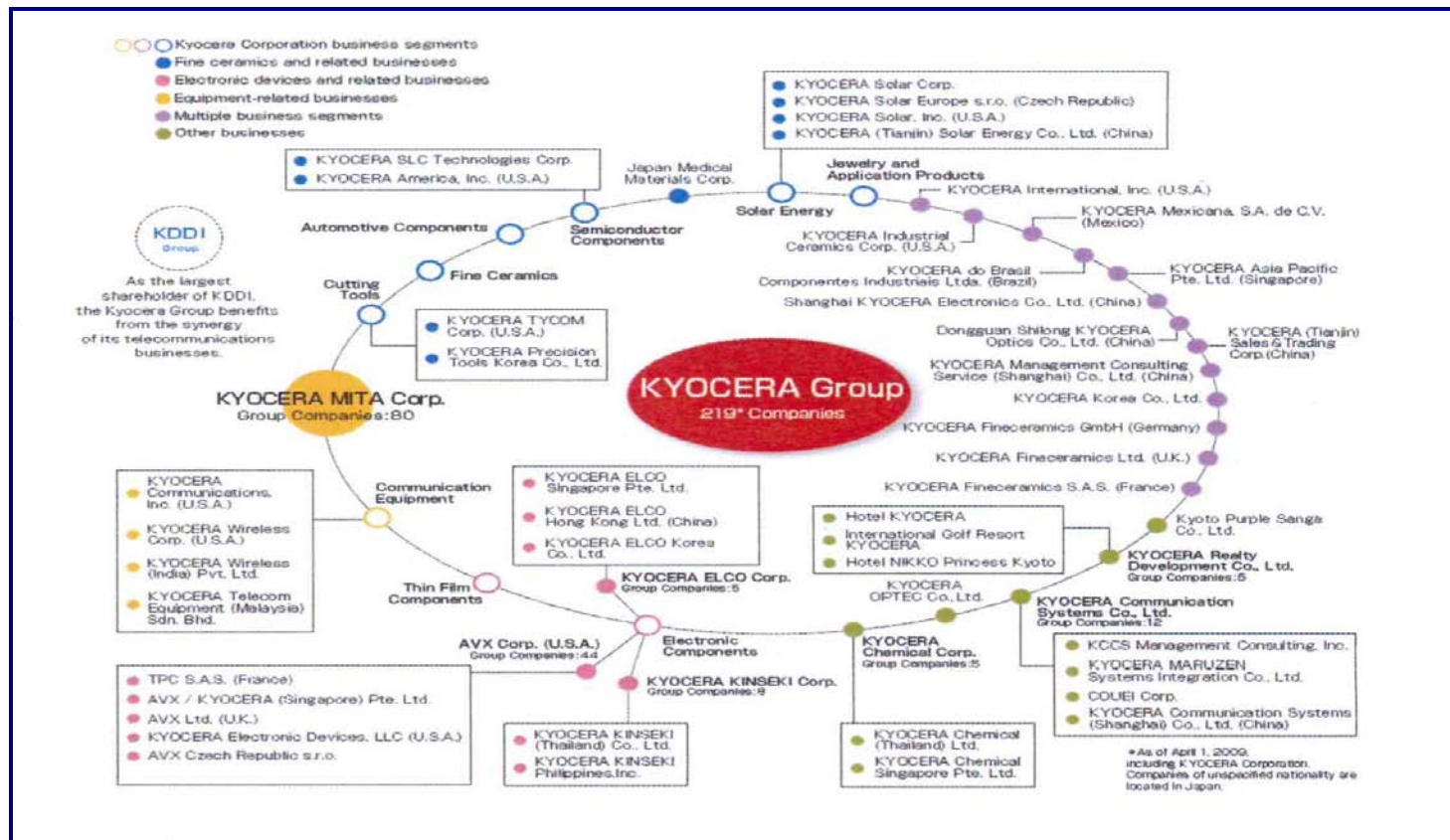
Products begin with an idea.

Kyocera's organic collaboration in the areas of fine ceramics, electronic devices and equipment nurtures new technologies that support our strategic business development.



Our R&D budget is focused on Information Equipment including MFPS, Printers & Document Solutions.

Kyocera Corporation – A Diversified Global Presence





It's what's inside that's different.

By design, Kyocera Printers and MFPs are different from the rest.

Although every Printer/MFP does the same thing,
it's what's inside that makes the difference.



Why Kyocera Is Different

- Long Life Design
- Fewer Parts
- Shared Technologies
- Monocomponent Toning
- Amorphous Drum
- High Yield OPC Drum
- Common Print Driver
- Common Utilities



It's what's inside that's different.

Your company benefits in many ways with

Kyocera Printers and MFPs.



Why Kyocera Is Different

Benefits

- Less Waste
- Less Scheduled Downtime
- More User Uptime
- Less IT Involvement
- Fewer User Complaints
- Longer Equipment Life Cycle
- Lower TCO