

Strategic Focus on Innovation for Sustainable Growth

December 2011

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TSE code : 6754
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Cautionary Statement

All information contained in this release which pertains to the current plans, estimates, strategies and beliefs of Anritsu Corporation (hereafter "Anritsu") that is not historical fact shall be considered forward-looking statements of future business results or other forward-looking projections pertinent to the business of Anritsu. Implicit in reliance on these and all future projections is the unavoidable risk, caused by the existence of uncertainties about future events, that any and all suggested projections may not, come to pass. Forward-looking statements include but are not limited to those using words such as "believe", "expect", "plans", "strategy", "prospects", "forecast", "estimate", "project", "anticipate", "may" or "might" and words of similar meaning in connection with a discussion of future operations or financial performance.

Actual business results are the outcome of a number of unknown variables and may substantially differ from the figures projected herein.

Factors which may affect the actual business results include but are not limited to the economic situation in the geographic areas in which Anritsu conducts business, including but not limited to, Japan, Americas, Asia, and Europe, changes in actual demand for Anritsu products and services, increases or decreases in the competitive nature of markets in which Anritsu sells products or buys supplies, changing aptitudes at providing services, and exchange rates.

You also should not place reliance on any obligation of Anritsu to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Anritsu disclaims any such obligation.



Agenda

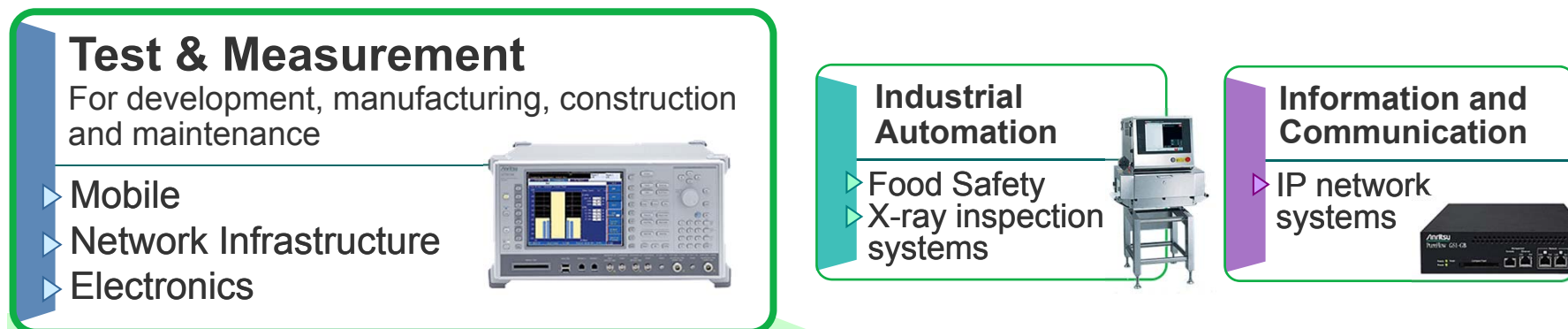
1. Outline of our business
 2. Sales trend of mobile T&M business
 3. Strength in mobile T&M business
 4. Difference of mobile T&M business: R&D / production
 5. Anritsu global operations
 6. Mid term plan GLP2012 and Anritsu 120
(as of April 2010)
 7. Performance of T&M business
 8. Changes of T&M business profitability
 9. Operating margins of T&M competitors
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1. Outline of our business

FY2010 Net Sales : 77.9 Billion Yen

(FY2011H1:44.6 Billion Yen, FY2011(Est.): 87.5 Billion Yen)



T&M 69% →(FY2011H1:76%)			Industrial 16% →(16%)	Info. 5% →(2%)	Others 10% →(5%)
Mobile 30% →(50%)	Network Infrastructure 40% →(30%)	Electronics 30% →(20%)			

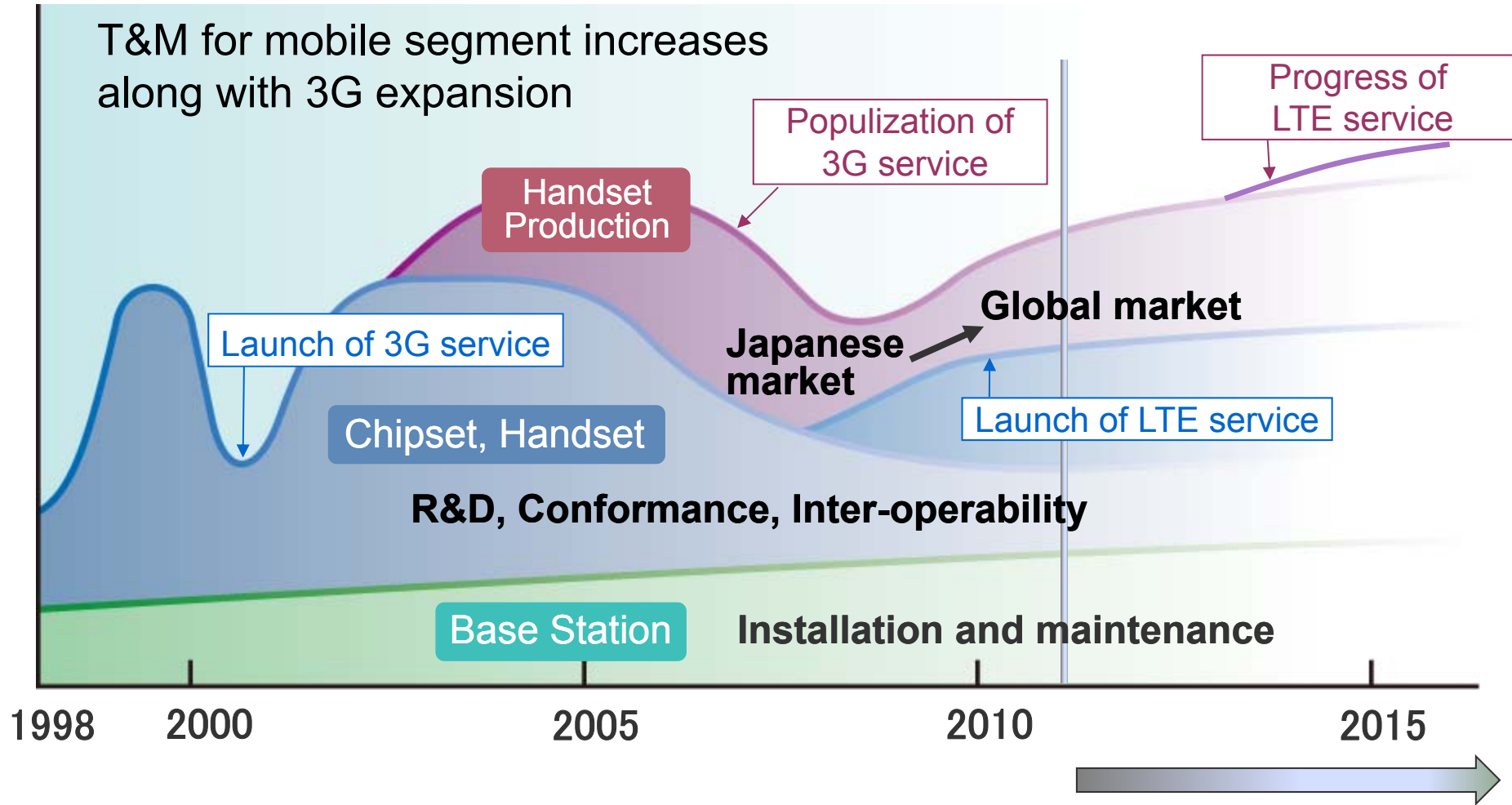
(Sales of T&M business by region)

Japan 30% →(25%)	Americas 30% →(25%)	EMEA 20% →(20%)	Asia & others 20% →(30%)
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(): FY2011H1

2. Sales trend of mobile T&M business

Mobile T&M market (2010, Anritsu Est.):100B Yen (Production:70-80B Yen, R&D:20-30B Yen)



3. Strength in mobile T&M business

*Anritsu estimates

Mobile R&D Market share*

LTE **50%** 3G **70%** → **Global No.1**







Mobile production Market share*

Total **10%** New 3G line **30%** → **Global Top3**

Handheld testers for Wireless base stations Market share*

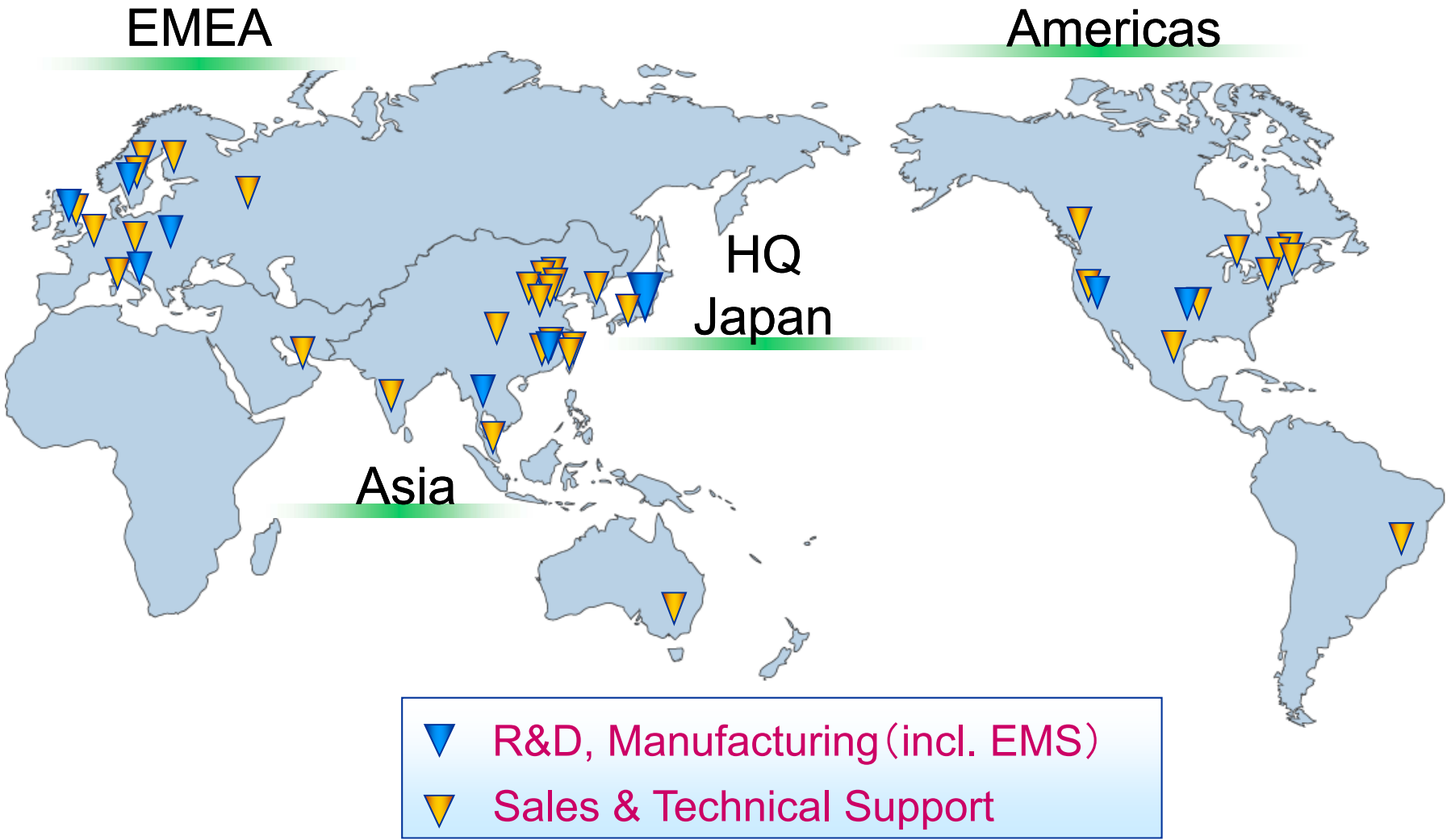
70 - 80% → **Global No.1**

4. Difference of mobile T&M business : R&D / production

	for R&D			for Handset production	
Categories	Core R&D	Conformance test	Operator Acceptance test	Specialized one box testers	Standard testers with dedicated software
Current Telecom. protocol	LTE (FDD-LTE, TDD-LTE)			2G/3G/3.5G (GSM/EDGE, CDMA, W-CDMA, HSPA, TD-SCDMA)	
Customer	Chipset and handset vendors	Chipset and handset vendors, test house and telecom. operators	Test house and telecom. operators	Handset vendors and EMS (elec. mfg. services)	
business area	US, EU, Japan, Korea and China			Asia	
Anritsu strength	   				



5. Anritsu global operations



6. Mid term plan GLP2012 and Anritsu120 (as of April 2010)

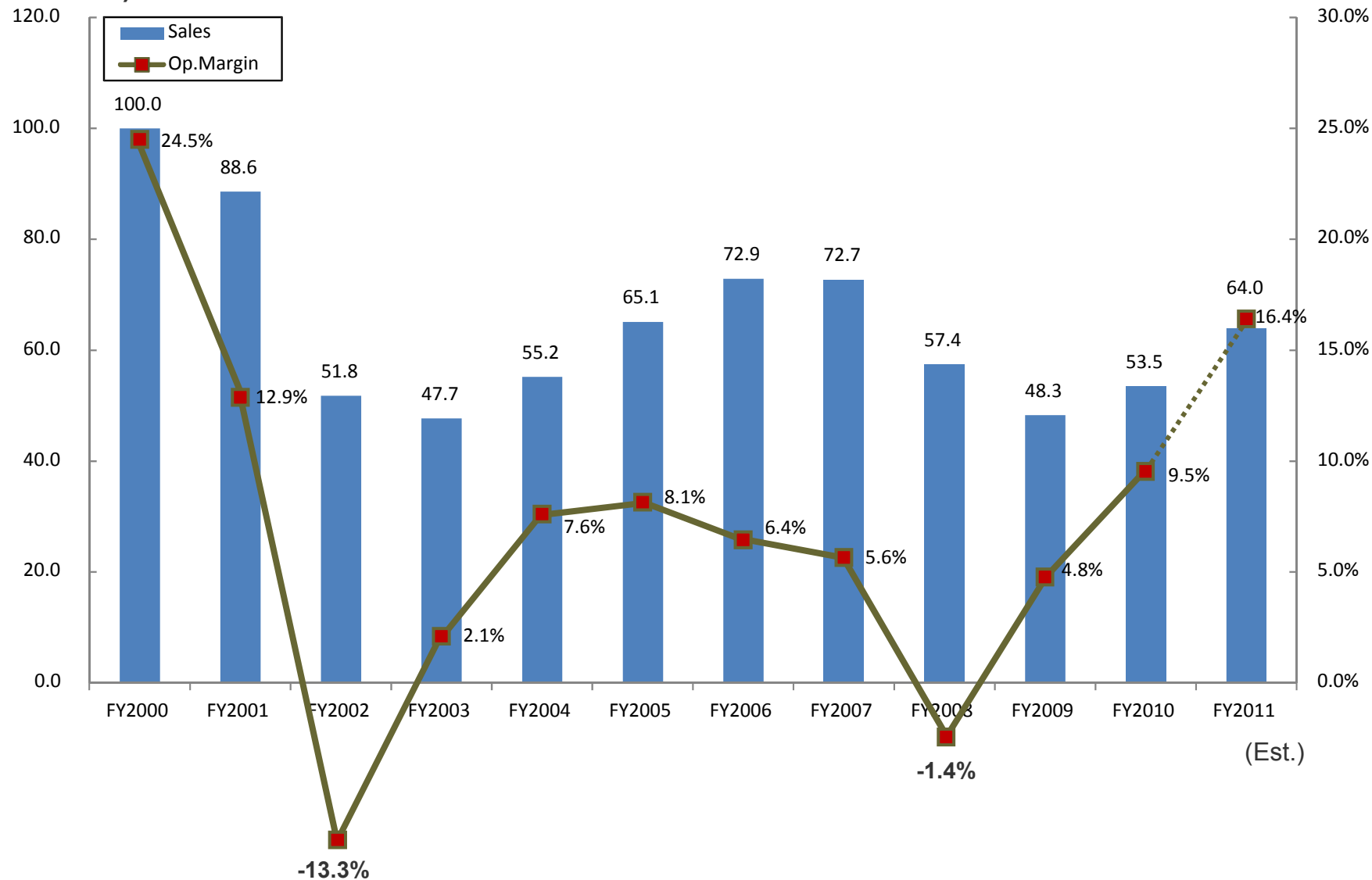
(Billion Yen)

		FY2010		Revised in Oct.2011		Planned in Apr.2010			
				FY2011		FY2012		FY2014	
		Act.		Est.		GLP2012		Anritsu120	
Sales		77.9		87.5		90.0		100.0	
Ope.Inc.		7.0	9%	11.7	13%	9.0	10%	12.0	12%
Net Inc.		3.1	4%	7.0	8%	4.5	5%	6.0	6%
ROE		7.9%		>10%		10%		12%	
ACE*		1.9		>2.0		2.0		4.0	
T&M	Sales	53.5	69%	64.0	73%	61.0	68%	70.0	70%
	Ope.Inc.	5.1	9%	10.5	16%	6.0	10%	8.5	12%
Industrial Automation	Sales	12.3	16%	14.0	16%	14.5	16%	15.5	16%
	Ope.Inc.	0.7	5%	0.7	5%	1.1	8%	1.7	11%
Info.& Com.	Sales	4.1	5%	4.0	5%	6.0	7%	6.5	7%
	Ope.Inc.	0.1	2%	0.0	0%	0.5	8%	0.7	11%
Others	Sales	7.9	10%	5.5	6%	8.5	9%	8.0	8%
	Ope.Inc.	1.7	21%	0.5	9%	1.4	16%	1.1	14%

ACE (Anritsu Capital-cost Evaluation): Ope. Inc. after Tax – Capital Cost

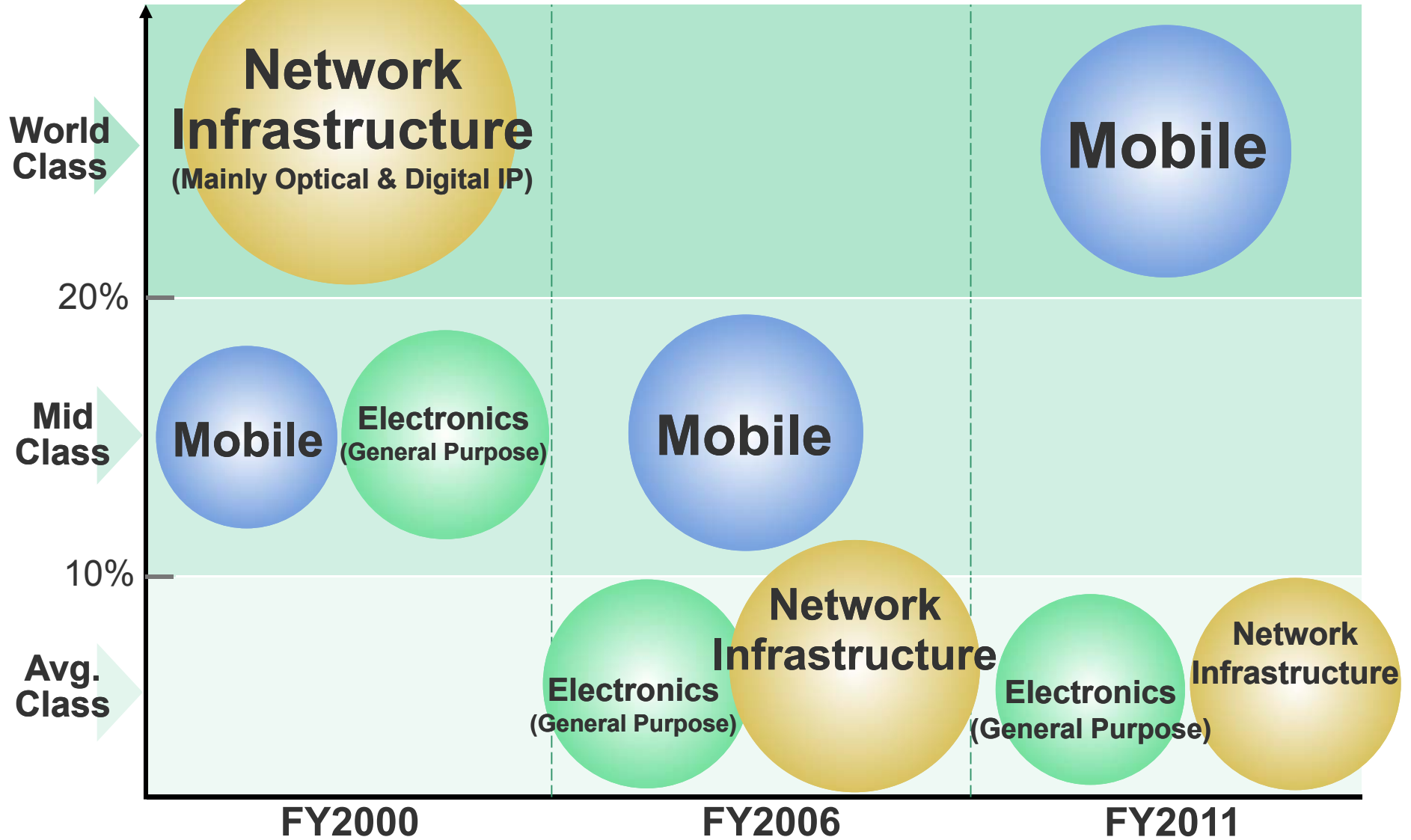
7. Performance of T&M business

(Billion Yen)

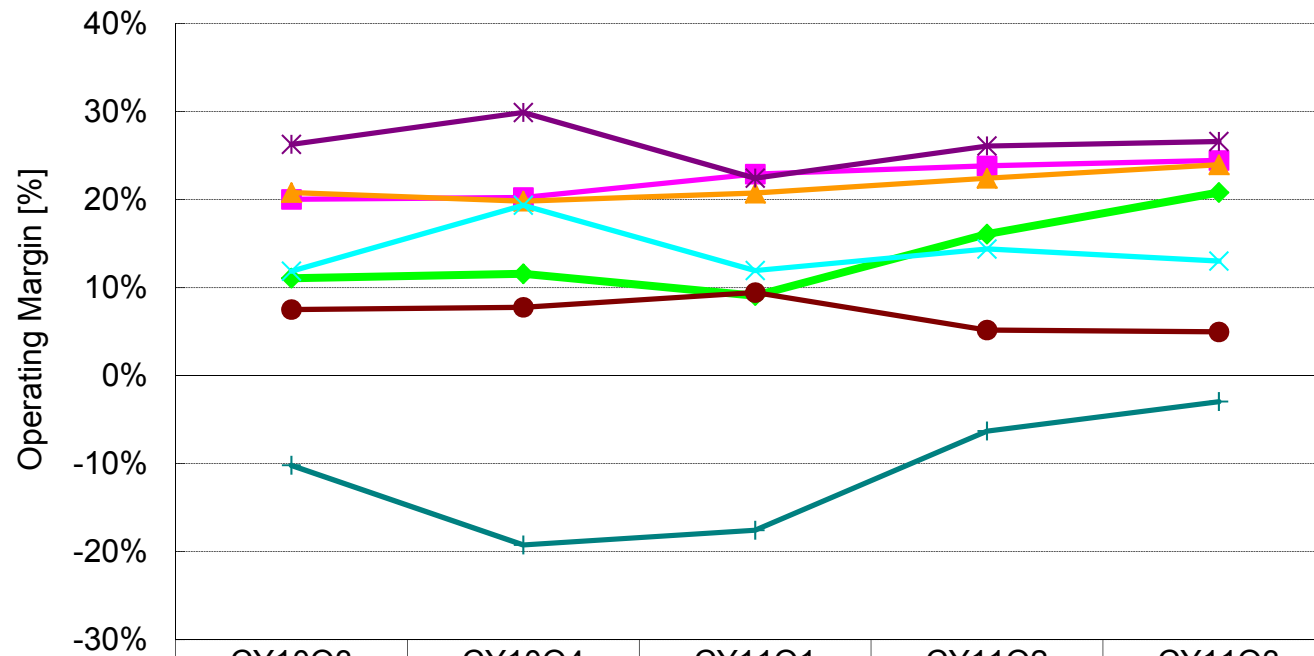


8. Changes of T&M business profitability

(Operating Margin)



9. Operating margins of T&M competitors



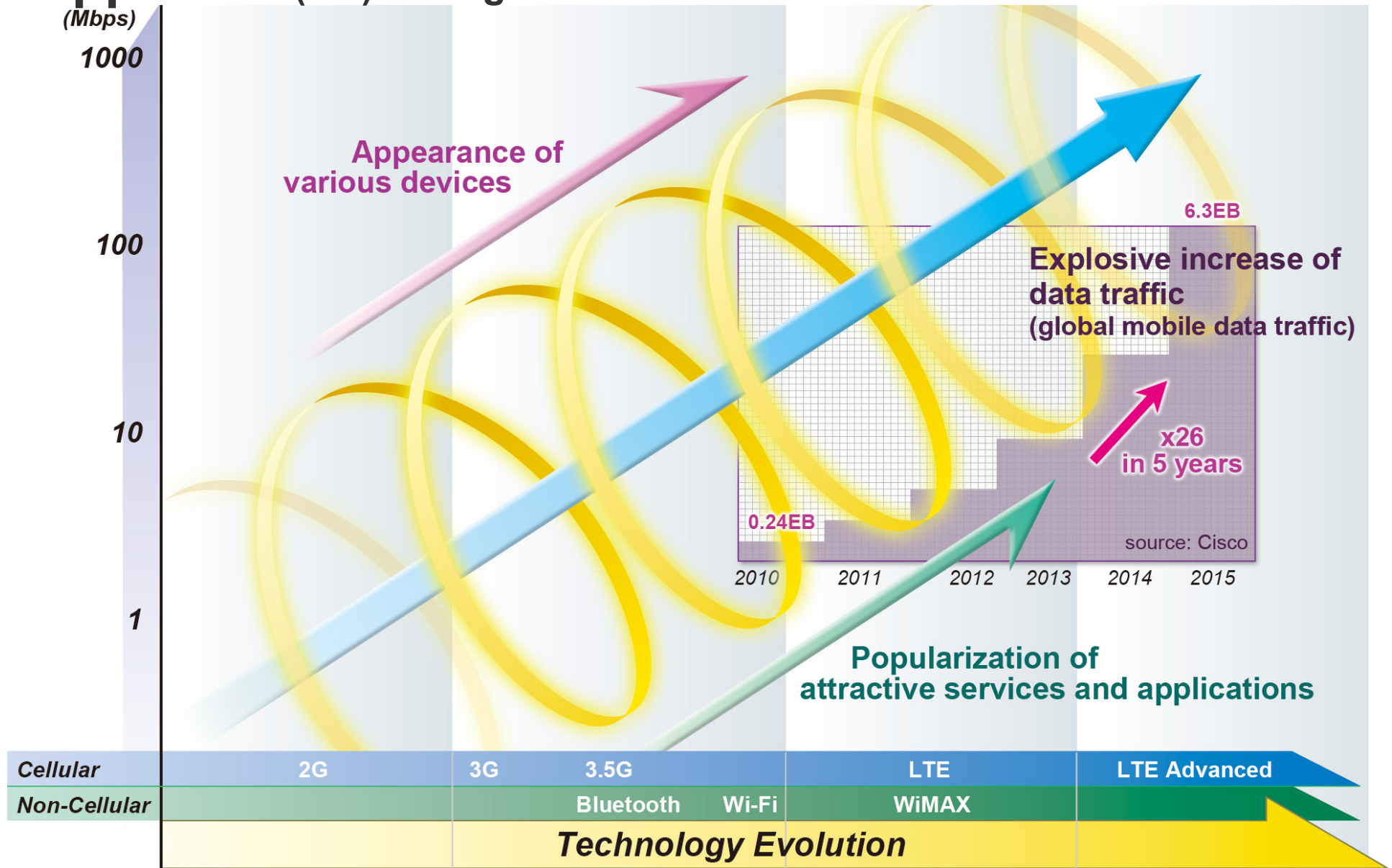
	CY10Q3	CY10Q4	CY11Q1	CY11Q2	CY11Q3
◆ Anritsu T&M	11%	12%	9%	16%	21%
■ Agilent T&M	20%	20%	23%	24%	24%
▲ Danaher T&M	21%	20%	21%	22%	24%
✕ JDSU T&M	12%	19%	12%	14%	13%
✱ Spirent T&M	26%	30%	22%	26%	27%
● EXFO T&M	8%	8%	9%	5%	5%
+ Yokogawa T&M	-10%	-19%	-18%	-6%	-3%

Note : Rohde&Schwarz is a non-listing company.

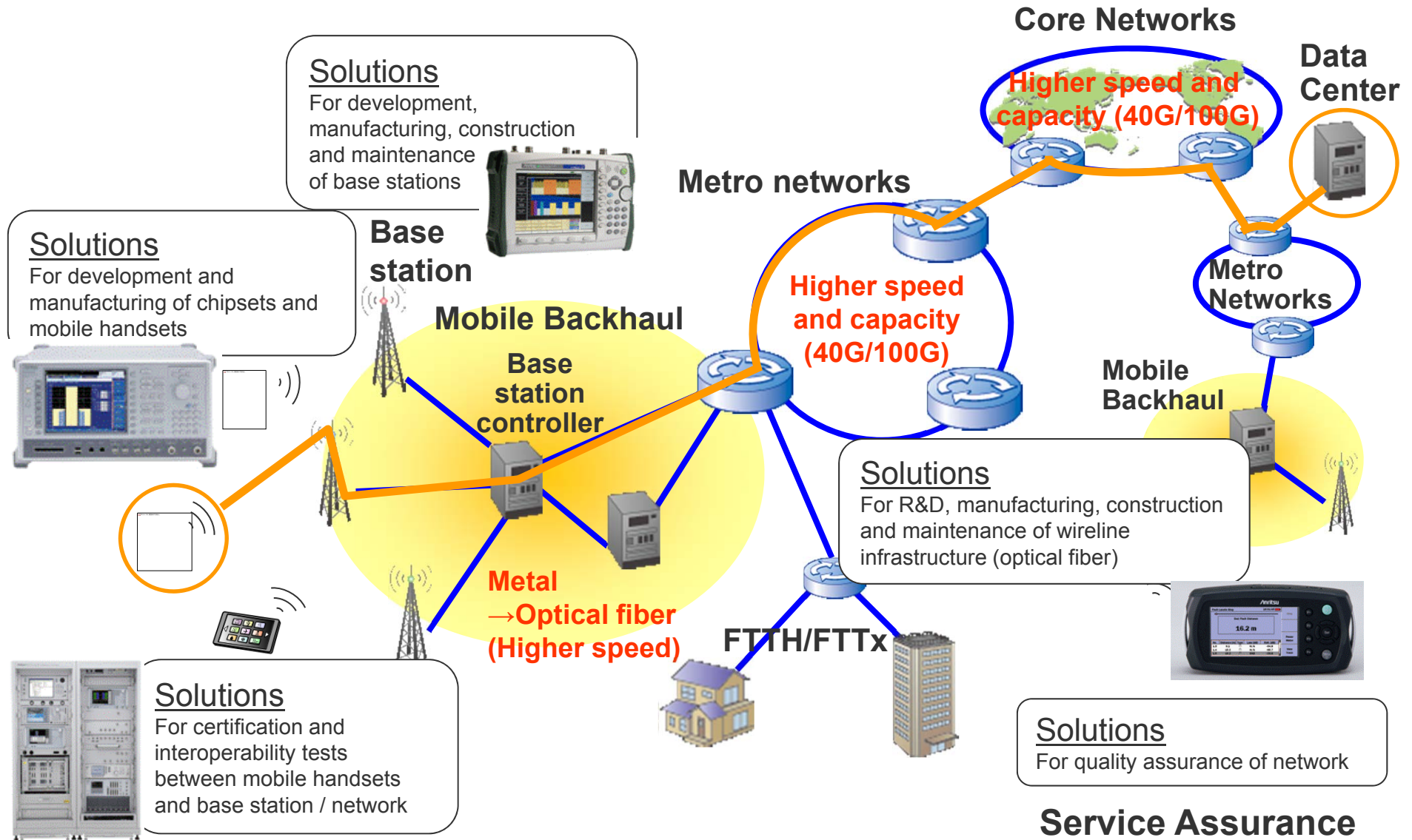
Appendix



Appendix (1-1) - Progress of mobile broadband -



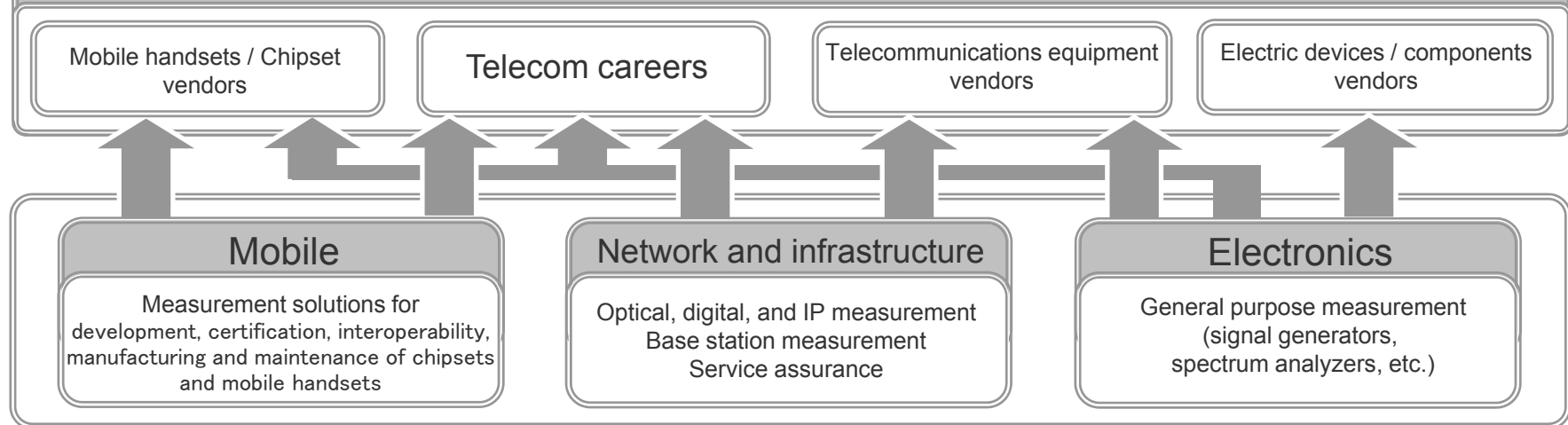
Appendix (1-2) - Test and Measurement (T&M) business -



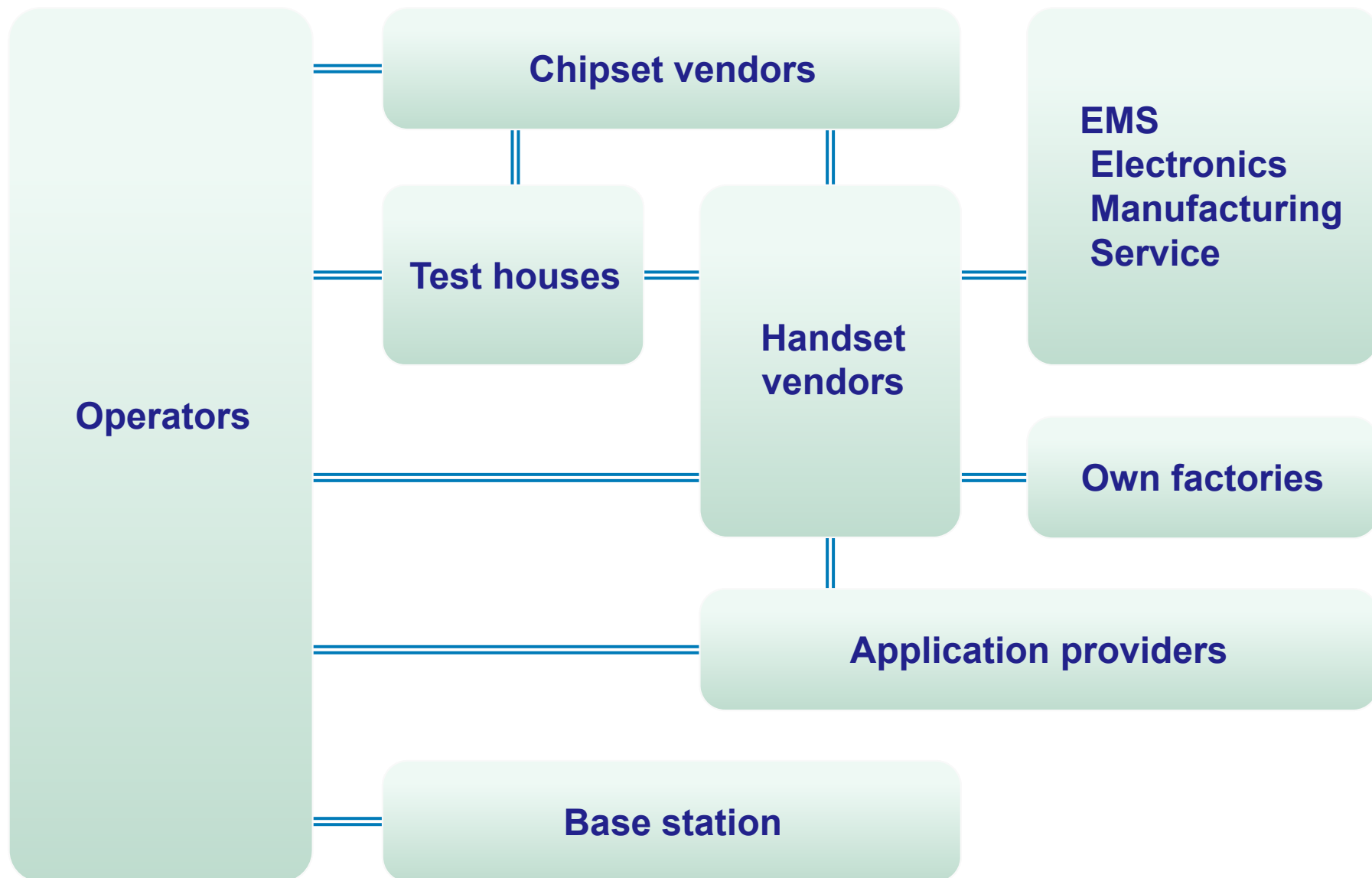
Appendix (1-3) - T&M business : Customers & Market position -

	Mobile market			Network and infrastructure market		Electronics market	
	R&D	Manufacturing	Maintenance	R&D	Installation and maintenance	R&D	Manufacturing
Areas of focus	LTE	3G/LTE Smart phones	Repair and maintenance of mobile handsets	40Gbps / 100Gbps Optical transmission	Wireless base stations Installation of optical fiber Network quality assurance	Radio frequency devices and modules (Mobile handsets / Tablet terminals / car electronics / electrical equipments / etc.) Wireless base stations	
Customers	Mobile handset vendors Chipset vendors	Mobile handset vendors EMS	Telecom careers Mobile handset vendors	Telecom careers Telecommunications equipment vendors	Telecom careers Telecom network construction companies	Electric devices and components vendors Telecom equipment vendors Mobile handset vendors, Etc.	
Global market rank (Anritsu estimates)	LTE development market share 50%	3G mobile manufacturing No.3 market share	Top market share in Japan	Optical and digital measuring instruments No.3 market share	Handheld testers for wireless base stations market share 70-80%	No.3 market share for spectrum analyzers & signal generators	

Sales by region (FY2010) : Japan(27%)、Americas(33%)、EMEA(18%)、Asia and others(22%)



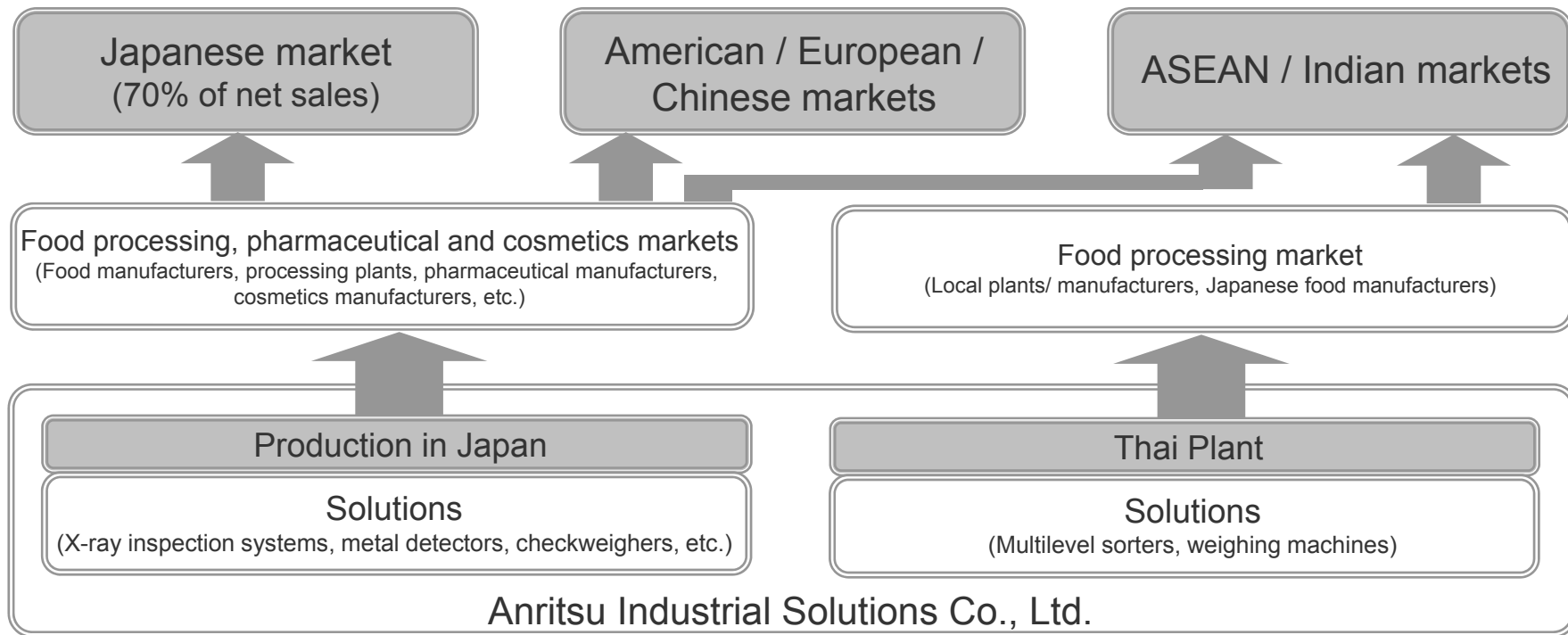
Appendix (1-4) - Food chain and players in mobile telecom. market-



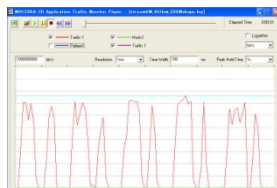
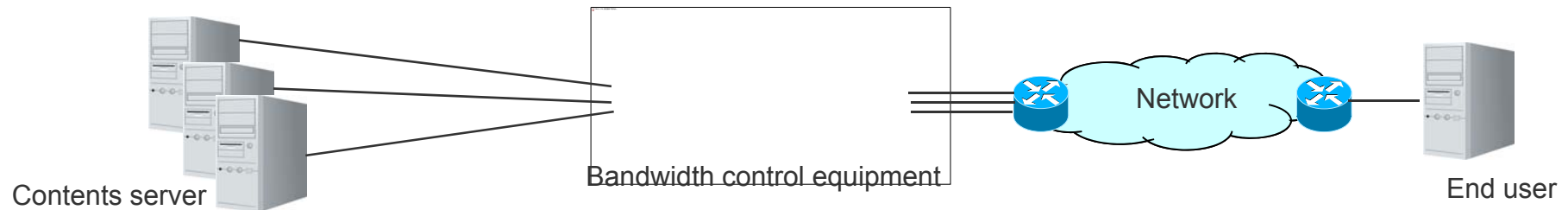
Appendix (1-5) -Typical players in mobile telecom. market-

Operators	AT&T, Verizon, T-Mobile, China Mobile, China Unicom, China Telecom, NTT DoCoMo, etc.
Chipset	Qualcomm, ST-Ericsson, Leadcore, Hisilicon, TI, Infineon, MediaTek, etc.
Handset	Samsung, Apple, HTC, LG, RIM, Nokia, Sony Huawei, ZTE, k-touch, Longcheer, Fujitsu, NEC, Panasonic, etc.
EMS	Foxconn, Asus, BYD, Fosunny, Quanta, etc.
Base station	Ericsson, Alcatel-Lucent, Huawei, etc.

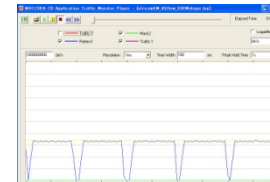
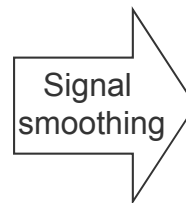
Appendix (2) - Industrial Automation business -



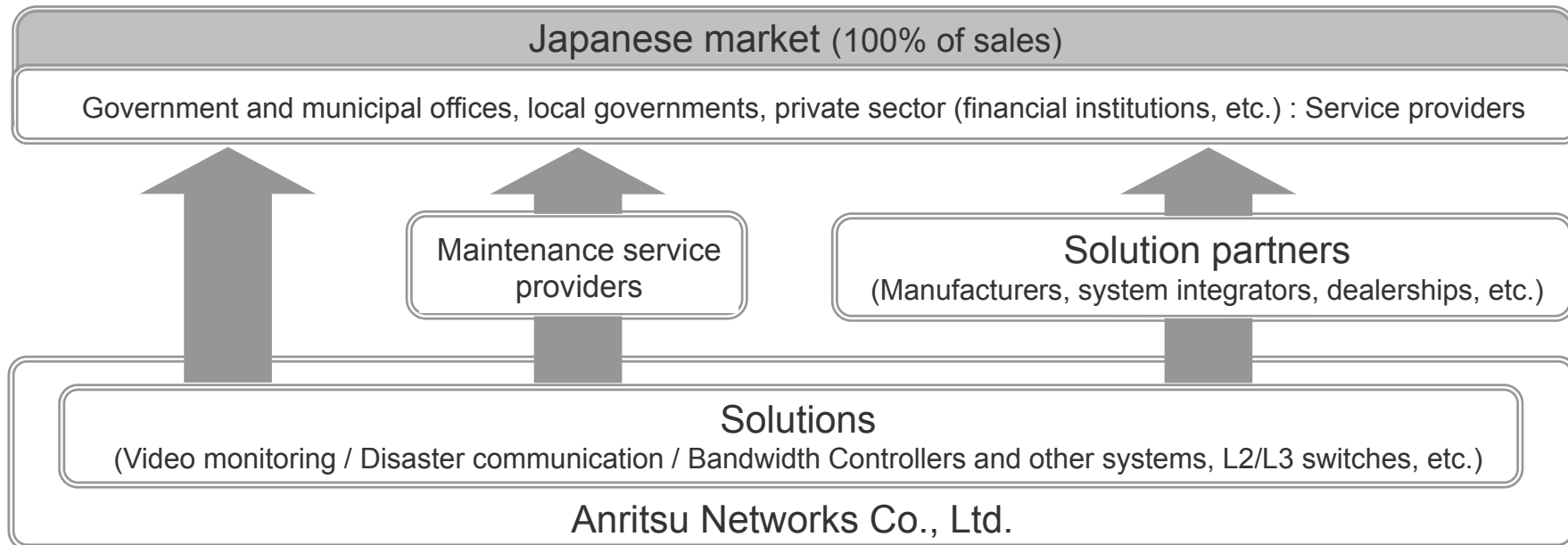
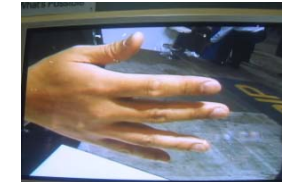
Appendix (3) - Information and Communications business -



Packet loss due to burst traffic

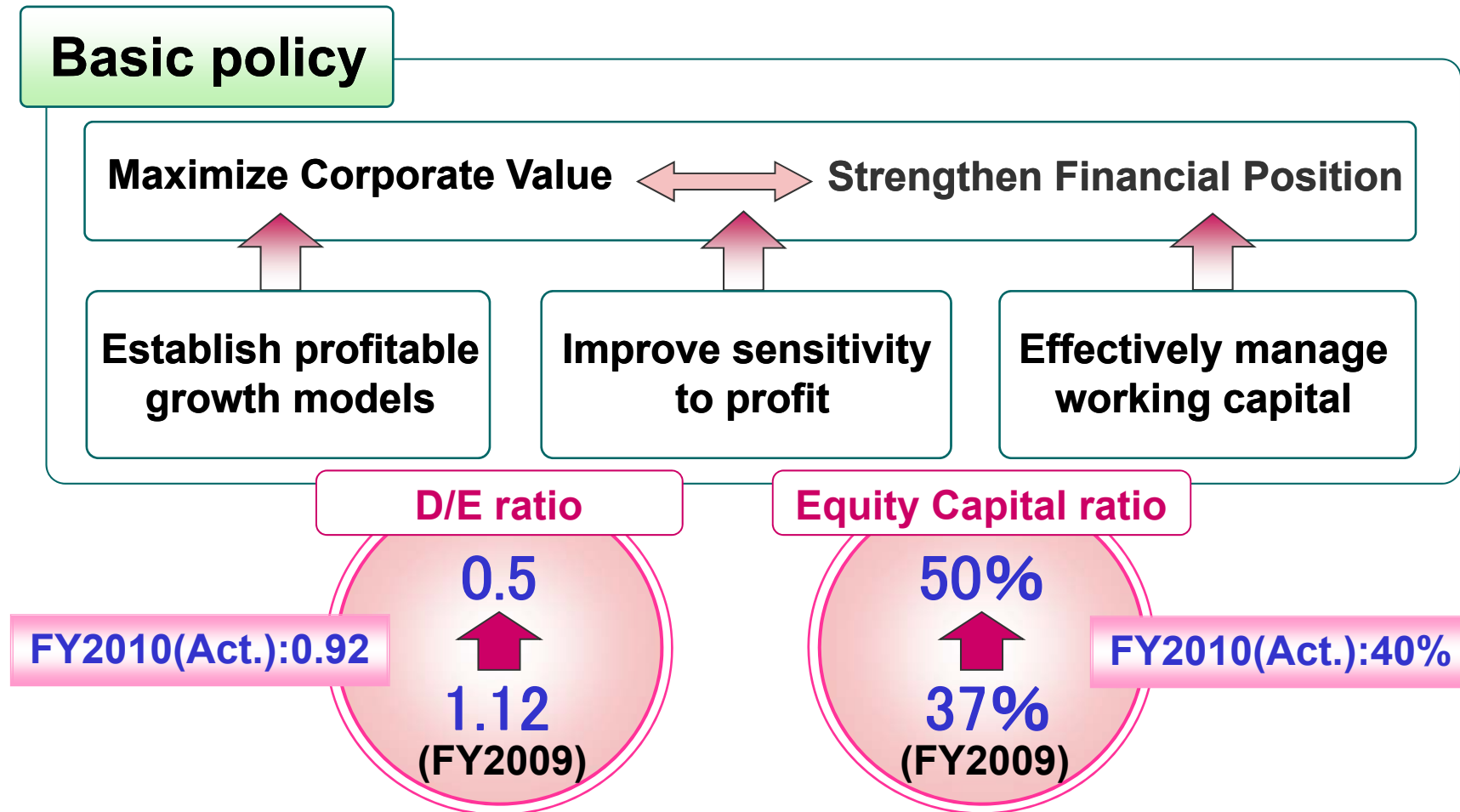


Eliminate packet loss by controlling optimal traffic



Appendix (4) - GLP2012 and Anritsu 120 : Financial strategy -

Enhance the corporate value by further improving capital efficiency management



Appendix (5) - dividend -

Annual dividend is increased to 10 yen per share from the original one of 8 yen.

(interim dividend is increased to 5 yen per share)

Dividend policy

Anritsu's basic policy is to implement distribution of surplus as a measure to return profits to shareholders, based on the level of consolidated net profit for the relevant fiscal year.

We determine the amount of dividend with the aim of achieving the principal index of consolidated dividends on equity ratio (DOE), together with complementary factors such as dividend payout ratio.



Anritsu

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