

Strategies for Transforming Toshiba's Business Structure to Create a Top-Level Highly Profitable Eco-company with Strong Global Competitive Power

Norio Sasaki President and CEO

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TOSHIBA CORPORATION

Forward-looking Statements

This presentation contains forward-looking statements concerning Toshiba's future plans, strategies and performance.

These forward-looking statements are not historical facts, rather they represent assumptions and beliefs based on economic, financial and competitive data currently available.

Furthermore, they are subject to a number of risks and uncertainties that, without limitation, relate to economic conditions, worldwide mega-competition in the electronics business, customer demand, foreign currency exchange rates, tax rules, regulations and other factors. Toshiba therefore wishes to caution that actual results may differ materially from our expectations.



I. Operating Results for FY2009

- II. Implementing Restructuring Measures
 Achievements of Action Programs for Improving
 Profitability
- **III. Transforming Business Structure**

Focusing Resources on Growth Business Areas
Expanding Scope of Key Businesses
Accelerating Development of New Business Areas
Evolving into a Foremost Eco-company

IV. Numerical Targets and Business Strategies

Key achievements (FY2009)

Ensuring a business foundation for steady growth

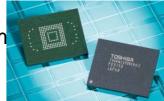
Digital Products

- LCD TVs: Achieved profit for 5 consecutive fiscal half-year terms
- REGZA-brand TVs: Gained the No. 2 market share in Japan*1
- HDD: Market share increased from 14% to 23% (2.5-inch type) following integration of Fujitsu's HDD business
- PCs: No. 1 share in retail sales in the Japanese market in 2009*1



Electronic Devices

 Semiconductor business: annual operating income moved back into the black in FY2009 – Memory in 2Q; Discrete in 2H; System LSI in 4Q



- Decision to construct new fabrication facility, Fab 5, in Yokkaichi
- Social Infrastructure
- Westinghouse acquired the Springfields fuel operations in the U.K.
- Started construction of a new factory for STG *1 in India and a new SCiB factory in Kashiwazaki, Niigata, Japan
 - Won orders for Smart Grid verification facilities in New Mexico and Miyako Island
 - n
 - Won orders for megawatt-class solar power projects in Japan
 Orders received for 6,500 residential solar photovoltaic systems
- Home Appliances
- Operating income moved into the black in 2H/FY2009
- LED lamps, *2 refrigerators, *3 and washing machines *2 all achieved the No. 1 share in the Japanese market
- Launched the world's first, most energy-efficient washing machines with a variable permanent magnet synchronous motor*4





- *1: Steam turbines and generators *2: Source: GfK (Regarding LED, as of March 2010)
- *3: Source: Toshiba (Oct. 2009, Jan 2010) *4: As of October 10, 2009 Copyright 2010, Toshiba Corporation.

FY2009 Result

Significant Improvement of Profit over FY08

(Unit: ¥ billions)

Net sales
Operating Income (loss)
Income (loss) from continuing operations, before income taxes and noncontrolling interests
Net income (loss) attributable to shareholders of the Company

EVOO	EVO	Difference	
FY09	FY08	vs. FY08	
6,381.6	6,654.5	- 272.9	
117.2	-250.2	367.4	
1.8%	-3.8%	5.6%	
25.0	-279.3	304.3	
0.4%	-4.2%	4.6%	
-19.7	-343.6	323.9	
-0.3%	-5.2%	4.9%	

^{*&}quot;The Company" refers to Toshiba Corporation.



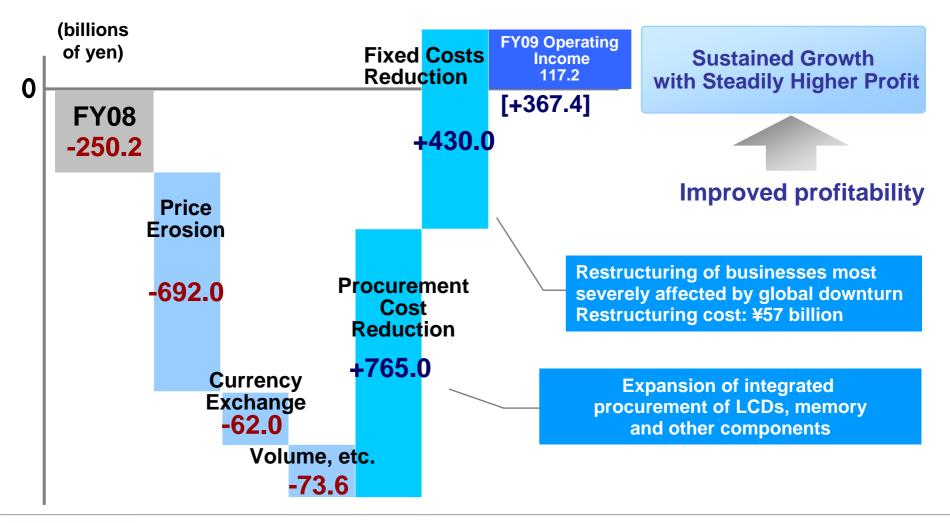
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Achievements of Action Programs to Improve Profitability

Reduced fixed costs and rebuilt profit structure by accelerating strategic allocation of resources



Semiconductor Business restructuring measures

Promote a flexible production structure by reorganizing assembly facilities and shifting to overseas operations with lower operating costs

System LSI

Reduction of Fixed Costs Total for Electronic Devices ¥173 billion vs. FY08

- Fabrication: Transfer 5- and 6-inch products from Kitakyushu Operations to Oita Operations Shift to larger wafers at Iwate Toshiba Electronics and transfer 50% of its 6inch products to Oita Operations
- ASSEMbly: Transfer from a 100%-owned subsidiary to a new JV (J-Devices Corporation)

 Transfer from a manufacturing subsidiary in China to a new JV (Wuxi Tongzhi
 Microelectronics., Ltd.)

Discrete

- Fabrication: Halted a part of 5-inch lines at Himeji Operations-Semiconductor in Dec. 2009
- ASSembly: Achieved 50% overseas business ratio by March 2010

Memory

- Fabrication: Centralized leading-edge process technology development at Yokkaichi Operations in Oct. 2009
- Assembly: Centralized Japanese domestic assembly bases at Yokkaichi area in November 2010



LCD Business restructuring measures

Concentrate resources on high value-added products

Reorganize Japanese production facilities

Reduction of Fixed Costs Total for Electronic Devices ¥173 billion vs. FY08

- Reduce amorphous silicon products substantially
 - Consolidate facilities: Uozu, Himeji and TFPD*1 (from 5 to 2 bases)
 - Stop unprofitable lines at Ishikawa and Fukaya (from 4 to1 line)
- Focus on low-temperature polysilicon products

Strategic allocations of resources on selected applications

- Discontinue LCD business for PCs
 - Decided to sell entire stake in AFPD*2 to AUO*3
- Expand sales for smartphones based on the strength of super high-resolution WVGA technology



Restructuring of Home Appliances, Digital Products

Accelerate strategic allocation of resources and carry out restructuring measures in production and sales

Home Appliances Business

Reduction of Fixed Costs ¥49 billion vs. FY08

- Consolidate Japanese manufacturing and R&D facilities
 - Manufacturing: Transfer to a subsidiary in China and Toshiba Home Technology
 Corporation → End manufacturing in Aichi Operations
 - R&D function: Transfer to Aichi Operations and Toshiba Home Technology Corporation → Ceased R&D at Hatano Operations
- Reshape businesses, promote overseas production
 - Home air-conditioners: Marketing integration to Toshiba Home Appliances
 - Electric-discharge lamp: Consolidate*1 production bases to China and South Korea
- White Goods and general lighting businesses turned to profit in FY09

Digital Products Business

Reduction of Fixed Costs ¥81 billion vs. FY08

- Mobile phones: End manufacturing at Hino Operations and transfer overseas
- TVs: Cease manufacturing in U.K. and Vietnam, increase ODM ratio
- PCs: Review sales structures in Europe and the U.S.; improve development and manufacturing structures



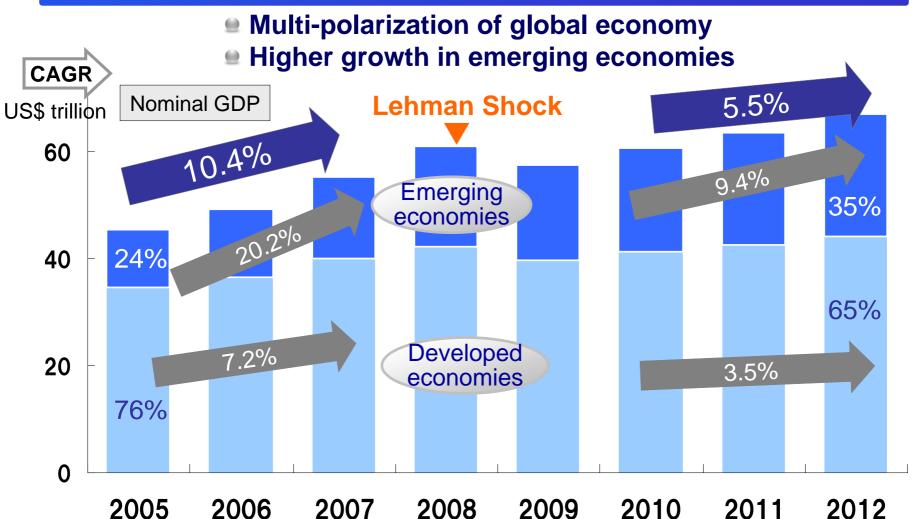
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The World Economic Environment

Shift in world economic paradigm in the aftermath of the Lehman Shock





Global megatrends

Emerging economies

High growth continues led by China

Rapid population growth and income increase

Developed economies

Gradual recovery from high unemployment,
Deflation pressures

Aging population, Lower birth rates

Tackling urgent energy, water, food issues High levels of medical care, education Common trends: digitalization, networking, huge volume of information flow and environment issues

Enhanced position of the consumer market Rapidly absorb and innovatively modify developed countries' technologies

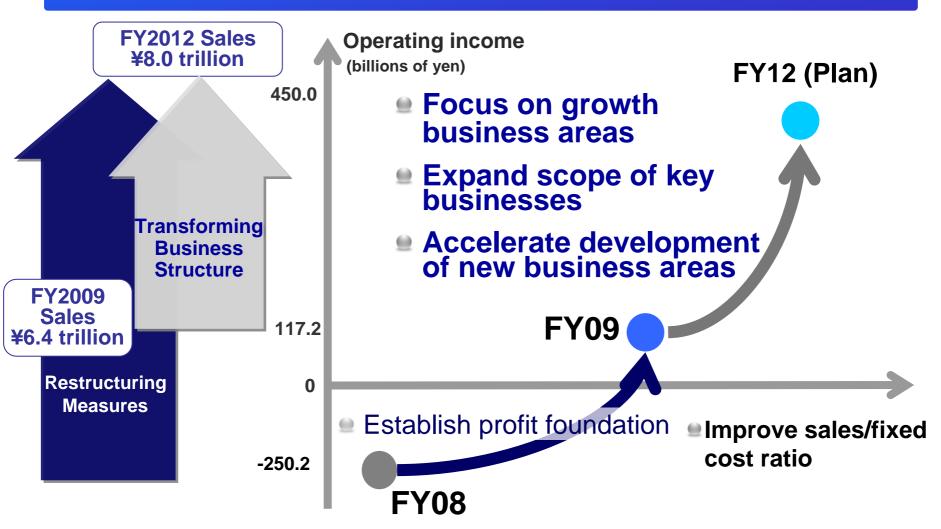
Global companies accelerate strategies for emerging economies Speed up shift in production to emerging economies

Tap business opportunities in Vital Facilities,*1 Healthcare and ICT*2 areas



Restructuring and Transforming Business Structure

Achieving high profitability through strategic allocation of resources



Focusing on Growth Business Areas: NAND Flash Memory



Establishing highly profitable business structure by migration and expanded capability

Accelerating migration shift

FY15 Plan Net Sales: ¥1.1 trillion

- 32nm: Achieved production volume plan (as of end of Mar. 2010)
- 2Xnm: 64Gbit chip: Start mass production in summer 2010

⇒Prompt launch by following process technology advantage with 32nm

Strategically expanding capability

- Fab 5 at Yokkaichi Operations
 - Start construction: July 2010, Completion: spring 2011 (planned)
- Image of Fab 5
- Plan for mass-production of 2Xnm next-generation and beyond as well as post-NAND memory

Enhancing line-ups

- Large density: 64 Gbit chip, Multi-layer package, SSD
- High performance: SLC*1 (512Mbit to 16Gbit), High-speed data transfer technology
- Mobile use: 32nm MLC *2 (3bit/cell)



*1: Single-Level Cell

*2: Multi-Level Cell

Focusing on Growth Business Areas: Nuclear Energy



Expected to receive orders for 39 plants worldwide by 2015 as a result of maximizing synergies between Toshiba and WEC*1

Status of on-going projects (14 plants*2)

- U.S.: Acquired federal loan guarantee (Vogtle #3&4)
 First Japanese company certified by NRC*2 (ABWR)
- China: Started construction of Sanmen #1&2, Haiyang #1
- Japan: Started construction of Ohma #1 (J-POWER)

Strive to increase order wins

- Progress of construction plans in the U.K., Finland and Kazakhstan, in addition to the U.S. and China
 - Enhance leading position with Toshiba and WEC's unrivaled construction and operation experience and two reactor types (ABWR/AP1000*3)

Production capability enhancement

- Advancement and globalization of engineering
 - Expanded Isogo Engineering Center (quake-absorbing structure to assure operation continuity)
- Reinforcement of manufacturing alliance
 - Signed MoU with IHI to establish JV for manufacturing turbine parts



Sanmen #1 (China)





Expanding Scope of Key Businesses: Nuclear Energy



Reinforcing integrated capabilities by expanding fuel supply and maintenance services

Front-end

Strengthening supply chain

FY15 Plan
Net Sales: ¥1.0 trillion*2

- Established uranium-related transactions company (UK: A-UAM*1)
- Acquired Springfields Fuel Ltd., a U.K. fuel supply company
- Signed MoU with TENEX of Russia for materializing of enriched uranium products business
- Signed MoU with Kazatomprom of Kazakhstan for collaboration in rare metals business with uranium interests

Fabrication Fuel Components Fabrication Uranium Production Uranium Production Conversion, Reconversion and Fabrication Uranium Production Conversion Conversion Fabrication Fabrication Fabrication Fabrication Fabrication Fabrication Fabrication

Services

Enhancing leading position of Toshiba & WEC

- U.S.: Enter into BWR market in U.S. with Toshiba's technologyWEC opened BWR training center in Tennessee
- Japan: Employ WEC's advanced technology for Japanese domestic nuclear plants

BWR Training Center (Chattanooga, TN)



TOSHIBA
Leading Innovation >>>

^{*1} A-UAM: Advanced Uranium Asset Management Ltd.

^{*2} Total of plant constructions, fuel and services

Expanding Scope of Key Businesses: Healthcare



Maximizing clinical value of medical electronics

From diagnostics to treatment

- Hybrid surgery
- Combine angioplasty and surgical procedures under an advanced X-ray image diagnostic – Supporting medical teams

Patient-friendly

- Open bore 3T-MRI
- Realize vessel testing without using a contrast medium
- World's largest bore diameter increases patient coverage

FY15 Plan Net Sales: ¥1.0 trillion



Hybrid Operation Room

Responding to special needs of emerging economies

- Strengthen entry-level models (CT, X-ray, Ultrasonic)
- Enhance product development and manufacturing in China and sales & marketing in Asia and Latin America



Accelerating Development of New Business Areas: Smart Community Solution



Create convenient and comfortable environmentally evolutional community

FY15 Plan Net Sales: ¥700 billion*1

Smart Grid

Participate in Japan and overseas in large-scale verification projects New Mexico, U.S., Miyako Island

Transmission Grid to Distribution Network



Smart Facility

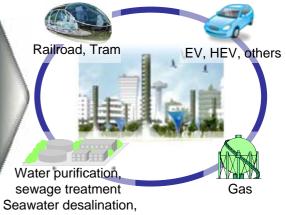
Provide total solution Supervising division newly established on April 1

Building, Data Center, Factories, etc



Smart Community

Future image of Smart Grid Expand to total solution that covers social infrastructure including water, gas, and transportation



Example of Smart Community activities

Delhi Mumbai Industrial Corridor

Participated as a member of Japanese consortium







^{*1} Net sales, including facilities, equipment *3 Building Energy Management System

^{*2} Power Conditioning System

^{*4} Factory Energy Management System

Accelerating Development of New Business Areas: Solar Photovoltaic Systems



- Mega solar power plants: awarded three major contracts in Japan and one overseas contract is expected soon
 - Taketoyo Mega Solar Power Plant Chubu Electric Power Co., Inc.
 - Ukishima Solar Power Plant Facility (provisional name) Tokyo Electric Power Company, Inc.
 - Miyako Island Microgrid Verification Test Facility*1 The Okinawa Electric Power Company, Inc.
 - Acquisition of license and land for plant in Yambol, Bulgaria
- Entry into Residential Solar Photovoltaic Power
 - Orders received: 10,000 houses*2

System technology Power electronics Rechargeable battery technology

technology (SCiB™)

Large-scale plant engineering technology + system integration







Full-scale expansion of the business in Japan and overseas Aim to be the world's No. 1 solar system integrator



Accelerating Development of New Business Areas: SCiBTM



- Superior battery performance Key performance characteristics:
 - Quick recharging in 5 minutes -- 90 seconds (80% of full power) for hybrid electric vehicles (HEV)
 - Long 6000-cycle life -- More than 10,000 cycles for stationary applications)
 - Can operate in cold weather conditions down to -30° C
- Started construction of Kashiwazaki Operations (Mass production start-up: spring 2011)
 - Will expand annual capacity to 12 million cells
 - Apply latest semiconductor mass production systems
- Selected as battery for the Miyako Island Microgrid Verification Test Facility by The Okinawa Electric Power Company, Inc. (Jan. 2010)
- Order received for commercial-use electric motorbikes (April 2010)
- Adoption for commercial electric vehicles



FY15 Plan
Net Sales: ¥200 billion



Artist's rendering of Kashiwazaki Operations



Honda Motor Co., Ltd.'s electric motorcycle, the "EV-neo."



Accelerating Development of New Business Areas: New Lighting System Business



Creating a new "lighting culture" in harmony with people and the environment

FY15 Plan Net sales: ¥350 billion*2

Lighting value which people desire

New value of lighting

Environment value Reducing about 430,000 tons of CO₂ per year







120 years ago Toshiba created Japan's first incandescent bulb; today Toshiba has the No. 1 market share*1 for LED light bulbs in Japan

LED lighting in shopping mall





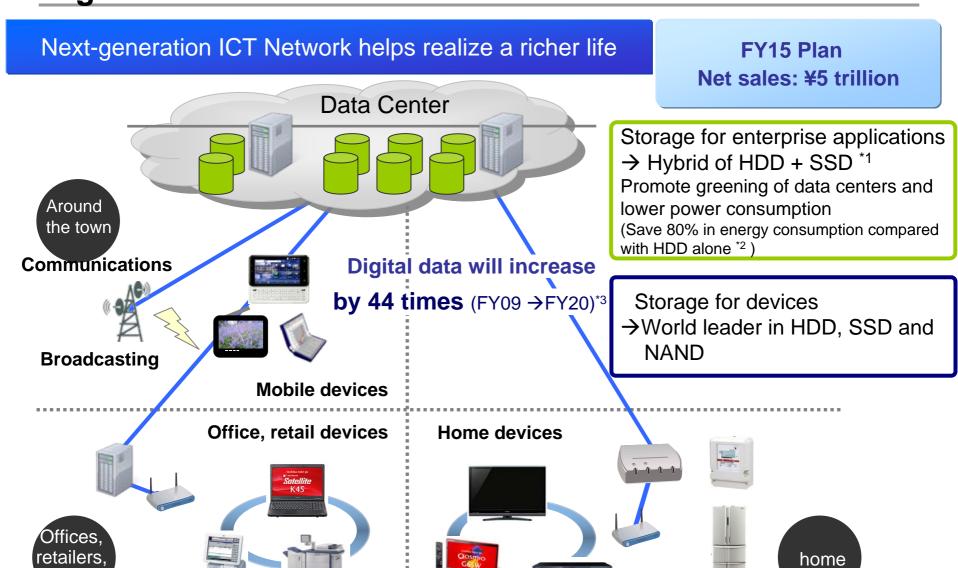


^{*1} GfK data (March, 2010)

^{*2} Includes industrial light sources and material applications

Accelerating Development of New Business Areas: Digital & Network







others.

*3: Source, IDC

Accelerating Development of New Business Areas: Next-generation semiconductors



SiC*1 Power semiconductor technology

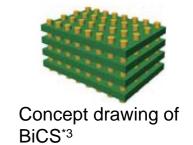


SiC MOSFET chip

- Improve MOSFET*2 performance by the original structure
 - Achieve high efficiency by realizing industry's leading low ON resistance (improve by 50%)
 - One fifth volume by improving inverter performance (AC/DC convert efficiency) etc.
 - Apply to transportation systems and automobiles (power efficient, fuel efficient, downsized equipments)

New memory technology

- Develop post-NAND technologies including 3D structure (BiCS, etc.)
 - FY2010: Concentrate on BiCS and others
 - Planning for introduction of new-gen memory after the completion of Phase 2 construction of Fab 5 at Yokkaichi Operations





^{*1:} SiC: Silicon Carbide

^{*2:} MOSFET: Metal-Oxide-Semiconductor Field-Effect Transistor
*3: Bit Cost Scalable

Accelerating Development of New Business Areas: Next-generation nuclear reactor technology



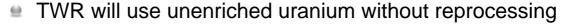
Fast Reactor

Realize "Nuclear Battery"

- No need to change fuel for three decades
- Helps with the world community's nuclear nonproliferation agenda
- Excellent fit for needs of emerging economies

4S*1 Reactor

- Safe design to achieve passive reactor shutdown Construction of the first 4S reactor could start in the latter half of this decade
- Feasibility being studied in Alaska in the U.S.





Start studying possible technical collaboration with Terra Power on a future nuclear reactor



4S Reactor

TWR

High temperature reactor

- High efficiency, safe helium gas-cooled reactor
- Participate in introduction plan in Kazakhstan



^{*1:} Super-Safe, Small and Simple

*2: Travelling Wave Reactor

Environmental Management

Steps to evolve into one of the world's foremost eco-companies



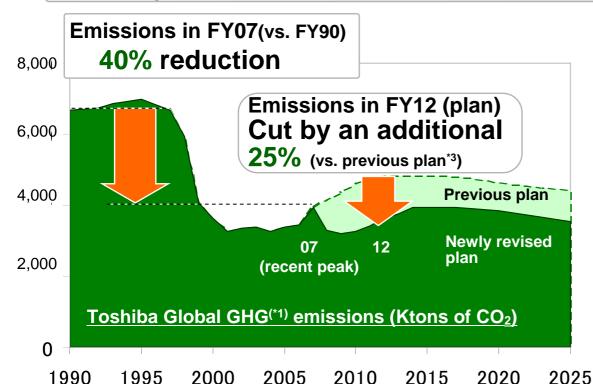
Greening of **Process**

Products

Greening by Technology

Promoting more highly efficient manufacturing facilities and processes

Pursuing the world's lowest CO₂ emission levels^(*2) in every business area



We plan to reduce CO₂ emissions by 12% using cutting-edge environmental technology



Fab 5, Yokkaichi Operations



 ^{*1:} CO₂ emissions per unit production per business unit (production volume, unit, sales, etc.)
 *2: GHG: Green House Gas *3 Announce on August 2008

Environmental Management

Steps to evolve into one of the world's foremost eco-companies



Greening of **Process**

Greening of Products

Greening by Technology

Toshiba's advanced technology^(*1) contributes to 750Mtons/year of CO₂ reductions (in FY2020)

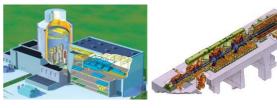
Pursue the world's leading environmental performance*2 for all products

Saving energy by 17%



Contribution by Environmentally Conscious Products

Low-carbon power generation technologies to reduce an additional 180Mtons/year of CO₂ emissions





Contribution by nuclear, thermal & CCS and solar photovoltaic power generation

Proactive environmental management



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Basic Management Policies

Return to the path of sustained growth with steadily higher profit

Accelerate resource allocation into strategic areas

Continue to accelerate our globalization

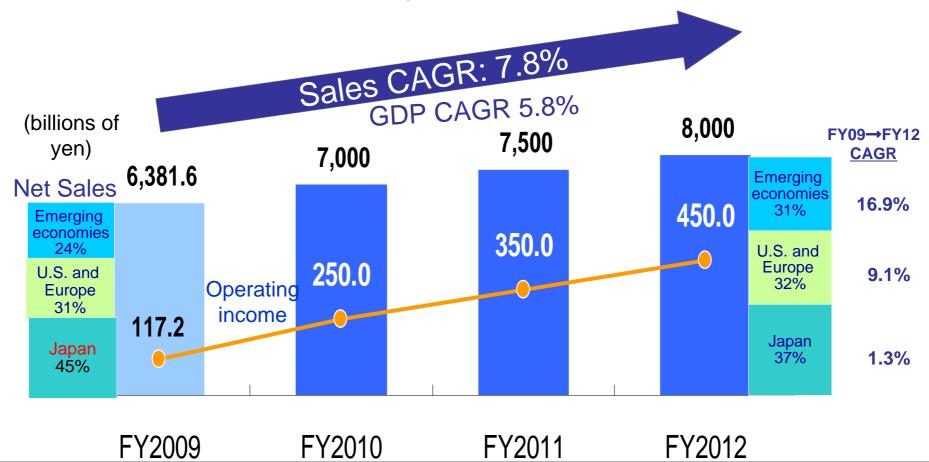
Set up ambitious goals for innovation and speed its pace

Push forward with CSR management

Numerical targets toward FY2012

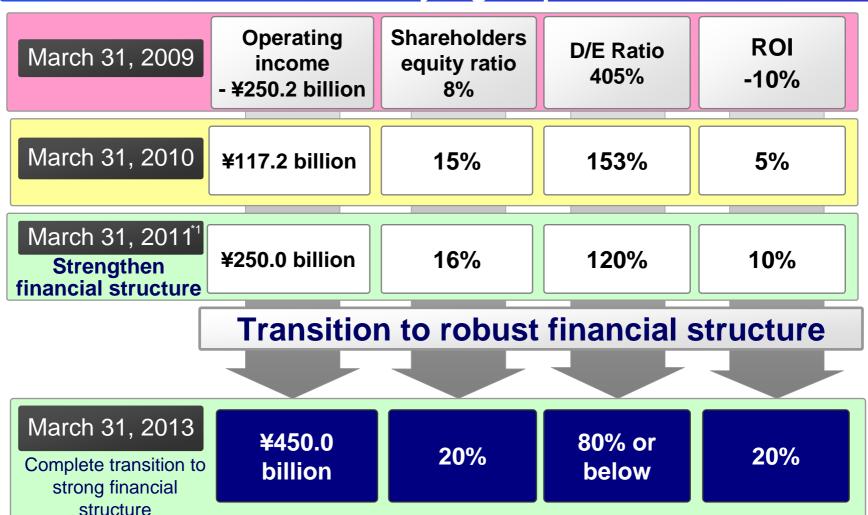
Toward Being a World-leading Diversified Electric/Electronics Maker

Ratio of sales outside of Japan: 55% -> over 63% (FY09 to FY12)



Financial targets toward FY2012

Establish financial structure to support sustained growth with steadily higher profit





Business Plan by Business Group

Improve growth and profitability through Transforming Business Structure

(Unit: billions of yen)

		FY2009 Result	FY2010 Forecast	FY2012 Plan	CAGR FY09-12
Digital Products	Net Sales	2,363.6	2,630	3,000	8.3%
	Operating Income to Sales	0.6%	1.1%	2.0%	
Electronic Devices	Net Sales	1,309.1	1,380	1,650	8.0%
	Operating Income to Sales	-1.8%	6.5%	10.9%	
Social Infrastructure	Net Sales	2,302.9	2,560	3,110	10.5%
	Operating Income to Sales	5.9%	5.9%	6.8%	
Home Appliances	Net Sales	579.8	600	640	3.3%
	Operating Income to Sales	-0.9%	0.5%	1.6%	

Digital Products Business



Expand business by core technology and horizontal specialization

- TV Sales target: 15 million units; PC:25 million units (FY 2010)
- Sales ratio for emerging countries: TVs, PCs over 30% (FY 2012, unit base) (Some 40 models are planned to be introduced in FY2010)

Products

Launch superior picture quality 3D model*1 TV:

Achieve excellent environmental performance with LED

PC: Introduce world's lightest model,*2 a 3D model,

and low-priced products (below \$399)

HDD: Introduced industry's highest areal surface recording density and

capacity of 2.5-inch HDD in April, 2010*3

Sales and services

- Realize synergy effect of marketing, sales and services for TVs and PCs by merging sales subsidiaries in the United States (planned for July 2010)
- •PC: Expand Toshiba's sales channels in China: approx. 2,000 stores → 3,000 stores (FY 09 \rightarrow FY10)

Electronic Devices Business



Discrete: Maintain worldwide No.1 share

- Power device: double production capacity of 8-inch wafers Aim for world's No.1 share in 2012
- Enhance SJ-MOSFET*1 for high-efficiency power supply Increase net sales six times (2009→2012) Expanding line-ups of ultra-small package, small signal MOS FET



SJ-MOSFET-mounted power-supply base

System LSI: Enhance profitability in focused products area

- Utilize REGZA engine's high-resolution image processing technology/ IP for multiple platforms
- CMOS sensor: Wider dynamic range product (doubling conventional product, mass produce in 2011), Aim for 20% share in 2012



REGZA engine

Analog: Expand business for power sources by realizing industry-leading low ON resistance devices

LCD Business

Accelerate autostereoscopic high-resolution 3D display business 3D Display

Social Infrastructure Businesses



Expand sales activities to worldwide markets with No.1 environmentally conscious technologies and overseas manufacturing facilities

Enhance environmentally conscious technology globally

Power Generation





Steam Turbines & Generators - No.1 share for 7 consecutive years in U.S.



UHV (1100kV) plant in China – Japanese system was adopted as IEC*1 standard

Industrial motor

Rail transport



Industry-leading manufacturer of new type of energy-saving highefficiency motors



Industry-leading manufacturer of electrical equipment for high-speed trains

Continue to enhance global manufacturing bases



A new factory for super critical steam turbines and generators in India (planned to operate in Jan. 2011)



A new factory for high-efficiency motors in Vietnam (planned to operate in Sept. 2010)

Home Appliances Business



Become No.1 worldwide in energy efficiency and comfort

Japan

Create No.1 products with highly reliable technologies

World's first variable-speed permanent magnet synchronous motor technology

Energy efficient, powerful cleaning

Energy-efficiency is up 16%

Separate refrigerator and freezer cooling units

Toshiba's original humidity cooling technology

Refrigerator section humidity kept at 85%

Outside of Japan

Developing cost-competitive, energy-saving products that suit the market characteristics of emerging economies (40 refrigerator and washing machine models planned for FY10)





Toshiba's original dual compressor technology

Low-power, energyefficient running Lowest power consumption of 45W

High-density mounting technology COB*

Realizes industry's best lighting efficiency

The world's highest 93lm/W

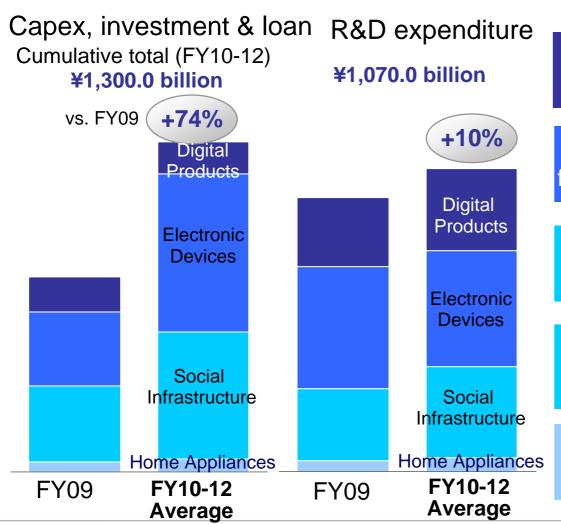
Sales outside of Japan CAGR 22% (2009→ 2012)



*COB: Chip on Board

Investment and R&D Expenditure

Accelerate business system transformation by prioritizing investment to new and growing business



Increase production of storage device eSSD*1/ high-density HDD

New Semiconductor fab ready for 2Xnm generation and beyond

Increase production of SCiB to meet demand for EV, smart grid

Increase production of power systems:
Turbine (nuclear, thermal), T&D

New Lighting system (LED)

New products development

Manufacturing automation

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Mid- to Long-term vision: What Toshiba aims to be

Business Restructuring

Assure that Toshiba Group has a steady, strong, and highly profitable business structure and sound financial foundation that can withstand rapidly changing economic conditions and market changes

Business Structure Transformation

Transform Toshiba Group into a top-level diversified electric/ electronic manufacturer with strong global competitive power

Proactive environmental management

Establish position as one of the foremost eco-companies in the world and contribute to the future of a sustainable Planet Earth

Push Forward with CSR management



Strive to always act with unshakable integrity, and aim to be a globally trusted enterprise

Act with integrity towards the society

Prioritize life, safety, and compliance





TOSHIBA

Leading Innovation