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NYSE: NJ  
<http://www.nidec.co.jp/english/>



## Fiscal First-half 2010 Financial Results

Six Months Ended September 30, 2010 ( U.S. GAAP )



October 27, 2010

Nidec Corporation

This presentation material and our statements made during the Meeting regarding the Nidec Groups' financial results contain forward-looking statements including expectations, judgement, plans, and strategies. The forward-looking statements are based on management's assumptions and belief in light of the information currently available. Certain risks, uncertainties and other factors could cause actual results to differ materially from those discussed in the forward-looking statements. Such factors include, but are not limited to: fluctuation of currency exchange rates, overall supply and customer demand in the motor industry, product development and production capabilities, performance of affiliated companies, and other risks and uncertainties. Nidec undertakes no obligation to update forward-looking statements to reflect events or circumstances that occur after the date the forward-looking statements are made.

## Summary of 1H/FY2010

- **Record Six-month Operating Income of 51.5bn yen.**
- **Financial Base for Mid-term Growth Bolstered by 100bn Euro Yen CB Issue.**
- **Global Strategic Fundamentals Complete with Acquisition of Emerson's EMC business, Providing Upside to Full-year Sales Guidance\*.**

\* Upward Revision on FY2010 Sales Guidance to 700bn yen (from 660bn yen).

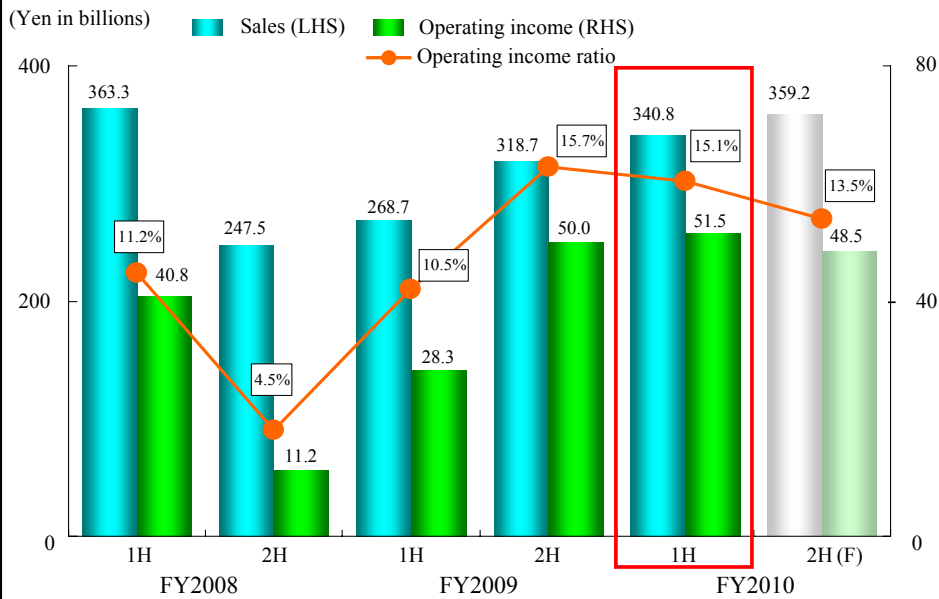
## Consolidated Profit/Loss

(Yen in millions)	1H/FY2009	1H/FY2010	Change (%)	FY2010 Forecast
Net Sales	268,743	340,791	+26.8%	700,000
Operating Income	28,321	51,522	+81.9%	100,000
Operating Income Ratio	10.5%	15.1%		14.3%
Income before Tax	22,474	41,293	+83.7%	95,000
Net Income	13,788	27,014	+95.9%	63,000
EPS	98.99	193.94	+95.9%	452.29
FX (Yen/US\$) Ave.				
Average---	95.49	88.95	-6.8%	80.00
Term-end---	90.21	83.82	-7.1%	

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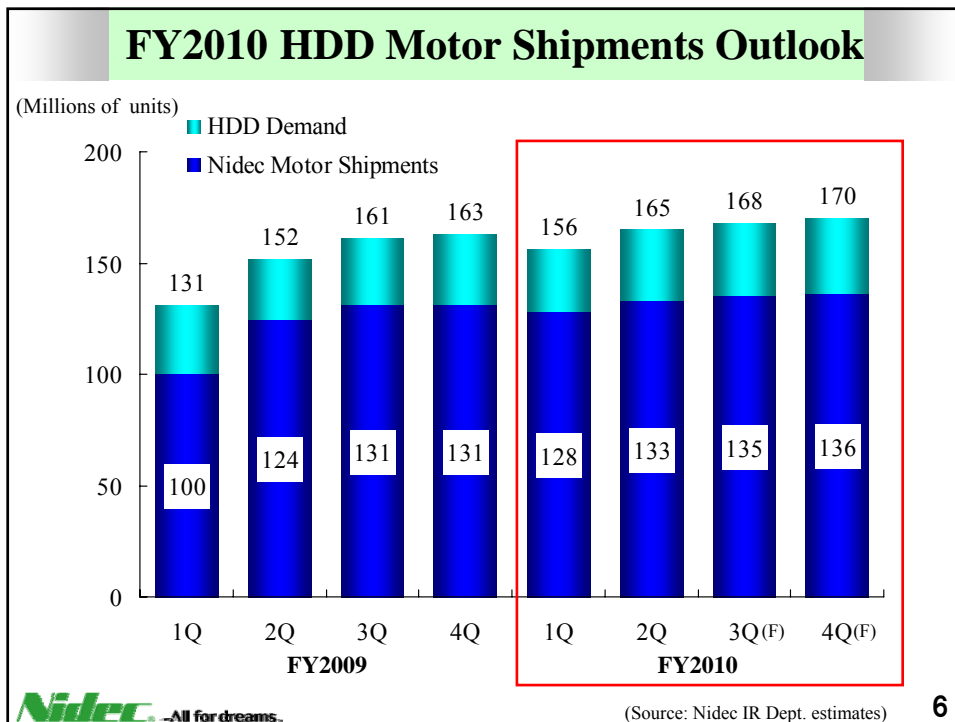
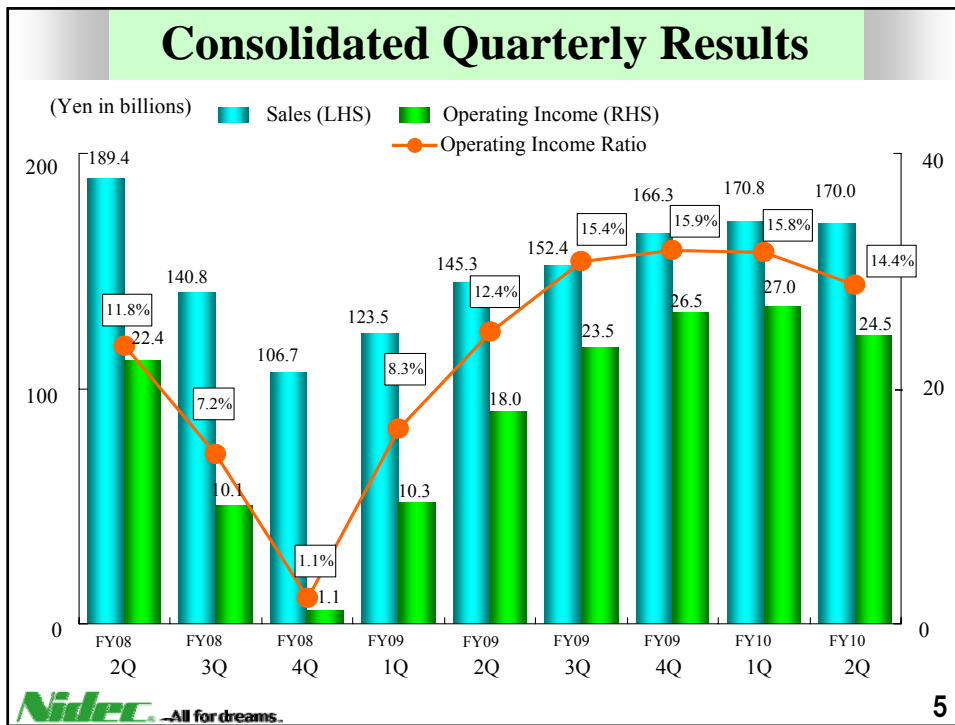
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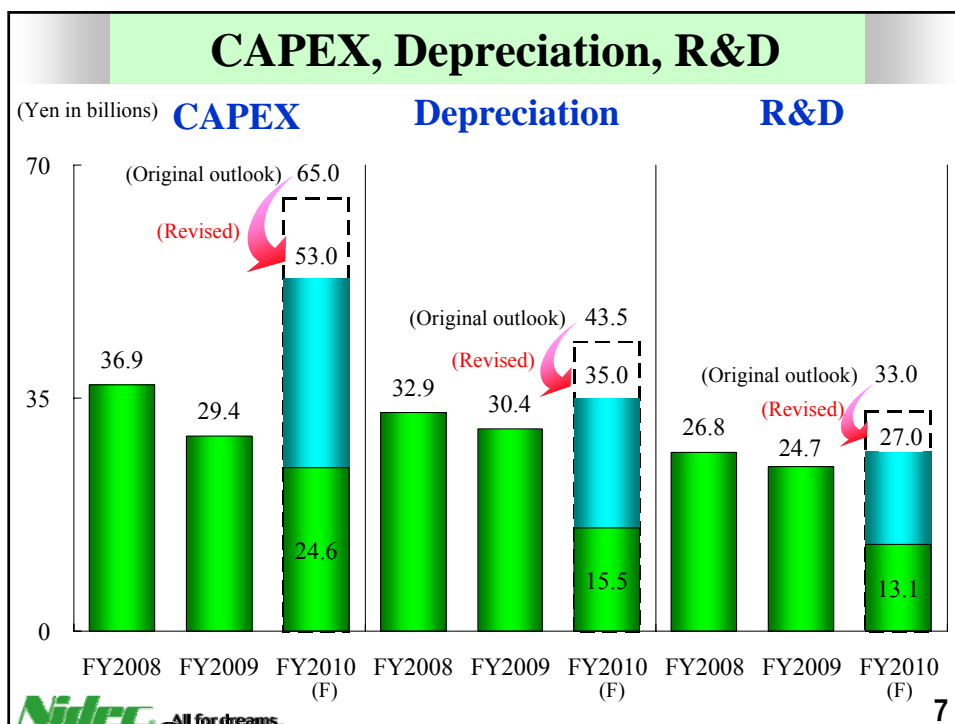
## Consolidated Sales and Operating Income



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### Listed Subsidiaries' Profit Performance

Yen in millions	1H FY2010 OP			FY2010 OP Guidance	
	OP (Actual)	Previous Guidance	Achy. Rate	OP (Forecast)	Progress
<b>Nidec Sankyo</b>	6,540	5,700	115%	11,200	58%
<b>Nidec Copal</b>	4,818	4,100	118%	9,000	54%
<b>Nidec Tosok</b>	1,932	1,860	104%	4,560	42%
<b>Nidec Copal Electronics</b>	2,613	2,000	131%	4,500	58%
<b>Nidec-Read</b>	1,204	900	134%	2,100 <i>(Revised upward)</i>	57%
<b>Total</b>	17,107	14,560	117%	31,360	55%

\*Numbers above are based on the generally accepted accounting standard in Japan.

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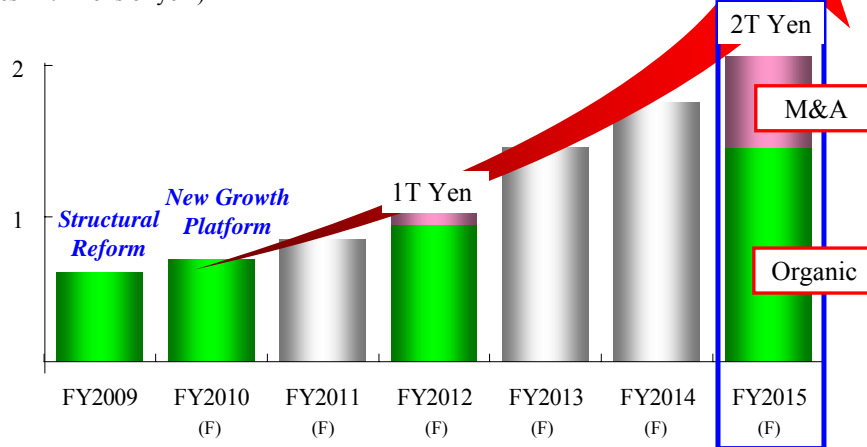
# Vision 2015

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## Mid-term Target: *Vision 2015*

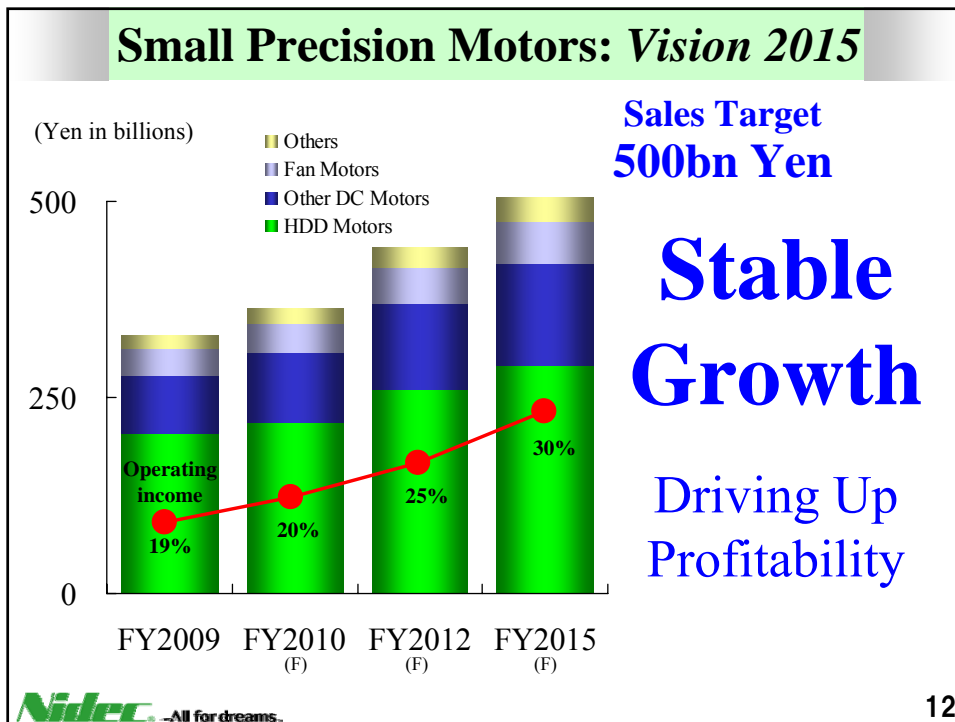
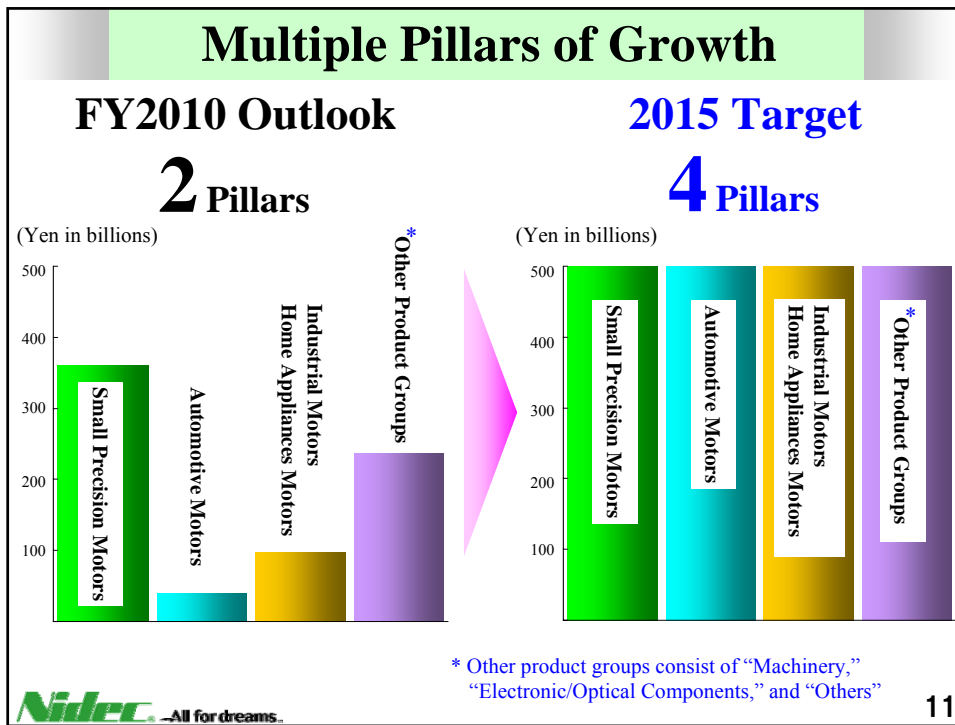
Organic and M&A Growth Re-ignited to Build  
Two-Trillion-Yen Enterprise Group

(Sales in trillions of yen)



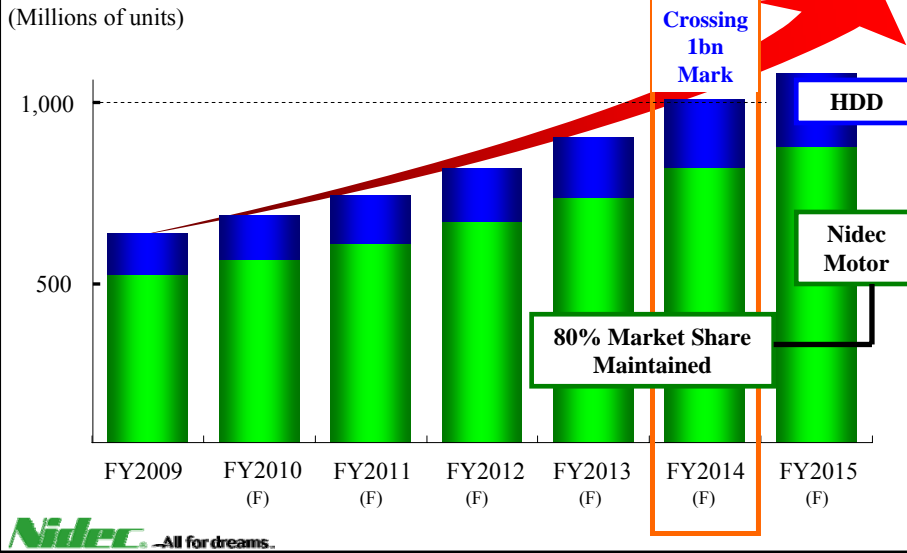
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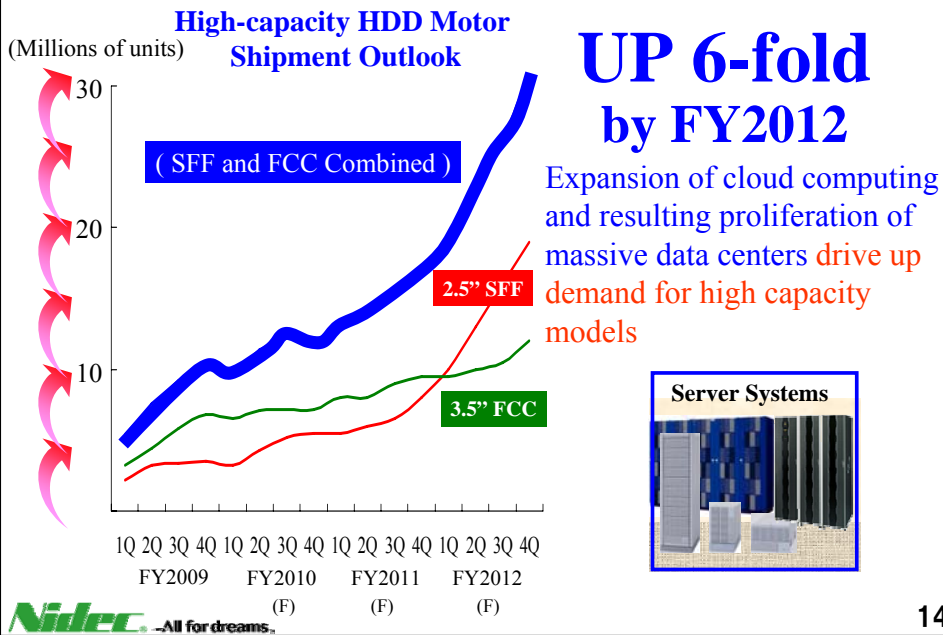
## HDD Motor Demand Trend

**HDD Demand Exceeding One Billion Units in FY2014**



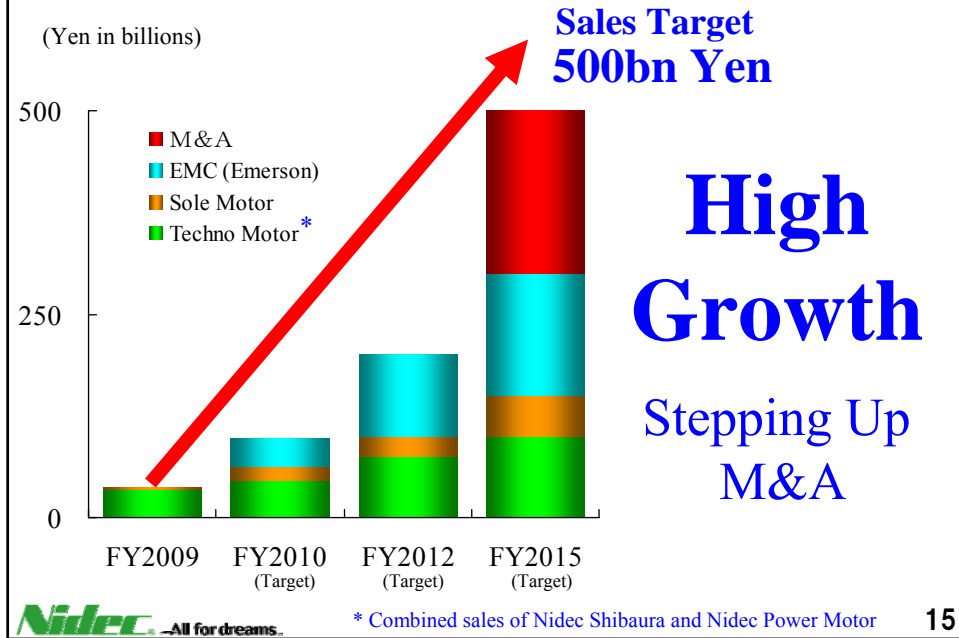
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## High-capacity HDD Motor Shipments



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## Household/Industrial Motors: *Vision 2015*



## Stepping Up M&A

### U.S. Emerson's EMC\* Operations

EMC (America) and Sole Motors (Europe) form a strong international network to drive sales in the global household/industrial motor markets.



Titan Vertical High Thrust Motor (5,000 HP)



All Stainless Steel Washdown Motor (2 HP)



API 547 Horizontal Motor (1,000 HP)



Vertical Hollow Shaft Motor (500 HP)

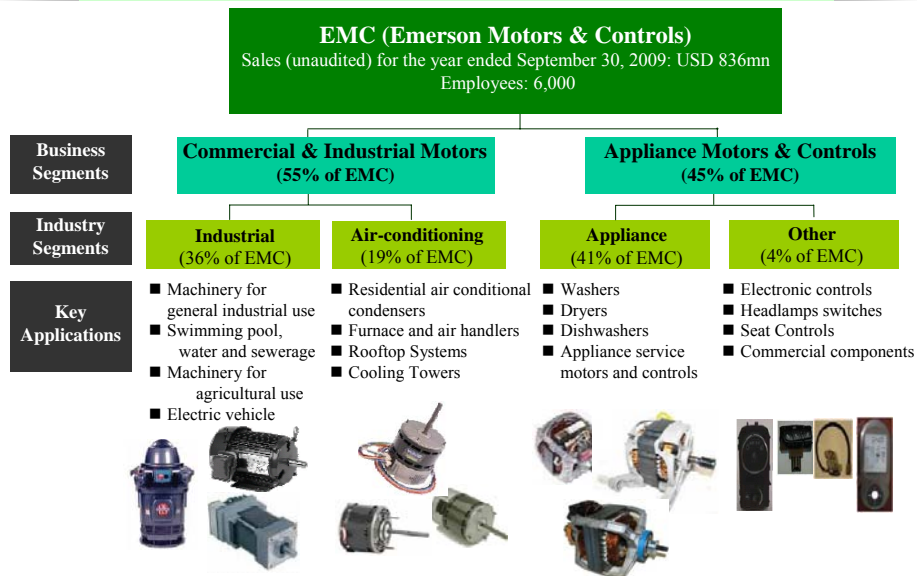
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\* Emerson Motors and Controls

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# Overview of Emerson's EMC\* Business



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\* EMC: Renamed Nidec Motor Holdings Corporation on September 30, 2010.

# New Trends in Vehicle Electrification

## EMC\*<sup>1</sup> Drives Rollout to Industrial Electric Vehicles

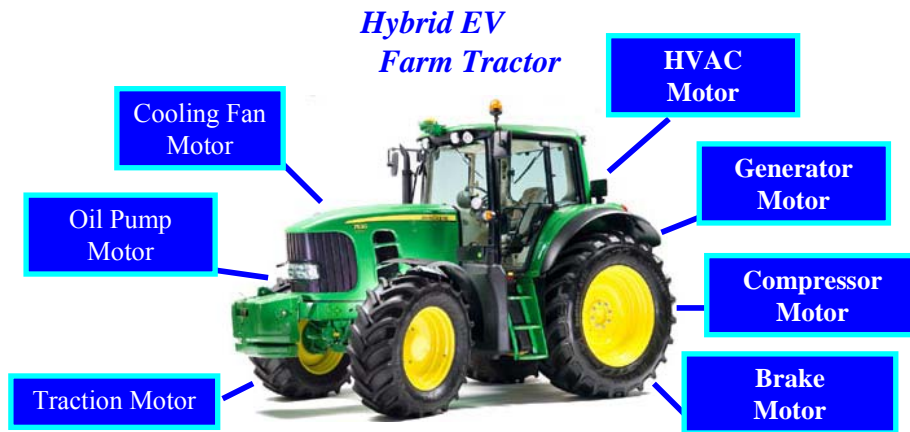
	Applications	Motor Technology	High-volume Mfg. Startup
	EV	IPM* <sup>2</sup>	In production
	Bus/Truck	IPM	2011
	Heavy machinery	SR* <sup>3</sup>	2012
	Farm Tractor	SR	2013

\*1 EMC was renamed Nidec Motor Holdings Corporation on September 30, 2010.  
 \*2 IPM stands for Interior Permanent Magnet motor, a synchronous motor with permanent magnets placed in the interior of the rotor core.  
 \*3 SR stands for Switched Reluctance motor, which rotates without permanent magnets by utilizing the difference in magnetic reluctance between the stator and rotor poles.

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## Opportunities Beyond Traction Motors

**Synergetic Strength** Drives New Market Penetration



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(\* ) heating, ventilating, air conditioning

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## Household/Industrial Motors Global Strategy

### Worldwide Strategic Framework

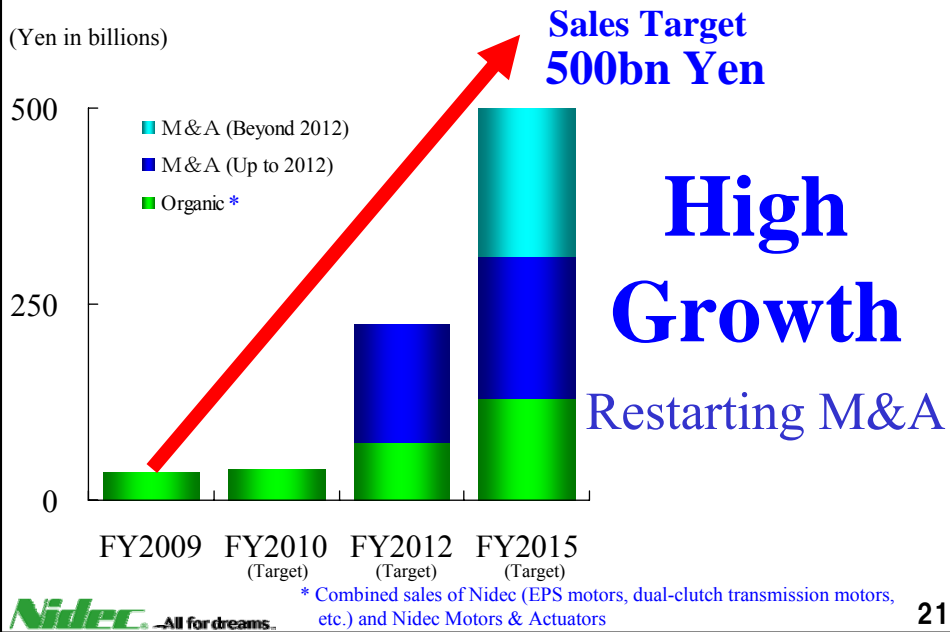
Market regions		America	EU	Asia
Household	Mid-size	Nidec Motor (Formerly Emerson EMC)	Nidec Sole Motor	Nidec Shibaura
	Industrial			Nidec Power Motor
	Large-size			

**Expand presence in major untapped markets for Nidec brand motors**

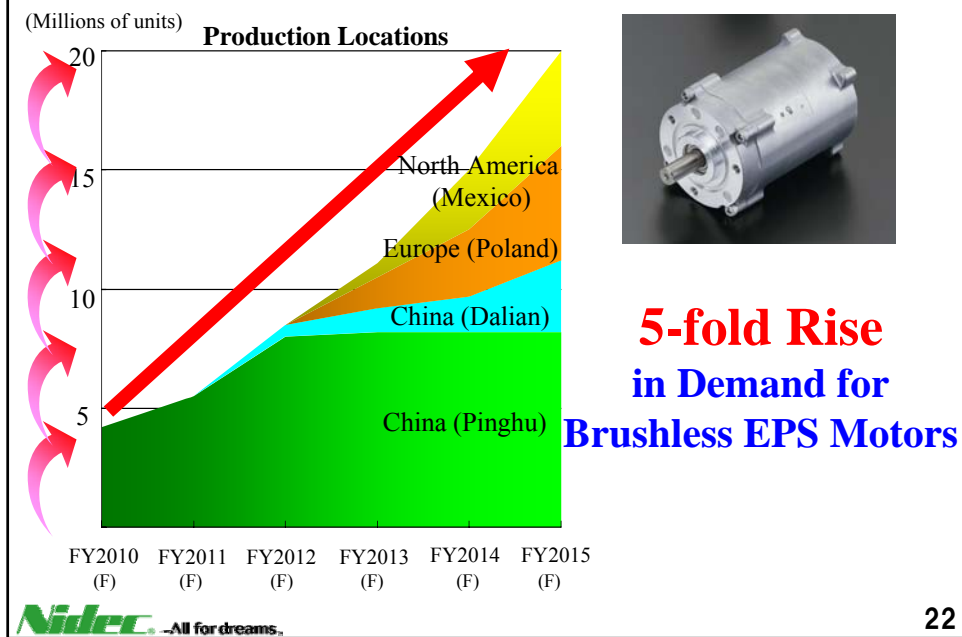
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## Automotive Motors: Vision 2015

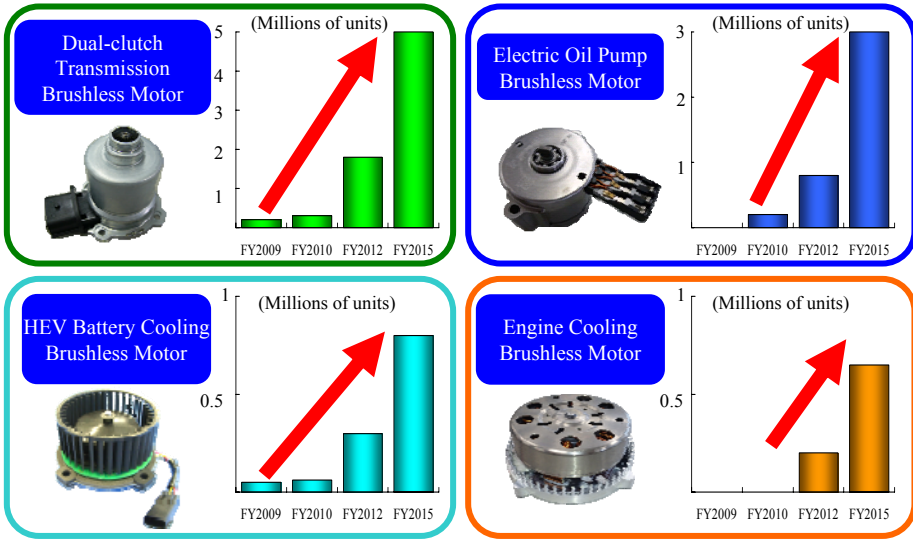


## EPS Motor Global Rollout



## “Brushless Shift” Accelerates in Automotive Motors

### 4 Key Applications



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## Other Product Groups: Vision 2015



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## Approach to Emerging Market -1

### Enter Indian Market



Nidec's first sales foothold to be established in Gurgaon, outskirts of New Delhi, in December 2010.

Nidec Industrial Park planned for construction in 2011 to manufacture motors for **home appliances and automotive applications**.

### Capture Emerging Demand

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## Approach to Emerging Market -2

### Chinese Economic Area



**Broaden sales outreach to fast-growing Chinese local manufacturers**  
(Household/Automotive/IT applications)

\* Operation launch planned for December 2010

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## Nidec Motor Tops the World



**Electric Glider Powered by  
Nidec Brushless Motors  
Won**



**2010 F5B World Championship**



***Pursue world's No.1 in any chosen path***

Note: "F5B" is a type of remote control electric model aircraft contest equivalent to the Formula one of auto racing in model airplane competition. The 13<sup>th</sup> F5B Electric Flight World Championships took place in Muncie, Indiana, USA, from August 19 through August 25, 2010.

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### **About the Front Cover Photo**

Featured on the front page of this presentation material is Tokai University's race vehicle gearing up to compete in the "Le Mans Asian Series" to be held at Zhuhai International Circuit in Guangdong, China from November 5 through November 7 this year. The race vehicle has been designed and developed by the Le Mans Project at Tokai University School of Engineering Department of Prime Mover Engineering, and Nidec has started supporting the project as its main sponsor. In line with the project's yet another commitment to bring hybrid vehicle to the "2011 Le Mans," Nidec and Tokai University is now working in tandem on the development of a hybrid vehicle motor.

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### IR Contacts

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## Appendix

# Performance Trend & Product Groups Overview

Note: The product group previously classified as “Mid-size Motors” has been renamed “General Motors,” reflecting the inclusion of large-size motor lines of U.S. Emerson’s Motors & Controls operations (acquisition transaction completed on September 30, 2010, EDT).

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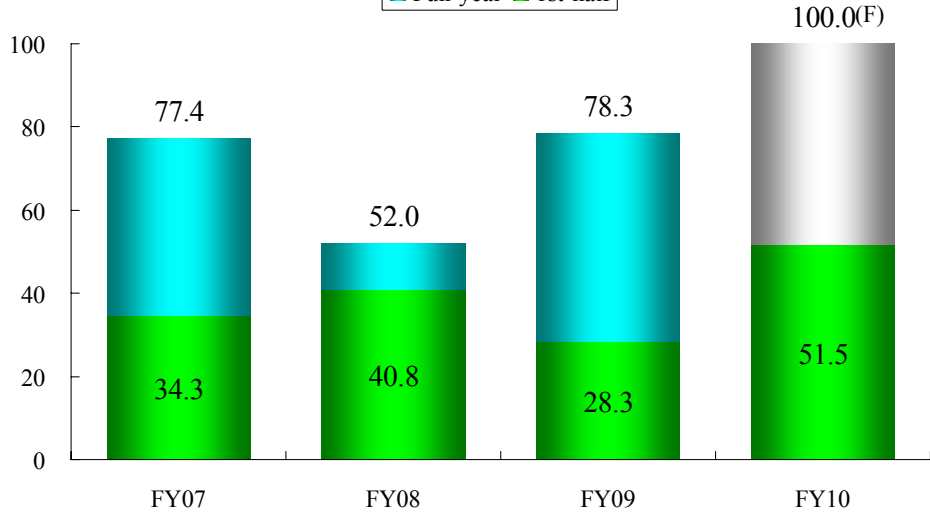




## Consolidated Operating Income

(Yen in billions)

■ Full-year ■ 1st-half



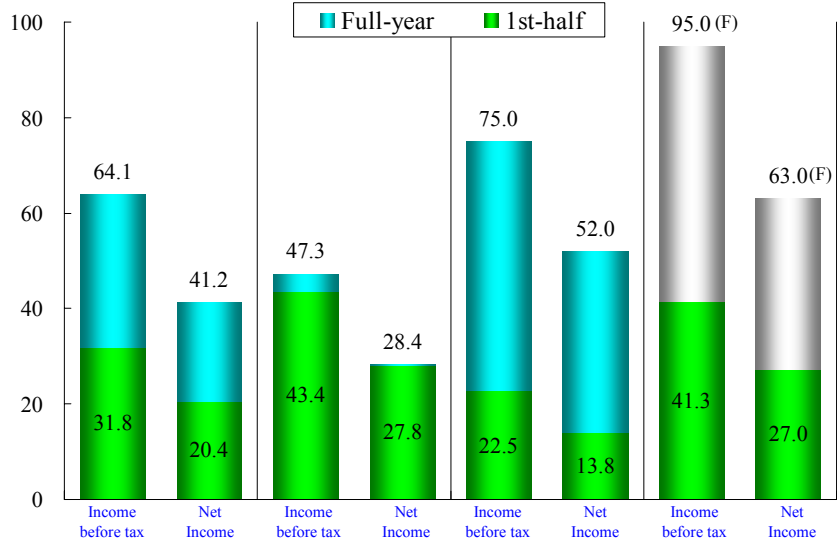
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## Consolidated Income Before Tax & Net Income

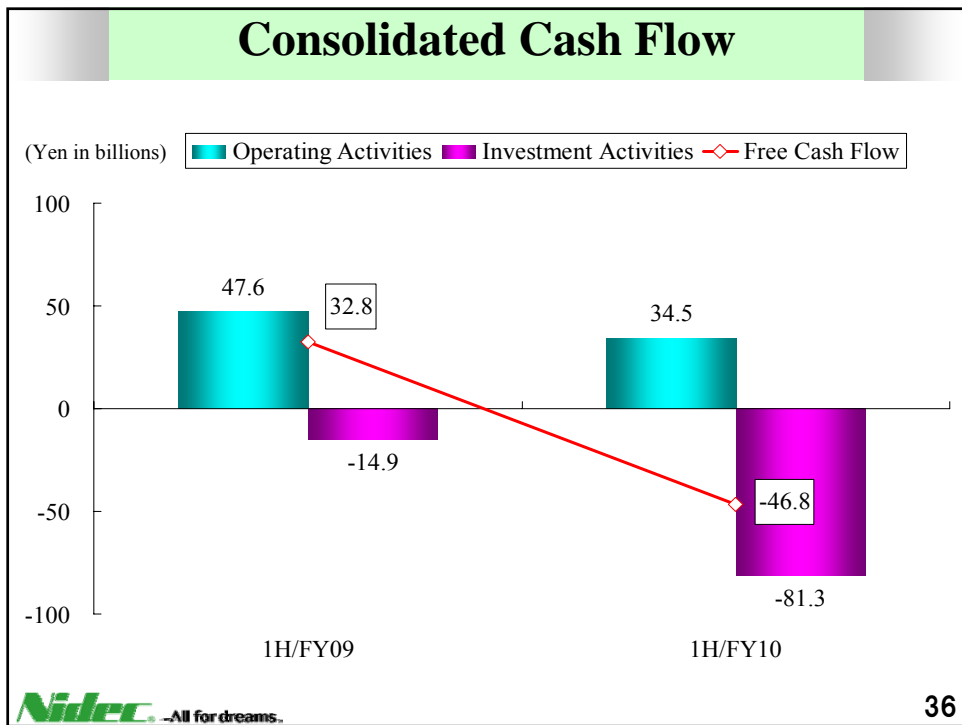
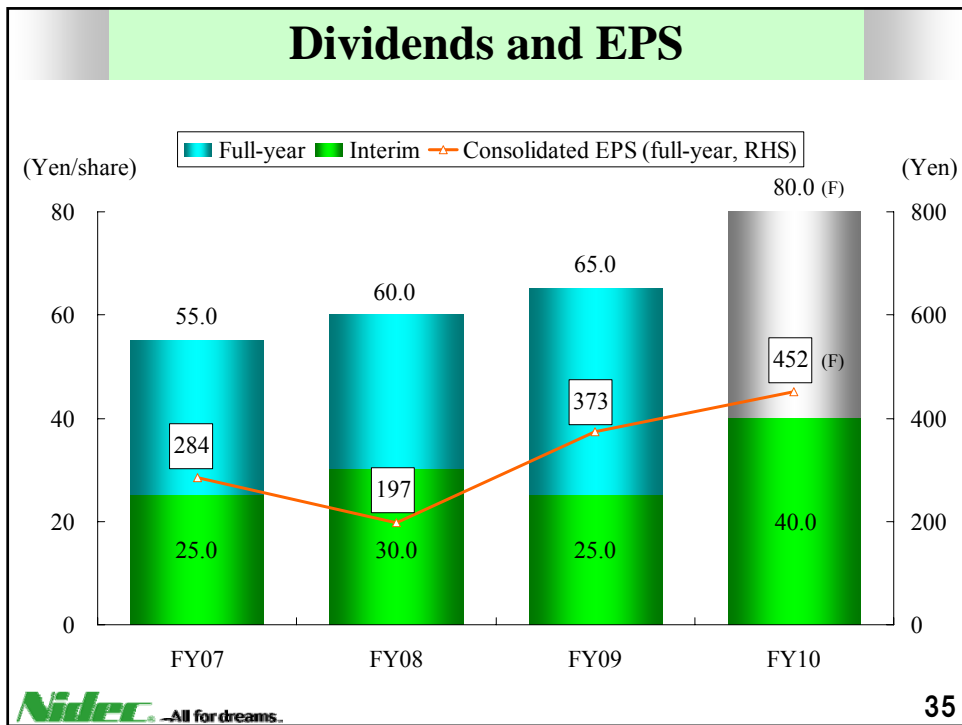
(Yen in billions)

■ Full-year ■ 1st-half



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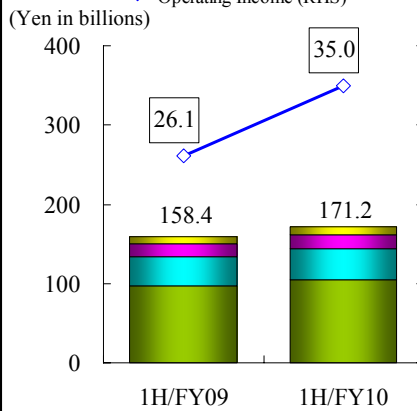
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## Product Groups Overview -1

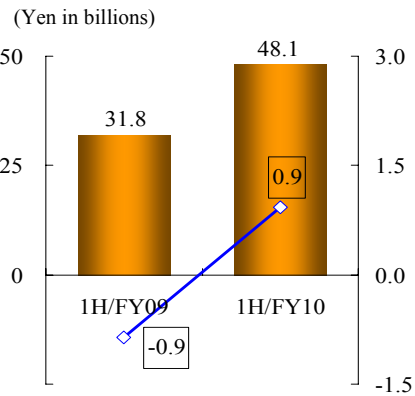
### <Small Precision Motors>

- Other Small Motors (sales, LHS)
- Fan Motors (sales, LHS)
- Other DC Motors (sales, LHS)
- HDD Motors (sales, LHS)
- Operating Income (RHS)



### <General Motors>

- Net Sales (LHS)
- Operating Income (RHS)



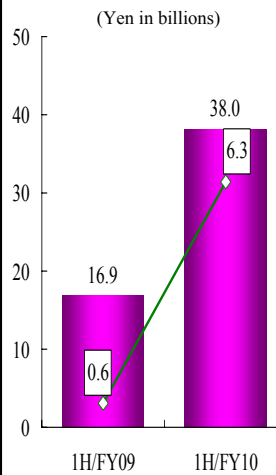
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## Product Groups Overview -2

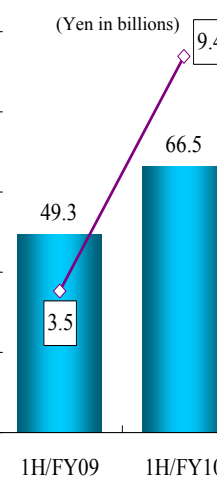
### <Machinery>

- Net Sales (LHS)
- Operating Income (RHS)



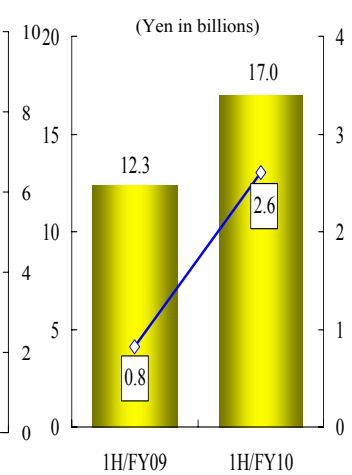
### <Electronic & Optical Components>

- Net Sales (LHS)
- Operating Income (RHS)



### <Others>

- Net Sales (LHS)
- Operating Income (RHS)



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## Listed Subsidiaries –Results & Forecasts-

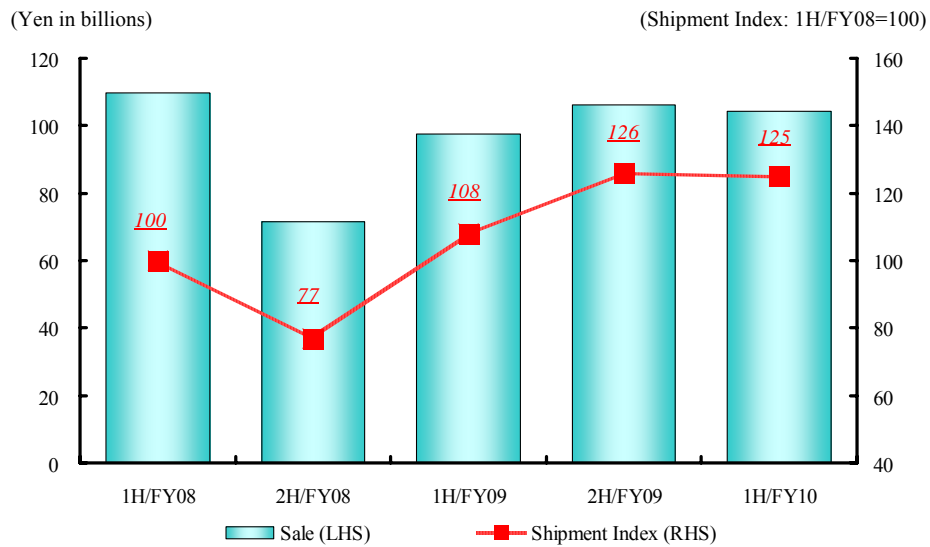
(Yen in millions)	Net Sales			Operating Income			Net Income		
	1H/2009 Actual	1H/2010 Actual	FY2010 Forecast	1H/2009 Actual	1H/2010 Actual	FY2010 Forecast	1H/2009 Actual	1H/2010 Actual	FY2010 Forecast
Nidec Sankyo	33,217	48,182	90,500	2,012	6,540	11,200	474	3,981	6,200
Nidec Copal	29,272	39,959	73,000	1,808	4,818	9,000	1,151	3,036	4,950
Nidec Tosok	10,327	14,637	27,700	513	1,932	4,560	-770	1,090	2,550
Nidec Copal Electronics	10,689	15,796	28,000	682	2,613	4,500	357	1,568	2,600
Nidec-Read	2,556	6,201	10,500	161	1,204	2,100	125	732	1,300
<b>Total</b>	<b>86,061</b>	<b>124,775</b>	<b>229,700</b>	<b>5,176</b>	<b>17,107</b>	<b>31,360</b>	<b>1,337</b>	<b>10,407</b>	<b>17,600</b>

Financial data in the above table have been prepared under the generally accepted accounting standard in Japan.

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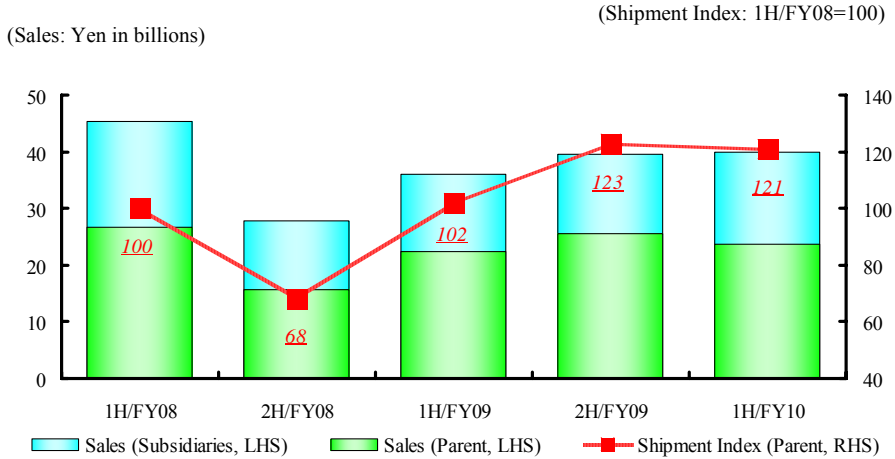
## HDD Motors



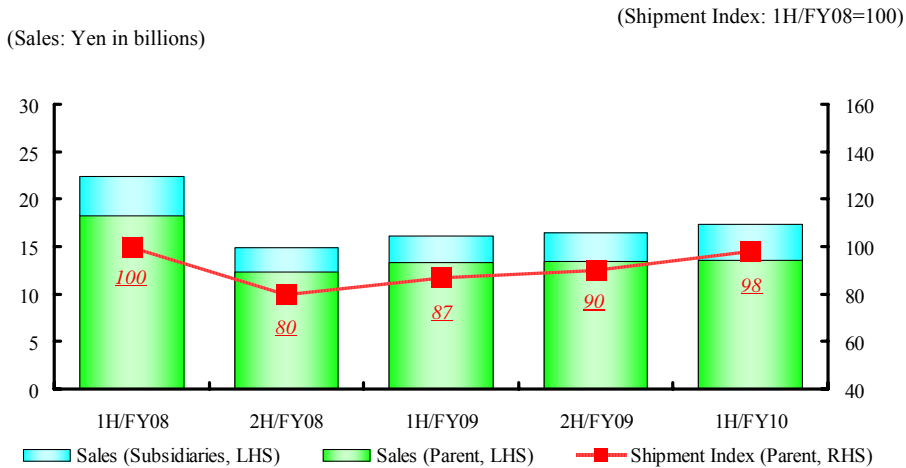
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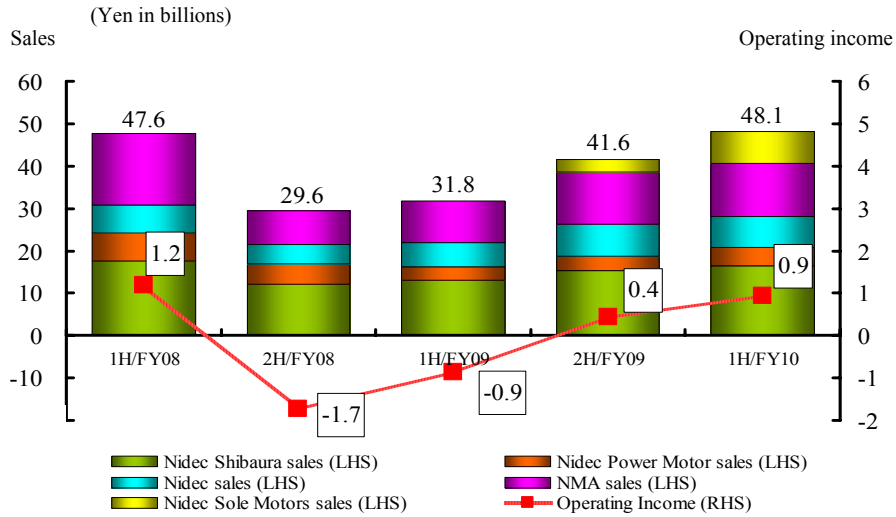
# Other DC Motors



# Fan Motors



## General Motors

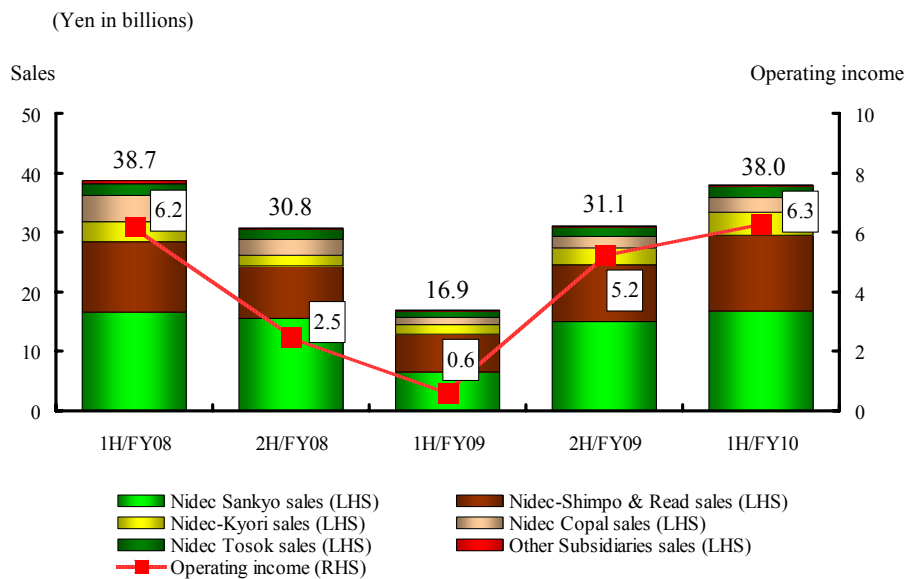


Note: The product group previously classified as "Mid-size Motors" has been renamed "General Motors," reflecting the inclusion of large-size motor lines of U.S. Emerson's Motors & Controls operations (acquisition transaction completed on September 30, 2010, EDT).

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## Machinery

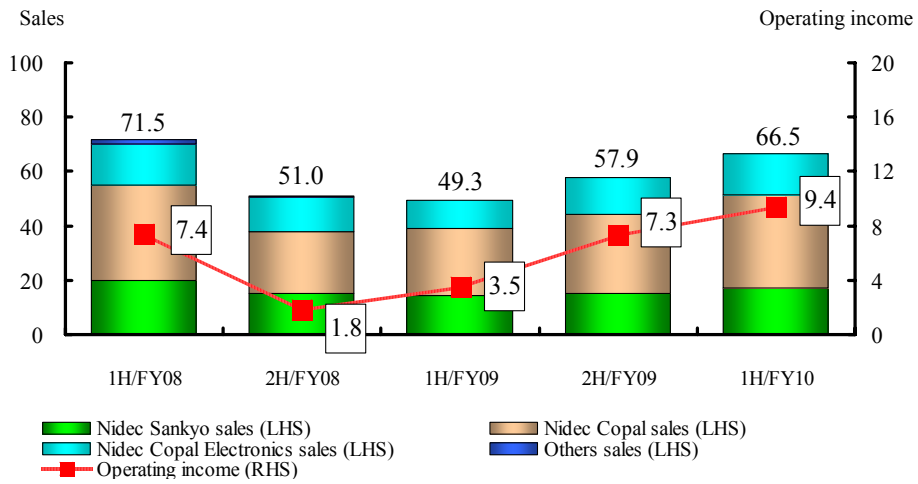


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## Electronic & Optical Components

(Yen in billions)

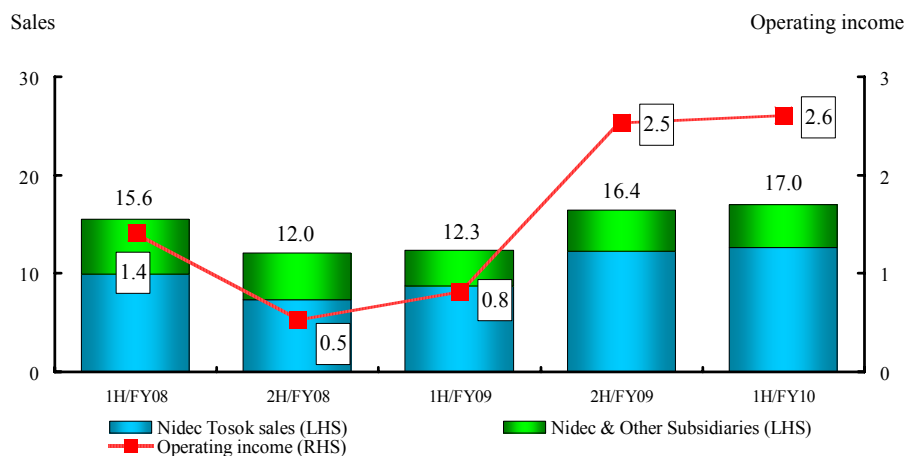


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## Others

(Yen in billions)



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