

Fiscal Year ending March 2015 Interim Results Briefing (Apr.1-Sept.30/2014)

October 30, 2014



FY2015 Interim Results (Apr.1- Sep.30/2014)

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Daido Steel Co. Ltd.

Changes in Net Sales & Ordinary Income (Interim)



Overview of Main Segment from Apr.1 to Sep.30 in 2014①

Specialty Steel

<Demand Evironment>

Specialty Steel and Materials Sales (Single Unit)



- > The recovery of demand for industrial machinerelated products continued.
- Sales volume increased due to strong demand for stainless steel from the automobile and IT industries.

<Raw Material Situation>

Scrap Quotation and Nickel Price Trends



> Scrap: Brisk domestic demand remained high.

Nickel: The price shot up due to concerns about the lack of supply due to the trade embargo on nickel in Indonesia.

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Overview of Main Segment from Apr.1 to Sep.30 in 20142

High Perfomance Materials & Magnetic Materials

<High alloy/Magnetic/Powder metal business>



- Magnetic products: Sales of automotive parts (EPS) expanded.
- Powder metal peoducts: Demand for alloy steel (for engines) was strong
- High alloy products: Demand expanded in the field of automotive applications

Parts for Automobile & Industrial Equipment

<Die forging/Free forging>



- Free forgings: Aircraft and oil-&-gas-related demand was solid, but demand in the field of heavy electricity machinery was weak
- Die forgings: Truck-related demand in ASEAN countries showed signs of hitting bottom.

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4-9/2014 Changes in Ordinary Income (y/y)

(¥100 mil.)



4-9/2014 Net Sales & Operating Income by Segment

(¥100 mil)

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				<u>(</u>
		4-9/2013	4-9/2014	
		Results	Results	y/y basis
		(A)	(B)	(B) – (A)
Specialty Steel	Net Sales	887	951	64
Specially Sleer	Operating Income	23	6	-17
High Performance Materials &	Net Sales	705	787	82
Magnetic Materials	Operating Income	54	67	13
Parts for Automobile &	Net Sales	471	492	21
Industrial Equipment	Operating Income	23	4	-19
Engineering	Net Sales	111	107	-4
Engineening	Operating Income	▲ 1	3	4
Trading & Service	Net Sales	47	52	5
Induling & Service	Operating Income	7	7	0
Total	Net Sales	2,221	2,389	168
ιυιαι	Operating Income	106	87	-19
Former Net Sales of Specialty steel	volume (tons)	569 thou.t	600 thou.t	31 thou.t

4-9/2014 Extraordinary Income/Loss · Interim Net Income

(¥100	mil.)
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FY2015 Interim results (4-9/2014) Ordinary income	97
Extraordinary income / loss	▲14
Income taxes and minority interests	▲42
FY2015 Interim results (4-9/2014) Net income	41

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Total Assets, Interest-bearing Debt, D/E Ratio



	3/2011	3/2012	3/2013	3/2014	9/2014
ROA	6.6%	6.3%	3.2%	3.8%	3.4%
D/E	0.88	0.79	0.69	0.62	0.62

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Plan for FY2015 (Apr.1/2014-Mar.31/2015)

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Market Trend of Raw Materials(Scrap Steel and Nickel)

< H2 and Factory bundle scrap prices in Chubu area, Japan >



<Nickel price LME>



Premises of Profit Planning for FY2015 (Market Trend)

	UNIT	4-9/2014 Results (Difference with the original premise)	10/2014-3/2015 Premises of plan (Difference with the original premise)		
Scrap steel Upper:H2 Lower:Factory bundle	¥thou.∕T	28.0 (+2.0) 32.6 (+1.6)	25.0 (-3.0) 30.0 (-3.0)		
Nickel (LME)	\$/LB	8.4 (+1.6)	8.0 (+1.2)		
Molybdenum (MW)	\$/LB	13.2 (+2.2)	11.0 (±0.0)		
Crude oil (Dubai)	\$/B	103.8 (-1.2)	90.0 (-5.0)		
Exchange rate (TTM)	¥ /\$	103.1 (-1.9)	110.0 (+5.0)		

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Changes in Net Sales & Ordinary Income (Forecast for FY2015)



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Changes in Net Sales & Ordinary Income (Interim)



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FY2015 Changes in Ordinary Income (y/y)



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Net Sales & Operating Income by Segment(y/y)

(¥100 mil.)

				<u>, </u>
		FY2014	FY2015	
				y/y basis
	(A)	(B)	(B) – (A)	
Cracialty Steal	Net Sales	1,841	1,939	98
Specialty Steel	Operating Income	17	28	11
High Performance Materials &	Net Sales	1,435	1,598	163
Magnetic Materials	Operating Income	111	136	25
Parts for Automobile &	Net Sales	970	1,021	51
Industrial Equipment	Operating Income	38	13	-25
Engineering	Net Sales	241	237	-4
Engineering	Operating Income	11	12	1
Trading & Carvias	Net Sales	90	105	15
Trading & Service	Operating Income	13	11	-2
Total	Net Sales	4,577	4,900	323
Total	Operating Income	190	200	10
Former Net Sales of	volume		1 000 14	

Specialty steel

volume (tons)

1,159 thou.t 1,222 thou.t 63 thou.t

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Net Sales & Operating Income by Segment(Interim)

(¥100 mil.)

			FY2015	
			10/2014- 3/2015	Full year
		Results	Plan	Plan
Specialty Steel	Net Sales	951	988	1,939
Specialty Steel	Operating Income	6	22	28
High Performance Materials &	Net Sales	787	811	1,598
Magnetic Materials	Operating Income	67	69	136
Parts for Automobile &	Net Sales	492	529	1,021
Industrial Equipment	Operating Income	4	9	13
Engineering	Net Sales	107	130	237
Engineering	Operating Income	3	9	12
Trading & Canving	Net Sales	52	53	105
Trading & Service	Operating Income	<u>7</u>	4	11
Total	Net Sales	2,389	2,511	4,900
10tai	Operating Income	87	113	200
Former Net Sales of Specialty steel	volume (tons)	600thou.t	622thou.t	1,222thou.t
		16		Daido Steel Co. Ltd

FY2015 Extraordinary Income/Loss · Net Income

(¥100 mil.)

FY2015 Ordinary income	220
Extraordinary income / loss	A 29
Income taxes and minority interest	A 91
FY2015 Net income	100

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FY2015 Dividend per share

	FY2	014	FY2015			
	Interim	Interim Year-end		Year-end		
Ordinary income (¥100 mil.)	110	203	97	220		
Net income (¥100 mil.)	68	126	41	100		
Dividend per share (¥∕Share)	2.5	5.0	3.0	6.5		
Payout ratio (%)	16.0	17.2	31.6	28.2		

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Market Environment Recognition



Outlook of automobile market

< Global car demand >

< Trends for Japanese car market >



Global demand: It is expected that markets will grow by about 3%, led by the U.S. and China. Production by Japanese car manufacturers: Production is expected to increase due to increased production overseas, but the current footing looks weak.

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Outlook of industrial machinery market

Industrial machine-related demand

[Domestic market]

- There are signs of weak demand, including low consumer spending, due to a reaction to the rush to purchase ahead of the consumption-tax hike, but industrial production is expected to recover moderately.
- Capital investment is recovering moderately due to improved corporate profits.
- Domestic demand for specialty steel is showing resilience.





[Overseas markets]

- The global economy is expected to continue to recover moderately, although there are signs of weak of demand in some regions.
- It is necessary to pay attention to the effects of the U.S. reduced easy-money policy, the outlook for the economy and for geopolitical risk in Europe, China and emerging countries.
- There is an increasing trend in exports, partly because of the steady trend toward a weaker yen.

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Business environment recognition

<Direction where the company is heading = Image of growth strategy>

<Basic management policy>
Aim to be the strongest specialty steel maker



Expand and accelerate business activities to promote growth in the future as the final year of the 2014 mid-term plan.

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Major Topics

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Drastic cost reduction of existing business

Strategic investment to Chita Plant

Cost reduction

Save energy,
Better yield,

•Cost reduction omaterials

Expanding of Daido Steel's No.1 products

Global leading products
expansion

Improving quality
• Optimizing process





Quick return on investment

- The maximum productivity by pursuing new process
 <u>Melting energy cost : Achieve 10% reduction (Target</u>
 <u>value)</u>
- Crude steel capacity expansion by 20%

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Expansion of overseas sales

- Expand exports to overseas markets, including those in Asia (Sales and the sales ratio hit new highs in 2013).
- Also plan to further increase sales of global leading products, including bearing steel, tool steel and open die forgings in 2014 (Target: sales of 100 billion yen, with a sales ratio higher than 20%)
- * Results at end of FH of 2014 = 53.4 billion yen (22.3%)

<Changes in overseas sales and the sales ratio>



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Enhance export competitiveness and expand our range of differentiated products (2)



Accelerate strategic investment in the Shibukawa Plant

Install one state-of-the-art vacuum induction melting furnace (the world's largest-level 22ton VIM) and two special secondary melting furnaces (1 VAR and 1 ESR). (a total investment of about 7 billion yen)

VIM: <scheduled to start operating in 2016> Installed to increase the production of aircraft engine shafts and the sales of high-alloy steel for the oil and gas industry.
 VAR: <scheduled to start operating in January 2015, at the earliest>
 ESR: <scheduled to start operating around May 2015, at the earliest> Installed to increase the production of

plastic die steel (NAK steel)



Enhancing QCD competitiveness of the Shibukawa Plant





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Enhance export competitiveness and expand our range of differentiated products ${f 4}$

Move toward advancing into overseas markets (a strategy to increase overseas locations)

<Expand our tool steel business and increase global sales>

- · Enhance cost-competitiveness by thorough cost reduction
- Cope with demand for production increases by strategically increasing production and capital investment
- Provide one-stop service and the same quality of products around the world
- Meet demand in overseas growth markets

Plan for establishing a local subsidiary in India

 ◆Our entry into India's growing market
 ⇒ Deal with the trend of local procurement by Japanese users in India
 Try to develop business opportunities in India using the "total solution" approach.

> Increase sales of "global leading products" under the "total solution" system.

<u>Establish a local subsidiary ir</u> <u>Mexico</u>

<As a FS (feasibility study) location in Mexico>

%This is expected to act as a main center for future business development, with North and South American markets in view.

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Expansion of next-generation growth businesses (1)

Expansion of turbo and magnet business

Turbo business (Daido Castings)

- Growth of more than 10% per annum continues due to the increase of turbochargers' being installed on gasoline engines
- The turbocharger market is expanding from Europe to China and North America.

(Turbochargers are increasingly used for popular cars to meet fuel and exhaust emissions controls.)

Turbo business by Daido Group

Magnet business (Daido Electronics Co. Gr.)

• The neodymium magnets market continues to expand because automobiles are required to do more to protect the environment and improve driving performance



<u>Strategic business managing sections</u> of the **DDC** and **DEC** groups are scheduled to be established within each of the related divisions of Daido Steel in October 1, 2014 and thereafter.

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Expansion of next-generation growth businesses (2)

Engine valve business (Fuji OOZX)

Increasing the capacity to produce high-performance engine valves (to meet global demand) and reorganizing the production system

- Increase the capacity to produce hollow valves (to meet demand for hollow valves caused by required improvement of the fuel performance of eco cars)
- Reorganize our domestic production system (Investment in the reorganization of the Shizuoka and Fujisawa factories' production systems)

Hollow valves

 Expanding our overseas production system (to meet global demand) Establish an engine valve manufacturing company in Indonesia Company name: PT. FUJI OOZX INDONESIA



Capital investment

<Overview of our investment strategy>



2014 (Our forecast)

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Announcement of schedule



17Mid Term Management Plan (FY2016-2018)

To be announced on May 2015

Fact Book

Daido Steel Co. Ltd.

1. Financial highlight

Consolidation

(¥1 mil.)

											(+1 1111.)
	' 09/3	' 10/3	' 11/3	' 12/3	' 13/3	' 14/3	' 10/9	' 11/9	' 12/9	' 13/9	' 14/9
Net sales	532, 655	362, 507	472, 062	489, 154	440, 428	457, 731	229, 456	241, 308	233, 724	222, 123	238, 917
Operating income	9, 115	▲ 14, 050	32, 730	31, 533	15, 425	18, 977	16, 316	14, 562	9, 604	10, 562	8, 664
Ordinariy income	8, 533	▲ 13, 994	31, 726	31, 762	16, 475	20, 287	15, 960	14, 226	9, 304	11, 033	9,670
Net income	▲8, 147	▲ 14, 610	23, 003	22, 717	10, 983	12, 616	11, 284	8, 383	5, 507	6, 771	4, 116
R & D expenses	4, 244	3, 909	4, 253	4, 360	4, 560	5, 160	2, 042	2, 143	2, 065	2, 449	2, 671
Capital investment(Plan)	13, 400	7, 900	18, 900	39, 700	25, 400	26, 400	9, 200	11, 200	10, 200	10, 700	10, 900
Capital investment(Construction)	19, 800	13, 400	14, 700	22, 400	26, 800	44, 400	-	—	—	—	_
Depreciation	21, 809	20, 303	20, 072	20, 463	19, 229	20, 052	9, 871	9, 807	9, 390	9, 352	10, 650
Financial account balance	▲741	▲1, 442	▲982	▲744	▲362	28	▲ 530	▲367	▲268	▲136	396
Total assets	496, 411	464, 629	491, 721	512, 968	511, 159	557, 522	479, 697	487, 570	500, 213	548, 455	568, 193
Equity	166, 235	159, 301	178, 348	198, 653	211, 921	232, 153	165, 466	181, 564	196, 338	225, 031	237, 892
Interest-bearing debt	207, 123	173, 790	157, 445	156, 336	146, 999	143, 085	172, 045	149, 489	149, 129	152, 141	146, 470
Pay roll number	10, 212	10, 414	10, 272	10, 365	10, 447	10, 709	10, 406	10, 657	10, 587	10, 827	10, 927
ROA (%)	1.6	▲2.9	6.6	6.3	3. 2	3.8	6.8	5.8	3.7	4. 2	3.4
R0E (%)	▲4.6	▲ 9.0	13.6	12. 1	5.4	5.7	13.9	9.3	5.6	6.2	3.5
Consolidated subsidiary number	32	32	32	33	32	33	32	33	32	33	33
(Equity method affiliate number is excluded from the above)	(6)	(6)	(6)	(6)	(6)	(6)	(6)	(6)	(6)	(6)	(6)
Ratio of the consolidated to the non-consolidated											
Net sales	1.5	1.7	1.6	1.6	1.6	1.6					
Ordinariy income	7.4	-	1.7	1.7	1.8	1.9					
Net income	_	_	1.3	1.3	1.7	1.6					

 $\ast \texttt{Long-term}$ prepaid expenses are not included in the depreciation.

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2. Net Sales and Operating Income by Segment

Consolidation

<New segment(From Apr.1st in 2012)>

	Net Sales	1, 950	1,694	1, 841		
Speciality Steel	Operating Income	99	35	17		
High Perfomance Materials and	Net Sales	1, 646	1, 368	1, 435		
Magnetic Materials	Operating Income	137	66	111		
Parts for Automobile and	Net Sales	942	933	970		
Industrial Equipment	Operating Income	49	34	38		
	Net Sales	258	320	241		
Engineering	Operating Income	18	8	11		
	Net Sales	96	89	90		
Trading and Service	Operating Income	12	11	13		
	Net Sales	4, 892	4, 404	4, 577		
Total	Operating Income	315	154	190		

	(¥100 mil.)								
' 11/4-9	' 11/10-3	' 12/4-9	' 12/10-3	' 13/4-9	' 13/10-3	14/4-9			
962	988	902	792	887	954	951			
37	62	24	11	23	▲ 6	6			
829	817	721	647	705	730	787			
74	63	41	25	54	57	67			
463	479	475	458	471	499	492			
20	29	18	16	23	15	4			
109	149	193	127	111	130	107			
8	10	6	2	▲ 1	12	3			
50	46	46	43	47	43	52			
7	5	7	4	7	6	7			
2, 413	2, 479	2, 337	2,067	2, 221	2, 356	2, 389			
146	169	96	58	106	84	87			

	<former< th=""><th>segment></th></former<>	segment>
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		'07/3	' 08/3	' 09/3	' 10/3	' 11/3	' 12/3
	Net Sales	2, 877	3, 296	3,069	2, 070	2, 869	2, 938
Speciality Steel	Operating Income	117	114	8	▲ 108	210	211
Electronic & Magnetic	Net Sales	645	792	647	347	399	426
Materials	Operating Income	34	58	▲ 6	▲ 33	18	15
Parts for Automobile &	Net Sales	1,070	1, 159	1,041	777	1,025	1,073
Industrial Equipment	Operating Income	105	134	46	▲ 3	65	53
	Net Sales	372	411	366	261	238	258
Engineering	Operating Income	23	29	27	20	16	18
	Net Sales	139	156	104	68	96	101
New Materials	Operating Income	23	35	4	▲ 27	6	6
	Net Sales	123	100	100	102	94	96
Trading & Service	Operating Income	15	14	12	10	12	12
	Net Sales	5, 226	5,914	5, 327	3, 625	4, 721	4, 892
Total	Operating Income	317	384	91	▲141	327	315

08/4-9	' 08/10-3	' 09/4-9	'09/10-3	' 10/4-9	' 10/10-3	' 11/4-9	' 11/10-3
1,906	1, 163	857	1, 213	1, 404	1, 465	1, 464	1, 474
44	▲ 36	▲ 128	20	106	104	96	115
385	262	149	198	192	207	213	213
19	▲ 25	▲ 18	▲ 15	11	7	10	5
607	434	352	425	499	526	531	542
47	▲ 1	▲ 23	20	32	33	23	30
171	195	150	111	108	130	109	149
10	17	13	7	8	8	8	10
64	40	30	38	46	50	46	55
9	▲ 5	▲ 20	▲ 7	0	6	2	4
53	47	61	41	46	48	50	46
7	5	6	4	6	6	7	5
3, 186	2, 141	1, 599	2, 026	2, 295	2, 426	2, 413	2, 479
136	▲ 45	▲ 170	29	163	164	146	169

2010/3, 2009/4-9, 2009/10-3:We have reclassified some proven display, Segment of 「Electronic & Magnetic Materials」 and 「Automobile & Industrial」

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Segment	Company		Business Contents				
	Tohoku Steel Co., Ltd. *	*	Production and sales of specialty steel secondary products / heat-treatment of metal				
	Riken Seiko Co., Ltd. *	*	Production and sales of Specialty steel secondary products (shaft bearing), cutting tool and machine to				
	Daido Die & Mold Solutions Co., Ltd.		Sales of tool steel / Production and sales of die products and finished tool / heat-treatment of metal				
	Maruta Transport Co., Ltd. *	*	Transportation and warehousing business				
	Kawaichi Sangyo Co., Ltd. *		Transportation and warehousing business				
	Daido Shizai Service Co., Ltd.		Sales of materials for production				
	Daido EcoMet Co., Ltd.		Development, production, sales of indirect materials for steel-making / recycling of waste				
Specialty steel			and by-products from steel-making-process				
	Daido Technica Co., Ltd.		Seam-removing, maintenance, processing of steel				
	Sakurai Kosan Co., Ltd. *		Heat treatment works, surface treatment				
	Izumi Electric Industries Co., Ltd. *		Design and construction of electric work / Design and production of power distribution board				
	Tienwen Steel Co., Ltd.		Heat treatment, processing, sales of die products / Sales of die materials (in Taiwan)				
	Dadio Amistar(S) PTE Ltd.		Processing, sales of die products / Sales of die materials (in Singapore)				
	Daido Amistar(M) SDN. BHD.		Processing, sales of die products / Sales of die materials (in Malaysia)				
	Daido PDM (Thailand) Co., Ltd.		Heat treatment, processing, sales of die products / Sales of die materials (in Thailand)				
	Nippon Seisen Co., Ltd.		Production and sales of stainless steel wire, metallic fiber				
THAI SEISEN Co., Ltd.			Production and sales of stainless steel wire				
Materials	Shimomura Tokushu Seiko Co., Ltd.		Drawing of free-cutting steel & stainless steel / Production and sales of grinding processed products				
	Daido Electronics Co., Ltd.		Production, processing and sales of magnetic materials and electronic device parts				
	Daido Electronics (Thailand) Co., Ltd.		Production, processing and sales of magnetic materials and electronic device parts (in Thailand)				
	Daido Electronics (Suzhou) Co., Ltd.		Production, processing and sales of magnetic materials and electronic device parts (in China)				
	Daido Special Metals Ltd.		Merger with Special Metals (U.S.): Sales of Nickel alloy products				
	Nissei Seiko Co., Ltd.		Production and sales of screw, bolt and cold-forging parts for automobile				

(Note) * Equity method affiliate

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Segment	Company	Business Contents				
	Daido Precision Industries Ltd.	Production and sales of processing parts for compressor, power transmission, base-isolation device				
	Fuji OOZX Inc.	Production and sales of engine valve				
Automobile &	Toyo Sangyo Co., Ltd.	Production and sales of die forging				
Industrial parts	Japan Drop Forge Co., Ltd.	Production and sales of die forging				
	Ohio Star Forge Co.	Production and sales of precise forging (in U.S.)				
	Daido Star Techno Co., Ltd.	Seam-removing, maintenance, device processing of steel and forging				
	Daido Castings Co., Ltd.	Production and sales of casting, precise casting, manganese rail				
	Daido Plant Industries Co., Ltd.	Design, production, sales of industrial furnace, facility equipment and ancillary facility				
Engineering	Daido Machinery Ltd.	Production and sales of machine tool / Installation, maintenance and repair of machine equipment				
Daido Environment Engineering Co., Ltd.		Maintenance and repair of environment device				
	Daido Kogyo Co., Ltd.	Trading company specializing in specialty steel, equipments, steel-making materials				
	Daido Steel(America)Inc.	Export & import of DAIDO group products / Group's front company for U.S. (in U.S.)				
Trading &	Daido Life Service Co., Ltd.	Dealing and subdivision of real estate / Management of welfare provision / Insurance agent				
		travel agent, printing				
Service	Life Support., Ltd.	Cleaning, security, food-service operating, management of facility, tree-planting, labor dispatch service				
	Kisokomakogen Kankokaihatsu Co., Ltd.	Management of golf course / management of land for vacation house / minor water project				
	Star Info Tech Co., Ltd.	Planning, design, development, maintenance of information system / Development and sale of software				
	Daido Bunseki Research, Inc.	Analysis, research, consulting regarding iron, steel, cast metal, ceramics				

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(Note)

Figures such as the business forecasts described in this document are based on specific assumptions which are predictable under the present state.

However, changes in circumstances could lead to different business outcomes, so blind reliance on this data as decision criterion is not recommended.

Also predicted figures can be changed in the future without prior notice. All use of this document is at the volition and discretion of the user. Please be aware that our company shall not assume any responsibility for the results of using the information in this document.

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