

Segment Information by Motor Application

Below is a description of conditions in the markets for motors, the Mabuchi Group's main business, and a report on the Group's sales situation.

In fiscal 2019, consolidated net sales generated by motor sales amounted to 131,799 million yen, down 7.9% from the previous fiscal year.



**Automotive
Products**

74.3%

Automotive Products Market

Net sales in this market were 97.9 billion yen (a 6.0% decrease on a year-on-year basis).

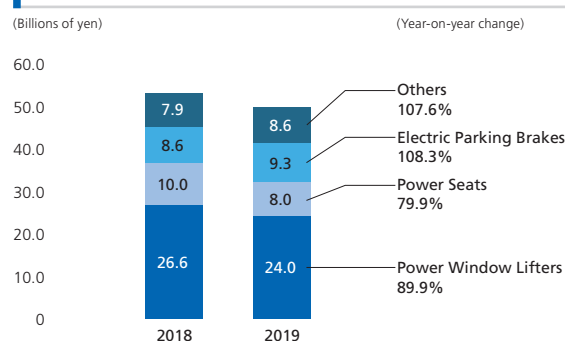
Medium-sized Motors

- Sales of PW motors declined mainly due to a slowdown in auto production in China despite increased sales of high-torque standard products for major North American automakers
- PS motors declined on end of production of equipped models and weak market
- Sales of EPB motors grew, reflecting increased use by major Japanese automakers
- In Others, increases in sales of motors for engine peripheral equipment, etc.

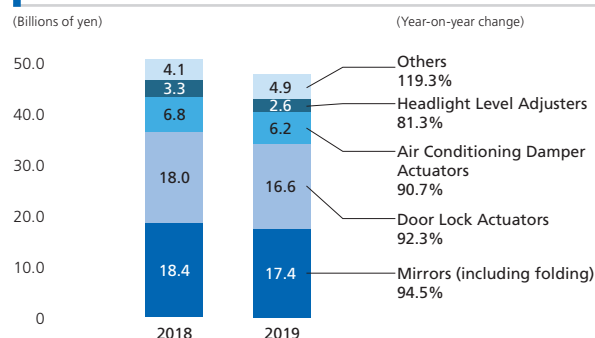
Small Motors

- Motors for door lock actuators, motors for mirrors, and motors for air conditioning damper actuators maintained market share, but sales declined due to weak market
- In Others, growth in motors for steering locks, grille shutter actuators, and shift-by-wire systems

Sales by Main Application



Sales by Main Application



Consumer and Industrial Products

25.7%

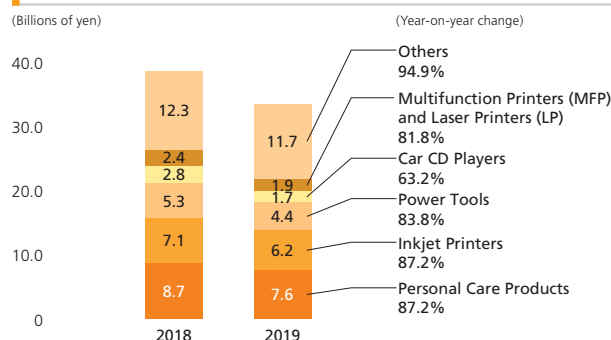


Consumer and Industrial Products Market

Net sales in this market were 33.8 billion yen (a 12.9% decrease on a year-on-year basis).

- Although midrange and high-end toothbrush segments remain strong, overall decline for motors for personal care products due to policy of emphasizing profitability in certain applications (following a high-margin, low-volume approach)
- Lower sales of motors for inkjet printers due to market contraction
- Sales in the Others category declined despite increases in sales of motors for vacuum cleaners and housing equipment

Sales by Main Application

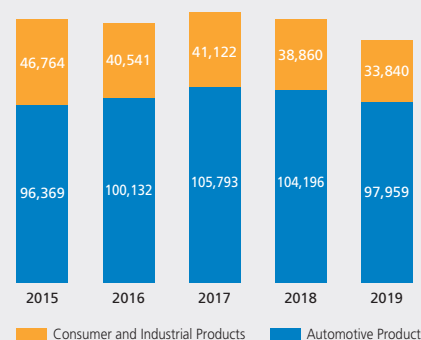


Net Sales by Application

	Millions of yen					Thousands of U.S. dollars
	2015	2016	2017	2018	2019	2019
Automotive Products	¥ 96,369	¥100,132	¥105,793	¥104,196	¥ 97,959	\$ 894,113
Consumer and Industrial Products	46,764	40,541	41,122	38,860	33,840	308,872
Total Sales	¥143,134	¥140,674	¥146,915	¥143,057	¥131,799	\$1,202,985

U.S.\$1 = ¥109.56

(Millions of yen)



Net Sales by Region

	Millions of yen					Thousands of U.S. dollars
	2015	2016	2017	2018	2019	2019
Japan	¥ 11,615	¥ 12,010	¥ 12,533	¥ 13,590	¥ 14,424	\$ 131,654
North & Latin America	17,204	17,360	18,376	20,499	23,013	210,049
Europe	29,262	30,117	34,766	33,996	30,274	276,323
China	49,493	46,790	48,748	47,640	40,665	371,166
Asia Pacific	35,557	34,396	32,492	27,330	23,421	213,773
Total Sales	¥143,134	¥140,674	¥146,915	¥143,057	¥131,799	\$1,202,985

U.S.\$1 = ¥109.56

(Millions of yen)

