

Three-Year Rolling Plan ED&C Components Business Strategies

November 17, 2011

Fuji Electric FA Components & Systems Co., Ltd.

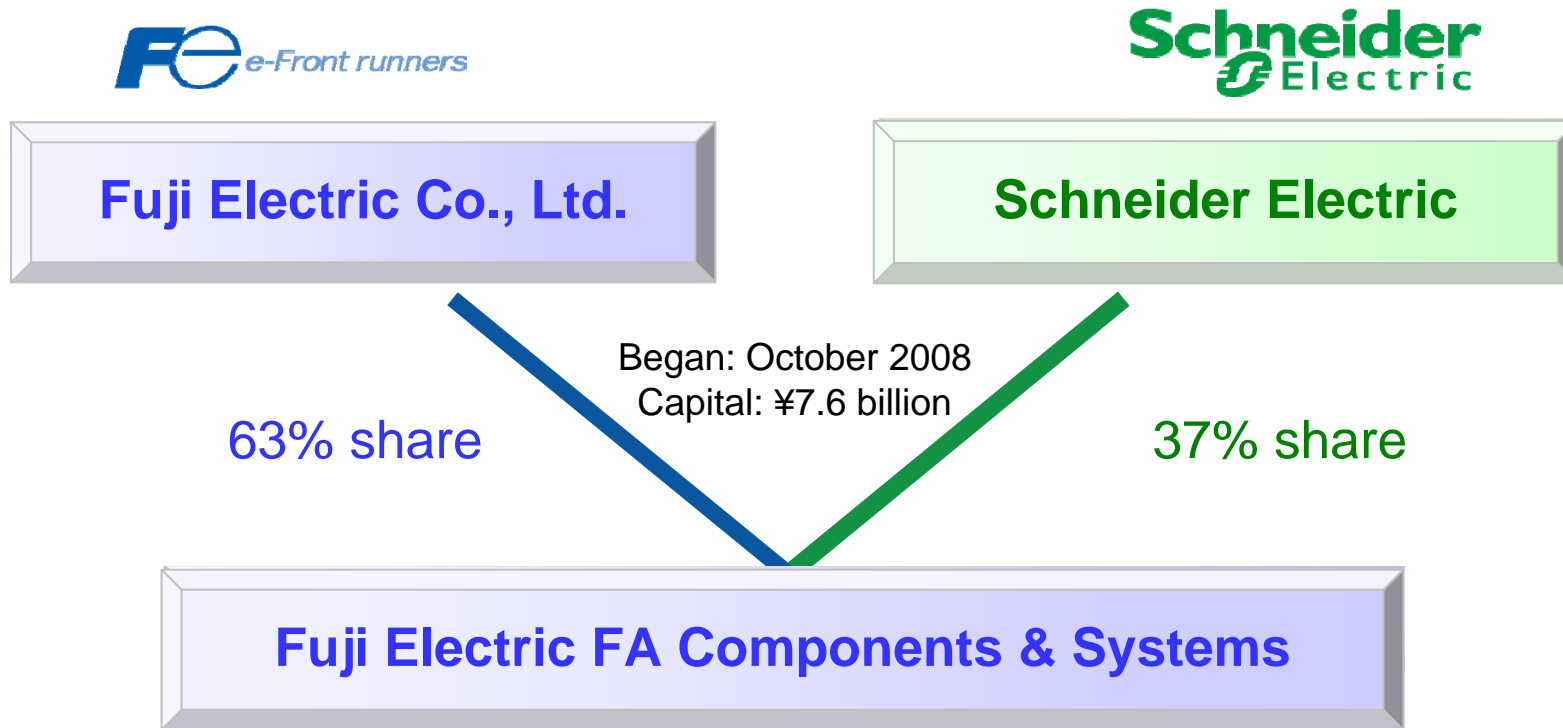
- Business Overview
- Business Targets
- Business Strategies/Priority Measures

Business Overview



Overview of Fuji Electric FA Components & Systems

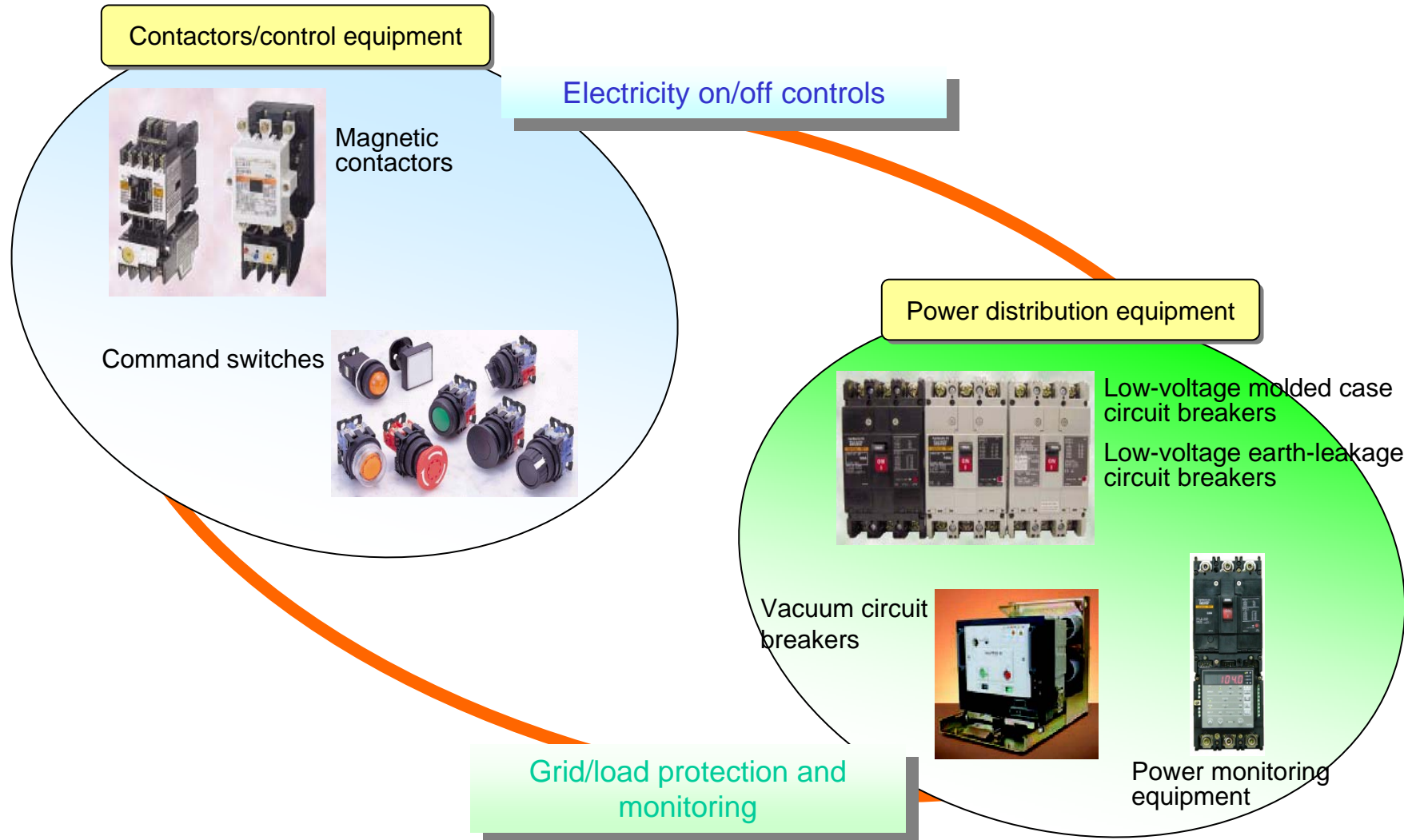
Fuji Electric's ED&C Components division merged with Schneider Electric's (France) ED&C components business in Japan.
Schneider Electric is one of the world's leading manufacturers of ED&C components.



- Subsidiaries:
- | | |
|------------------------------------|-----------------------------------|
| Chichibu Fuji Co., Ltd. | Fuji Electric Technica Co., Ltd. |
| Fuji Electric Dalian Co., Ltd. | Fuji Electric FA (Asia) Co., Ltd. |
| Fuji Electric (Changshu) Co., Ltd. | Fuji Electric FA Korea Co., Ltd. |

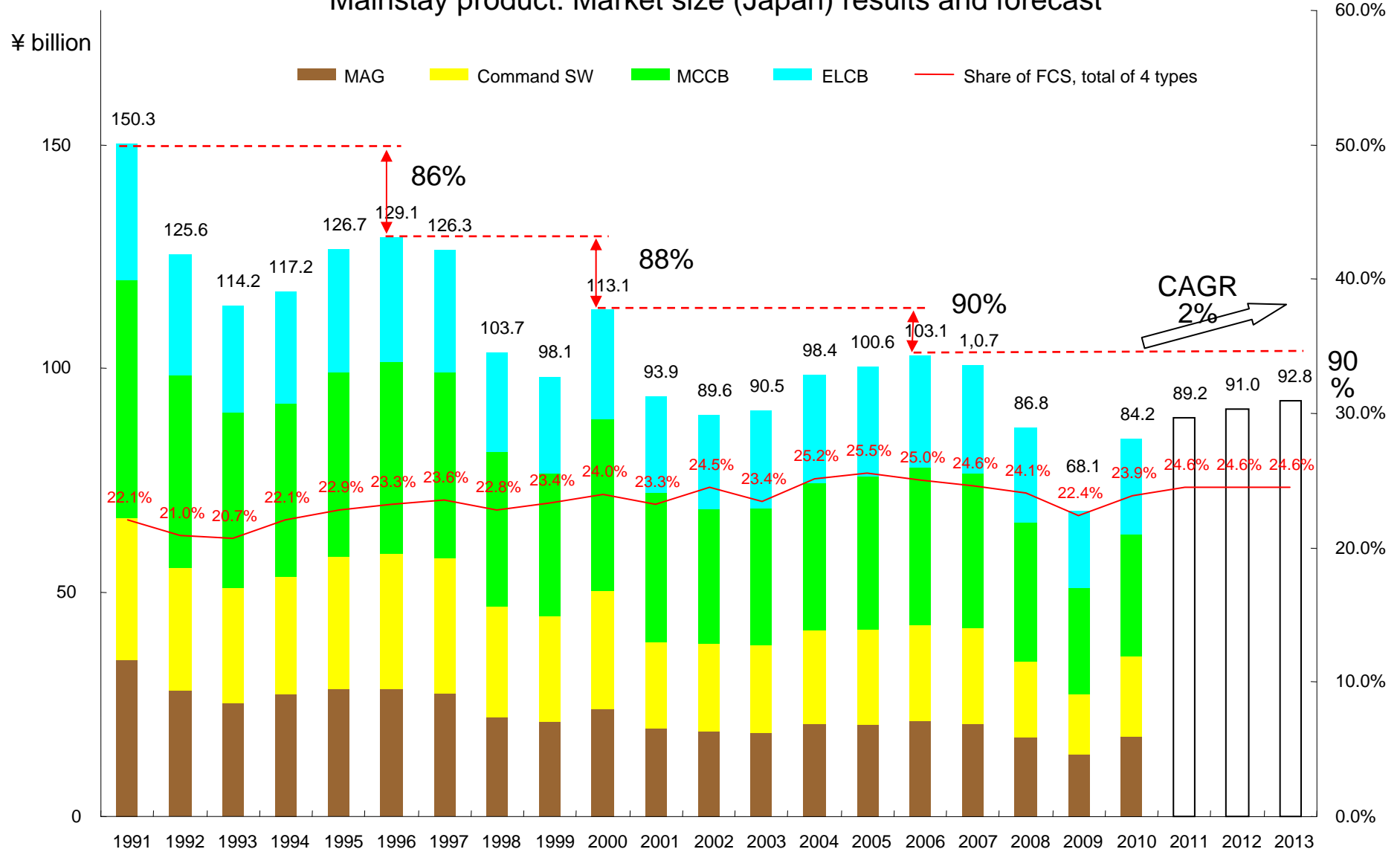
Business Overview

Main power electronics components that unlock the potential of electricity



Business Targets

Mainstay product: Market size (Japan) results and forecast

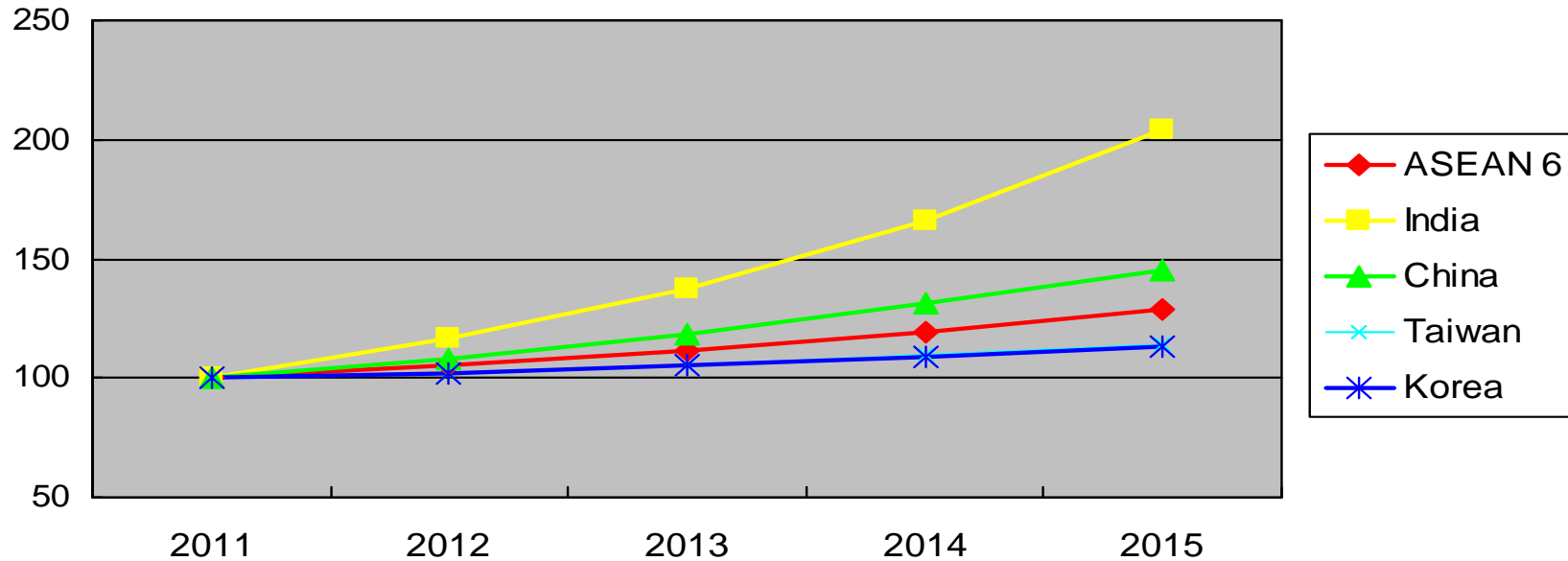


Source: Fuji Electric's estimates based on JEMA, NECA statistics

Asia's ED&C Component Market Size and Growth Rate

ED&C component market size of region/each country, with 2011 as 100

Source: Frost & Sullivan



(actual) ED&C component market size of region/each country

(MUSD)

	2011
ASEAN 6	515.6
India	1,167.8
China	9,907.9
Taiwan	125.3
Korea	298.1

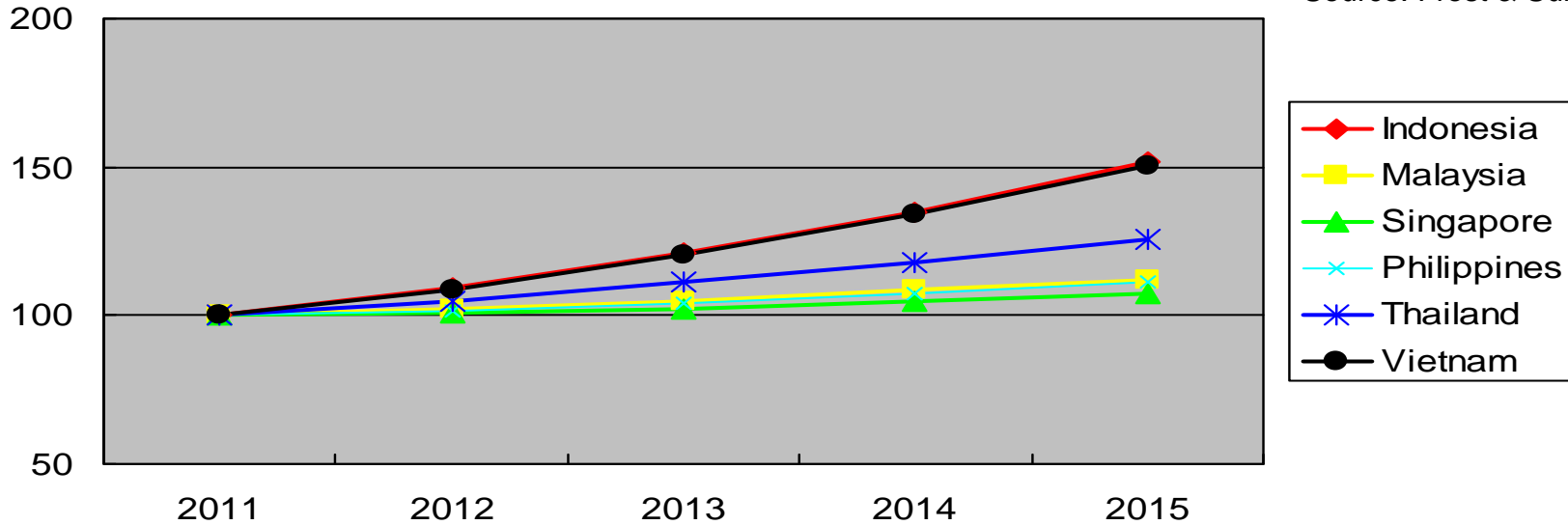
	2013	2011-13 CAGR
ASEAN 6	575.7	5.7%
India	1,609.5	17.4%
China	11,728.6	8.8%
Taiwan	132.2	2.7%
Korea	314.0	2.6%

	2015	2011-15 CAGR
ASEAN 6	661.9	6.4%
India	2,388.4	19.6%
China	14,412.7	9.8%
Taiwan	142.6	3.3%
Korea	336.3	3.1%

ASEAN ED&C Component Market Size and Growth Rate

ED&C component market size of region/each country, with 2011 as 100

Source: Frost & Sullivan



(actual) ED&C component market size of region/each country

(MUSD)

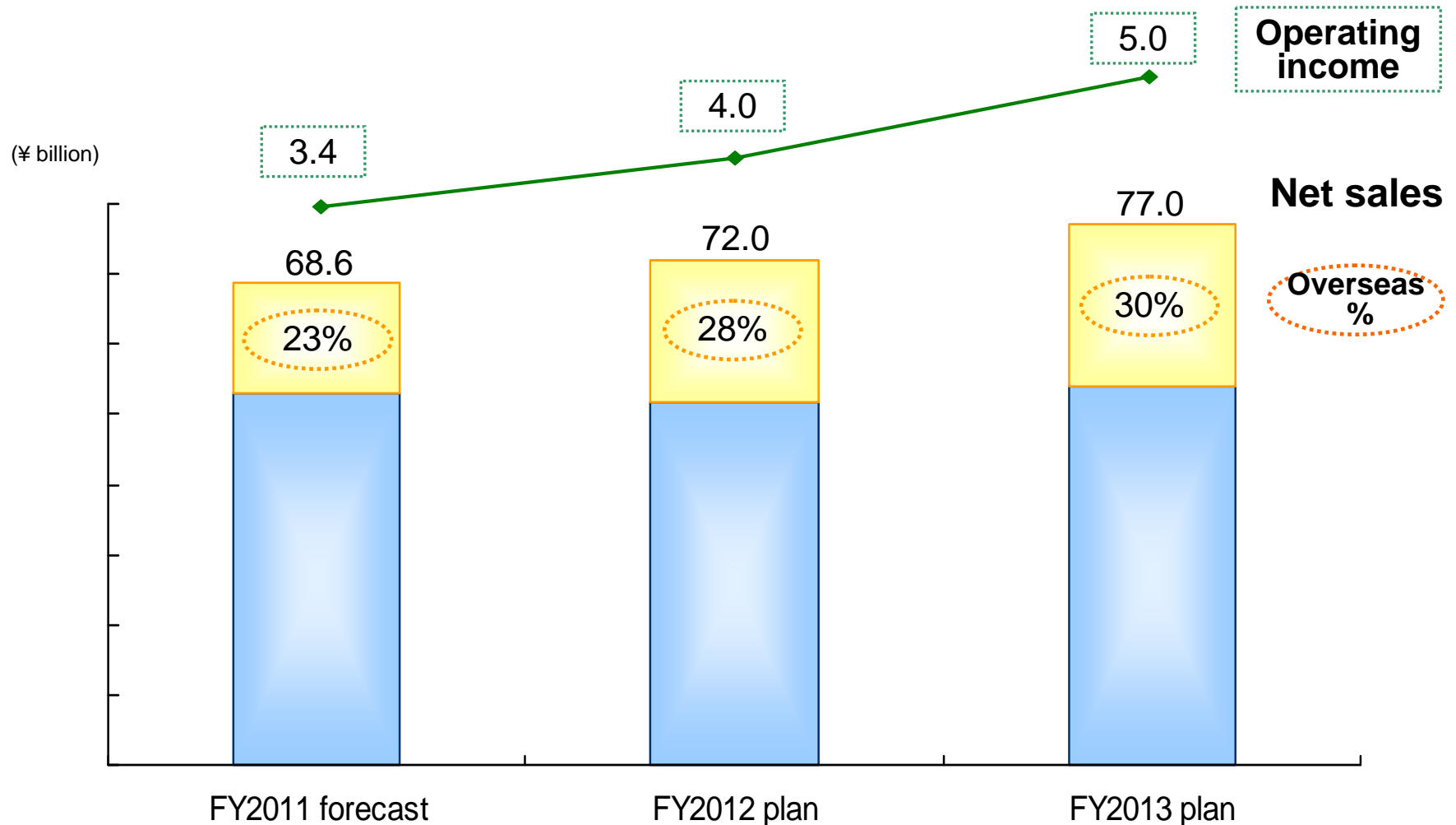
	2011
Indonesia	108.6
Malaysia	91.4
Singapore	55.6
Philippines	53.2
Thailand	140.9
Vietnam	65.9

2013	2011-13 CAGR
131.3	10.0%
96.0	2.5%
56.9	1.2%
55.4	2.0%
156.7	5.5%
79.4	9.8%

2015	2011-15 CAGR
164.7	11.0%
102.5	3.0%
59.6	1.8%
59.2	2.7%
176.9	5.9%
99.0	10.7%

Business Targets

Achieve consolidated net sales of ¥77 billion, operating income of ¥5 billion, overseas sales ratio of 30%



Business Strategies/Priority Measures

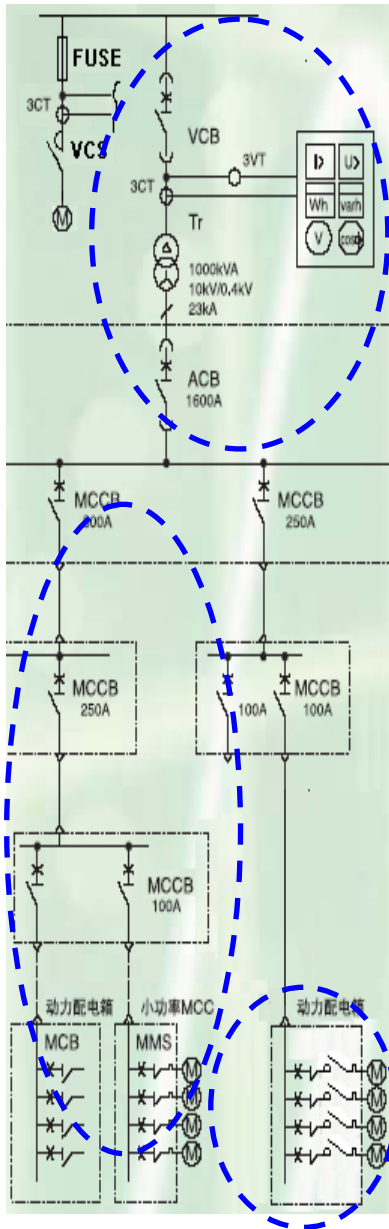
- (1) Rigorously advance aggressive measures in Asia's/China's market, which promises growth
- (2) Undertake aggressive capital investment, optimize supply chains
- (3) Take advantage of Schneider Electric's products that have features not included in existing products

- Expand and improve lineup of Fuji brand products

- Increase and strengthen human resources for ED&C component sales

- Foster personnel for development and design and production technology at production bases in China (Dalian, Changshu)
 - Reduce costs by increasing local purchasing rate
 - Enhance productivity through simple automation

Fuji Brand Product Lineup



High voltage **Power monitoring** **Air circuit breakers**

- IEC compatible VCBs
- Modbus, multiple languages, 3-phase 4-wire

Molded case circuit breakers **Miniature circuit breakers**

- Adjustable types
- Economic types
- Extend product lineup
- Small types

Contactors **Command, relays, timers**

- Extend economic-type lineup
- Alternating current dedicated products
- Economic types

Thermal

- New-types, economic types

New markets: Products for new energy use, for IDC

Priority equipment types (Fuji Electric)

Priority equipment types (Schneider Electric)

Direct-current circuit breakers

Direct-current MAGs

Plug-in manual motor starters

Plug-in circuit breakers

Power monitoring



Bus ducts

ACBs

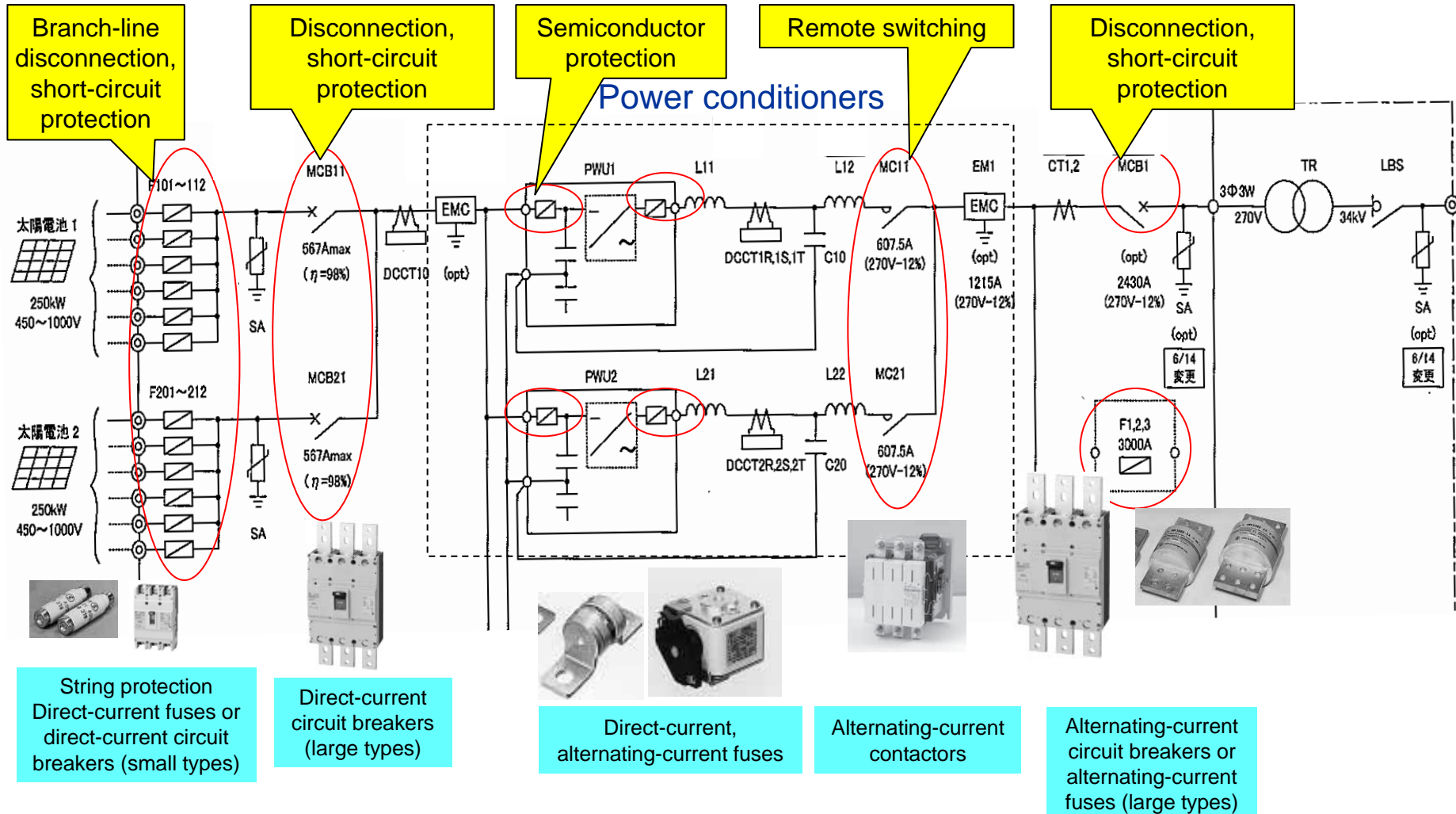
Monitoring cameras

High-voltage facility equipment



Applications in New Energy Area

(example: Mega solar 0.5–1MW)



- At an early stage conduct product development that matches pricing and specifications
- Develop direct-current/high-voltage compatible equipment for new energy area
- Expand and strengthen operational collaborations with Schneider Electric in order to develop next-generation ED&C components

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