

FYE June 2009 First Half Financial Results

PROFESSIONAL ENGINEERING SOLUTION FIRM

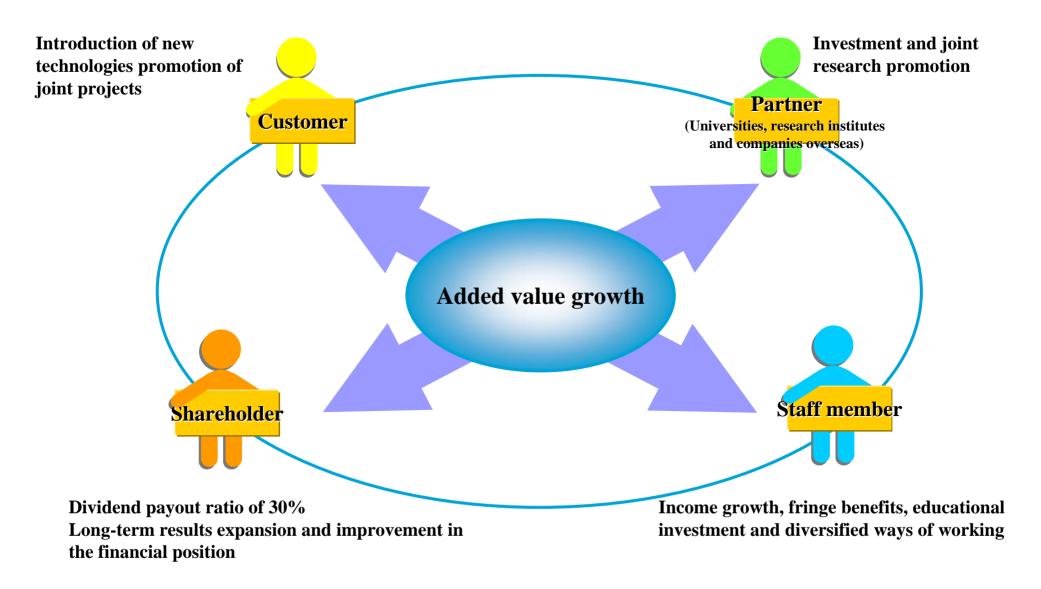


Targets for KKE

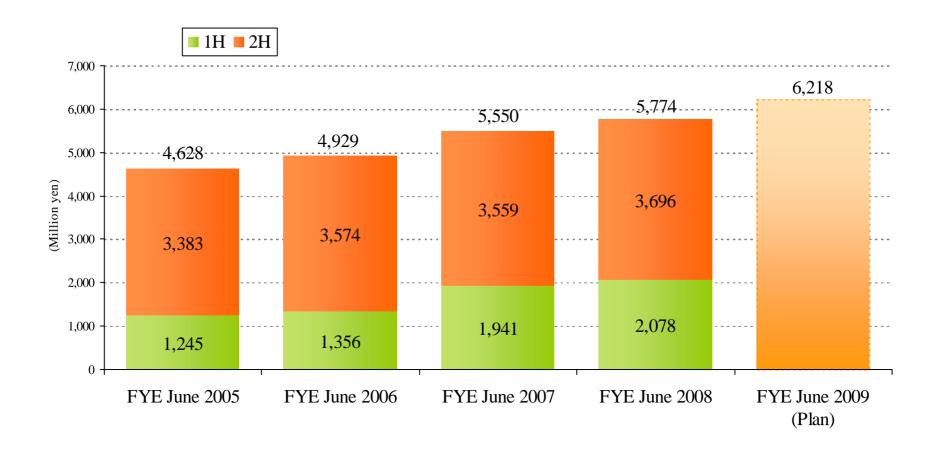
Basic policy Added value growth and appropriate distribution to respective stakeholders Professional Engineering Solution Firm (PESF) Leverage experience to offer high added value by proposing technologies geared to customer conditions. Self-reliant, autonomous-decentralized, and cooperating network company Self-disciplined individuals offering high value to customers by making effective use of an organization Achievement and valuation orientation Medium-term valuation based on single FY results and investments by individuals, teams and departments

To become a company like ARUP in Britain and IDEO in the United States

Adequate Distribution of Added Value to Each Stakeholder



Changes in Simplified Added Value



Added value (simplified) = Operating income + personnel expenses (excluding compensation for directors) + fringe benefits

Agenda

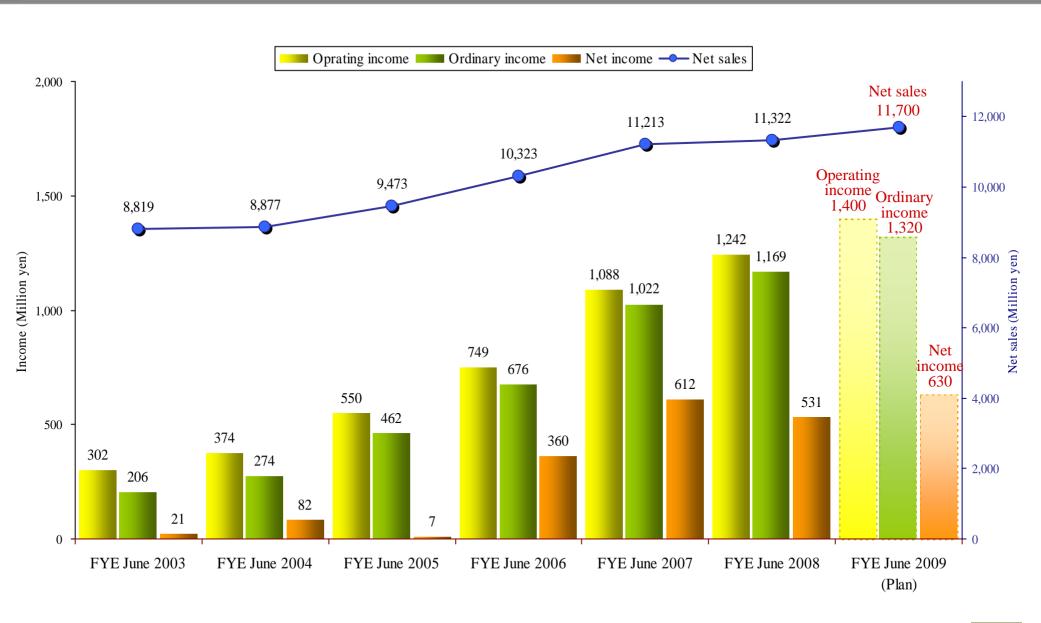
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Note pertaining to this data:

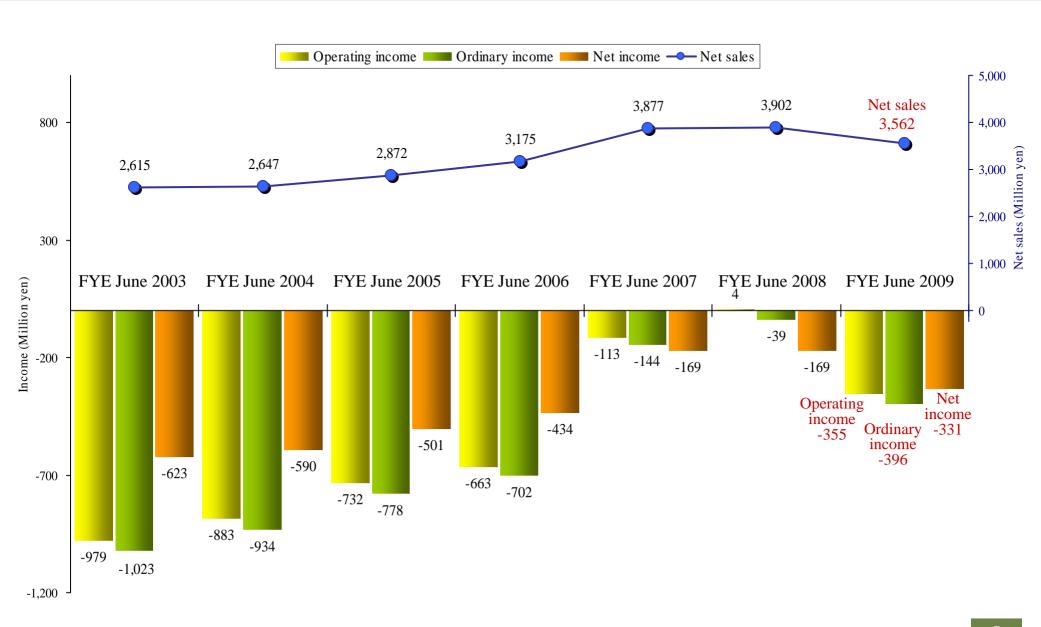
- Results forecasts appearing in this material are prepared based on the information available as of the date of publication. Actual results may differ from forecast figures due to factors such as uncertainties in the economic environment.
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1. Results for FYE June 2009 First Half

Changes in Full-Year Results and Initial Plan



Changes in First Half Results



Trends in First Half and Second Half Results

- Seasonal changes in net sales and cost of sales
 - A concentration of deadlines for projects in March, due to year-end closing by customers, is a factor for seasonal changes.
 - Slightly less than 70% of annual net sales are posted in Second Half every year.
- Posting of SGA expenses throughout each fiscal year
 - SGA expenses account for slightly less than 30% of total expenditure by KKE, which places emphasis on investments in areas such as human resources, sales and new businesses.
 - SGA expenses squeeze First Half results as they are posted irrespective of fluctuations in net sales.
- Effects of the performance-linked wage system
 - Income may fluctuate with changes in personnel expenses at the end of each fiscal year.

Given the factors stated above, numerical results for First Half tend to be lower than those for Second Half.

Financial Highlights

(Million yen)

| | FYE June 2008 1H | FYE June 2009 1H | Change | Rate of change |
|---------------------------|------------------|------------------|--------|----------------|
| Orders | 5,885 | 5,059 | -825 | -14.0% |
| Net sales | 3,902 | 3,562 | -340 | -8.7% |
| Operating income | 4 | -355 | -360 | - |
| Ordinary income | -39 | -396 | -356 | - |
| Extraordinary profit/loss | -230 | -145 | 85 | - |
| Net income | -169 | -331 | -161 | - |

Major factors in lower net sales and income

- Orders received for large, long-term construction projects (delivery and acceptance inspection in Second Half and thereafter)
- Decline in profitability and a loss of order winning opportunities with the emergence of certain troubled projects
- Annual budget for SGA expenses used at the rate of approximately 50%
 Owing to increased R&D expenses and sales events concentrated in First Half)
- Special contributions (of ¥231 million) for withdrawal from an employees' pension fund posted as an extraordinary loss

Special Contributions Required for Withdrawal from an Employees' Pension Fund

Reasons for withdrawal from the employees' pension fund

KKE had maintained its membership in the Tokyo Architectural Design Employees' Pension Fund, a pension fund of the joint establishment type, to improve the welfare program for its employees. However, KKE elected to withdraw from this Pension Fund and rebuild a new retirement benefit system for its employees, including a strengthened defined contribution pension plan, for the following reasons.

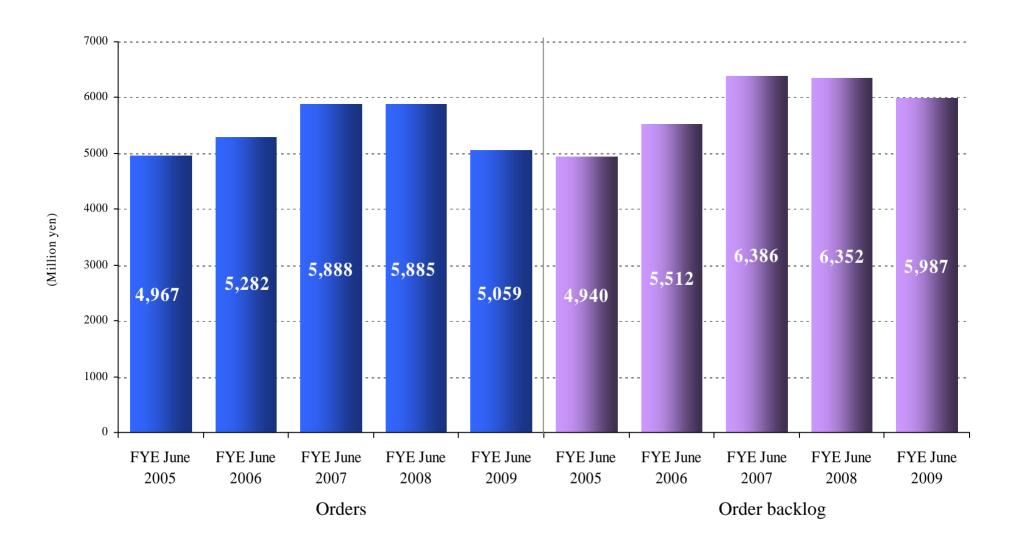
- (1) The majority of employees wanted KKE to leave the Employees' Pension Fund and make a full switch to a defined contribution pension plan.
- (2) KKE wished to strengthen its defined contribution pension plan by leaving the Employees' Pension Fund and to encourage its employees to accumulate wealth freely as part of its personnel affairs policies.
- (3) Responding adequately to demands for disclosing information related to retirement benefits accounting was impossible and achieving the internal control sought by KKE was difficult under an Employees' Pension Fund with a joint establishment nature.

Effects on results

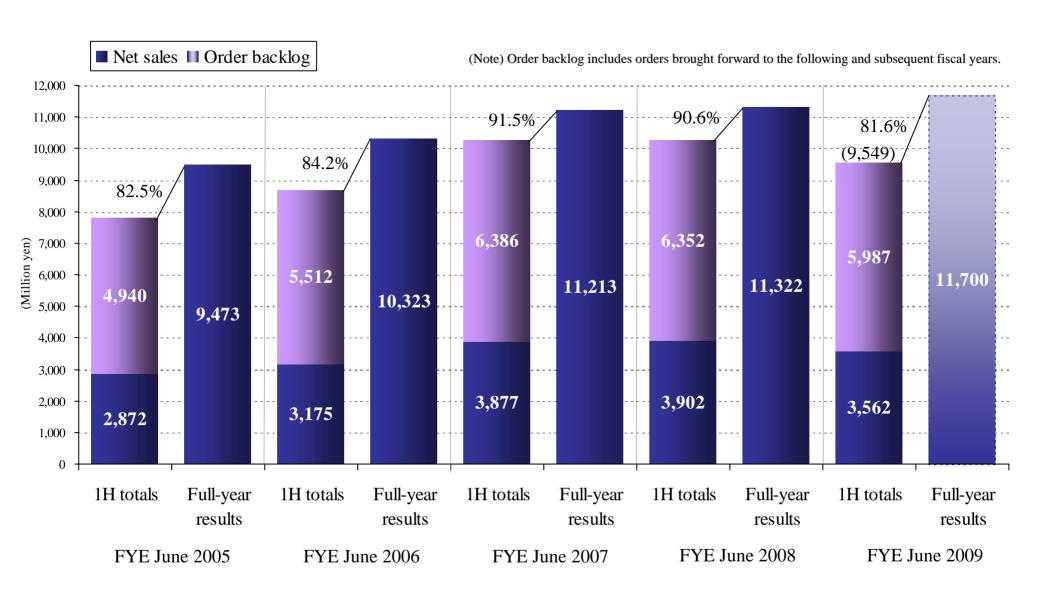
KKE posted ¥231 million in special contributions for the withdrawal from the Employees' Pension Fund as extraordinary loss in FYE June 2009 First Half. The effects this action is likely to have on results had already been incorporated in result forecasts for FYE June 2009, which the Company announced on August 18, 2008.

2. Status of FYE June 2009 First Half Results

(1) Changes in First Half Orders and Order Backlog



(2) First Half Order Backlog Compared to Full-Year Net Sales



(Reference) KKE's Original Project Management Indicators

Projects that require several months from receiving orders to the posting of net sales after the delivery and acceptance inspection of deliverables, including system development and consulting services, account for the majority of KKE's operations. The business category to which the Company belongs can be considered one subject to frequent seasonal fluctuations in numerical results.

For this reason, KKE quantifies results in the process of advancing projects with its two internal management indicators, **GIV**, which shows the level of project progress in amount, and **GIV** earnings, which show earnings from GIV, and is conducting results and plan management and results tracing on a monthly basis.

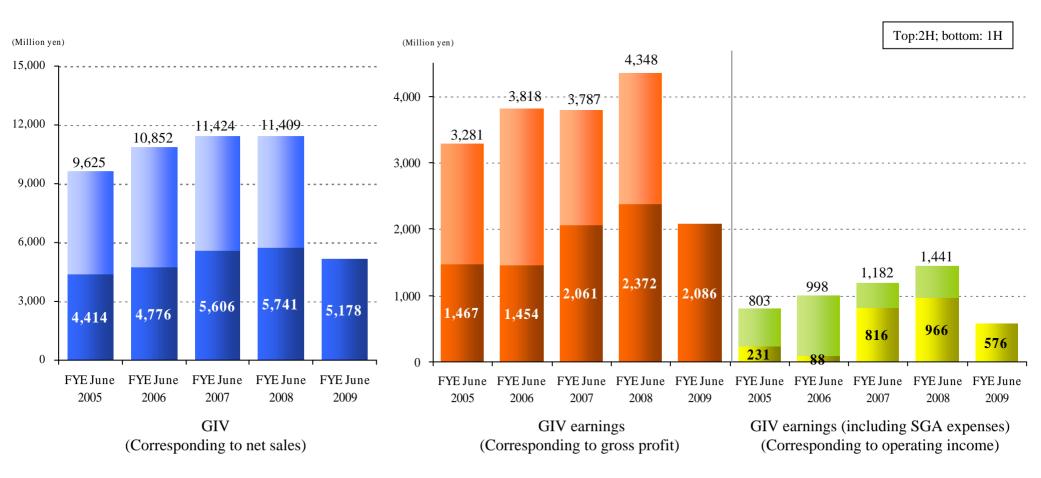
GIV : order amount multiplied by the level of project progress

GIV earnings: GIV after deducting project expenses (excluding SGA expenses)

* GIV earnings forecasts are presently calculated on the basis of planned personnel expenses. Income at the end of the fiscal year may fluctuate with changes in personnel expenses, as KKE adopts a wage system linked to performance in the fiscal year in question. Please bear this possibility in mind.

(3) Comparison of GIV and GIV earnings in First Half

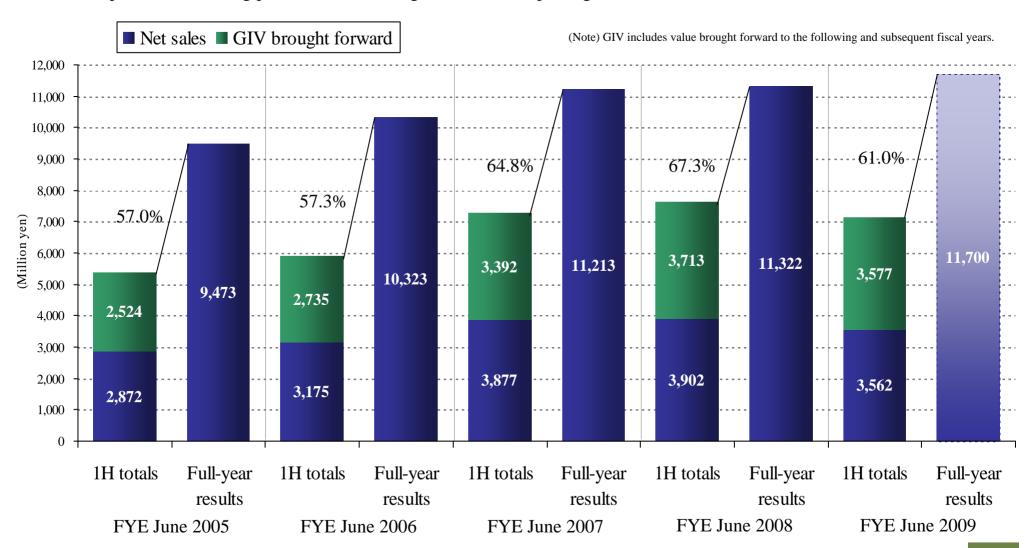
Slight year-on-year falls in GIV and GIV earnings



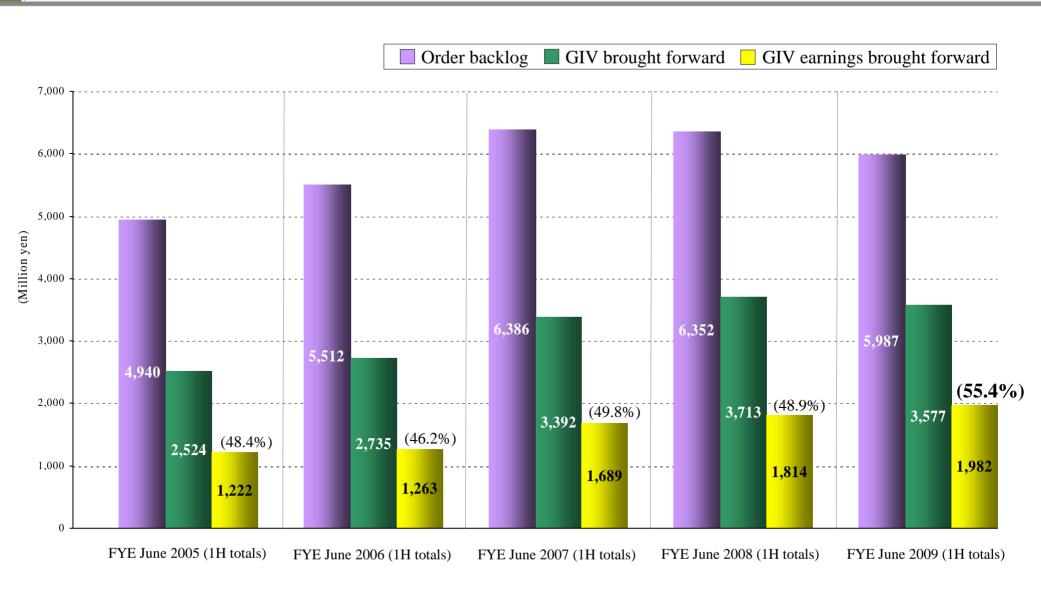
GIV earnings forecasts are presently calculated on the basis of planned personnel expenses. Income at the end of the fiscal year may fluctuate with changes in personnel expenses as KKE adopts a wage system linked to performance in the fiscal year in question.

(4) Achievement in the Period to First Half Compared to Full-Year Net Sales

KKE discloses GIV, an internal indicator converted into an amount as a criterion for managing, forecasting and reviewing the progress of a project, because some of the projects undertaken by the Company, including those for software development, have a long period from receiving an order to the posting of net sales.



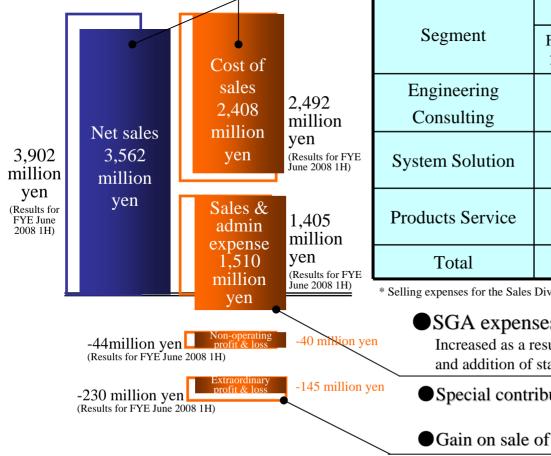
(5) Changes in GIV and GIV Earnings Brought Forward



3. Financial Statements

P/L: Income Decline (Year on Year) Due to Lower Net Sales

- Net sales decline (down ¥340 million): delayed posting of net sales for certain large projects to Second Half
- Gross profit decline (down ¥255 million): profitability drop due to emergence of troubled projects (Million ven)



| | Net s | sales Gross | | profit | Gross profit rate | |
|---------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Segment | FYE June 2008 1H | FYE June 2009 1H | FYE June 2008 1H | FYE June 2009 1H | FYE June 2008 1H | FYE June 2009 1H |
| Engineering Consulting | 1,094 | 1,353 | 193 | 276 | 17.7% | 20.5% |
| System Solution | 1,825 | 1,257 | 757 | 416 | 41.5% | 33.1% |
| Products Service | 983 | 951 | * 317 | * 290 | 32.2% | 30.6% |
| Total | 3,902 | 3,562 | 1,267 | 984 | 32.5% | 27.6% |

^{*} Selling expenses for the Sales Division are added to the cost of sales to calculate gross profit for the segment.

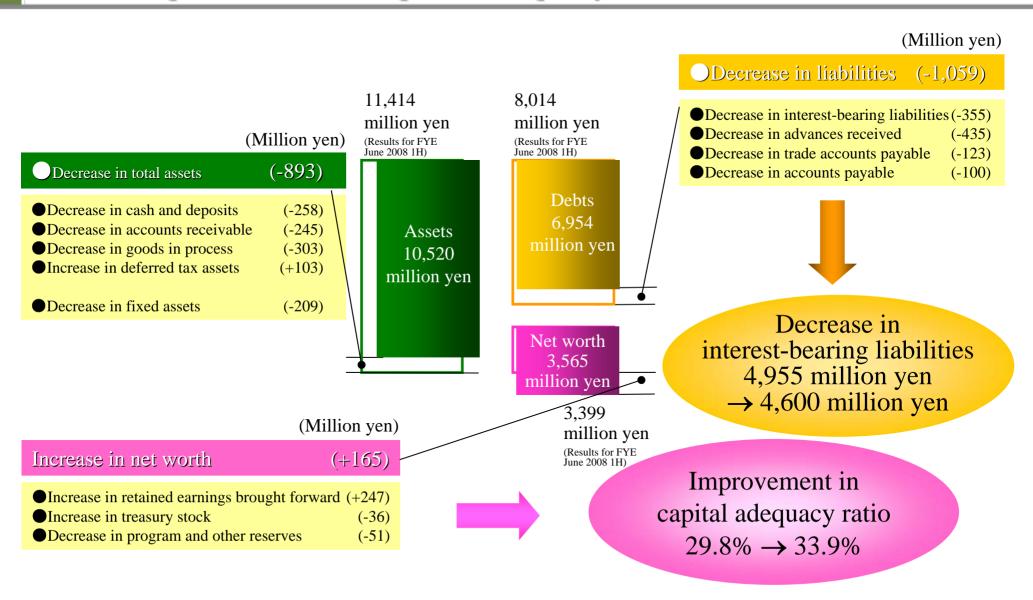
●SGA expenses: up ¥104 million

Increased as a result of greater R&D expenses, concentration of sales events in First Half and addition of staff for the Sales Management Division

- Special contributions for withdrawal from an employees' pension fund: expenditure of \(\frac{\pma}{2}\)31 million
- Gain on sale of investment securities:

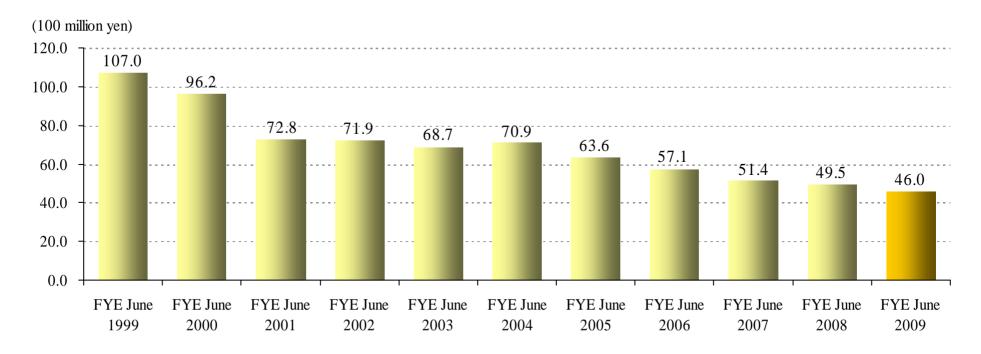
income of ¥85 million

B/S: Decline in Interest-Bearing Liabilities and Improvement in Capital Adequacy Ratio



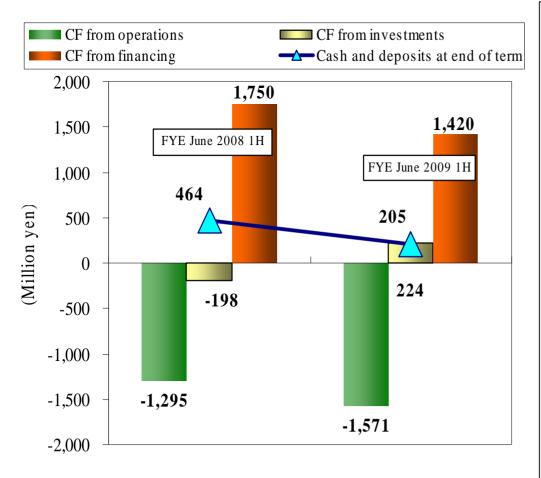
(Reference) Change in Interest-Bearing Liabilities

- Complete payment of borrowings (of ¥2,750 million) for financing the construction of head office building
 (Payments completed at the end of December 2008)
- **⇒** Payment completion 15 months ahead of schedule



Changes in interest-bearing liabilities at the end of December of each fiscal year

CF: Cash Used for Operations Expands, but CF from Financing Improves

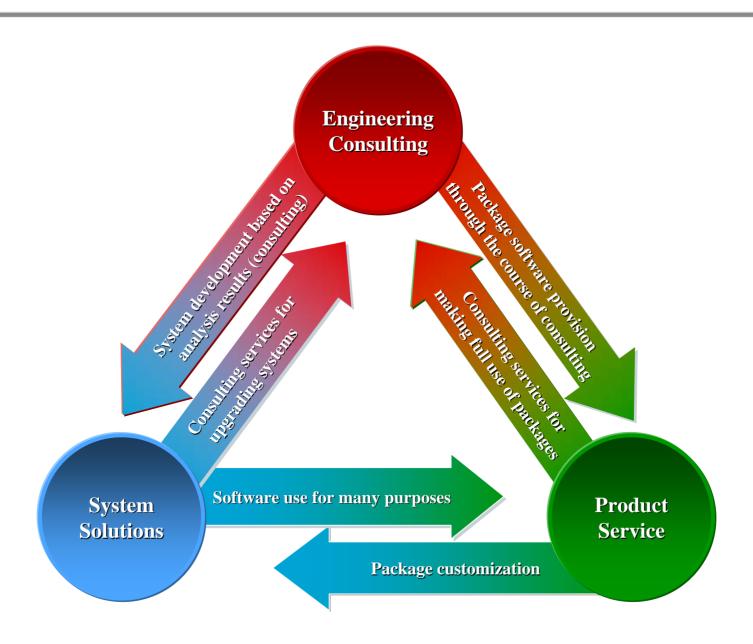


| Major components (Mill | ion yen) |
|---|----------|
| ● CF from operations:-1,571 Year-on-year change | -276 |
| - Net loss before taxes | - 541 |
| - Depreciation and amortization | 136 |
| - Increase in inventories | - 693 |
| - Decrease in trade notes and accounts receivable | 617 |
| - Decrease in accrued expenses payable | -640 |
| - Corporation and other taxes paid | -146 |
| ● CF from investments: 224 Year-on-year change | +422 |
| - Income from sale of investment securities | 345 |
| - Expenditure on acquisition of investment securities | -57 |
| ● CF from financing:1,420 Year-on-year change | -330 |
| - Net increase in borrowings | 1,627 |
| - Dividends paid | - 176 |
| | |
| | |

* FCF: up ¥146 million year on year

4. FYE June 2009 First Half Results by Segment

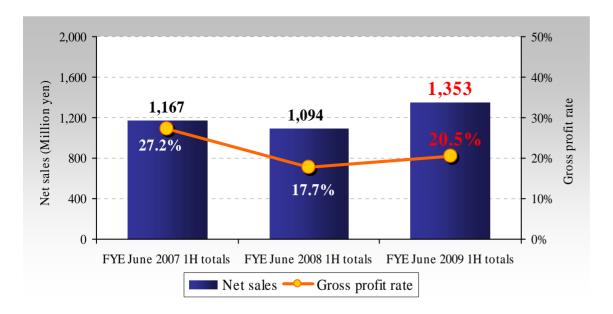
Synergy Produced by Three Business Segments



Segment (1) Engineering Consulting

| (N / L) | 11: ~~ | ***** |
|---------|--------|-------|
| UVII | шоп | ven) |

| | FYE June 2007 1H totals | FYE June 2008 1H totals | FYE June 2009 1H totals | Rate of change |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------|
| Orders | 2,320 | 2,156 | 2,058 | -4.6% |
| Net sales | 1,167 | 1,094 | 1,353 | 23.7% |
| Cost of sales | 849 | 900 | 1,076 | 19.5% |
| Gross profit (margin) | 317 (27.2%) | 193 (17.7%) | 276 (20.5%) | 42.9% |



- ❖ Requirement definition, basic design and trial model study for software development
- ❖ Simulation for manufacturing and logistics businesses
- Disaster prevention, earthquake resistance and numeric analysis
- ❖ Structural design of building
- Marketing and decision-making support consulting

Analysis of results

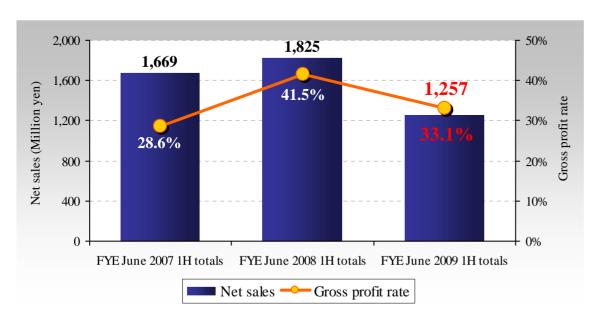
Orders fell slightly. Net sales and the gross profit rate rose year on year. However, original levels of adequacy were not achieved.

- Basic reviews increased in the upstream process of software development in the fields of telecommunications and manufacturing.
- Trial model studies in the telecommunications field produced relatively strong results.

Segment (2) System Solutions

| (Mil | lion | ven' |
|------|------|------|
| | | |

| | FYE June 2007 First Half totals | FYE June 2008 First Half totals | FYE June 2009 First Half totals | Rate of change |
|-----------------------|------------------------------------|------------------------------------|------------------------------------|----------------|
| Orders | 2,521 | 2,663 | 2,072 | -22.2% |
| Net sales | 1,669 | 1,825 | 1,257 | -31.1% |
| Cost of sales | 1,191 | 1,068 | 841 | -21.3% |
| Gross profit (margin) | 477 (28.6%) | 757 (41.5%) | 416 (33.1%) | -45.0% |



- * Sales and design support systems for manufacturers
- ❖ Mobile communications and mobile network
- ❖ Structural design support systems
- **❖** Multimedia solutions

Analysis of results

Orders, net sales and the gross profit rate decreased.

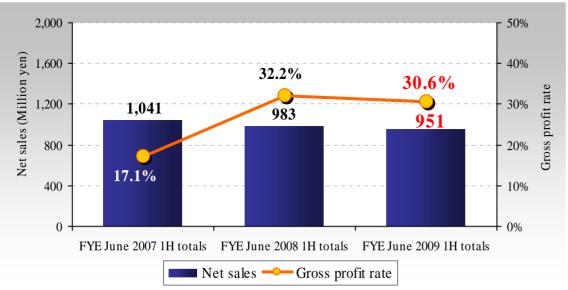
- The effects of no net sales for large projects in the telecommunications field in First Half due to their long work periods
- Emergence of troubled projects and the loss of opportunities

Segment (3) Product Service

| | ~ | •• | |
|-----|-------|------|-----|
| - (| M/III | lion | Ver |
| | | | |

| | FYE June 2007 First Half totals | FYE June 2008 First Half totals | FYE June 2009 First Half totals | Rate of change |
|-----------------------|------------------------------------|------------------------------------|------------------------------------|----------------|
| Orders | 1,046 | 1,065 | 928 | -12.9% |
| Net sales | 1,041 | 983 | 951 | -3.2% |
| Cost of sales | 863 | 666 | 660 | -0.9% |
| Gross profit (margin) | 177 (17.1%) | 317 (32.2%) | 290 (30.6%) | -8.5% |

^{*} Cost of sales for the segment includes selling expenses for the Sales Division.



- ❖ CAE software for designers
- Package software for structural analysis and earthquake resistance studies
- Simulation software for telecommunications companies
- Software for supporting marketing and decisionmaking

Analysis of results

Orders, net sales and the gross profit rate declined slightly.

- -Sustaining the trend from the previous fiscal year, CAE software for designers in the manufacturing sector performed well.
- Sales decreased for package software related to telecommunications, image processing and real estate operations.

5. Full-Year Forecasts

External Management Conditions

Negative market perceptions

Entire economy

A global recession triggered by the unprecedented turmoil of the U. S. economy

- Increase in the number of business failures
- Decline in the effective opening-toapplication ratio, etc.
- ⇒ Rapid worsening of economic conditions

Industrial, logistics and service sectors

Reduction in the scale of informatization investment with falling income, influenced by the market slowdown in Japan and overseas, with the yen's appreciation in the background

Financial sector

Careful stand on informatization investment due to aggravating business conditions attributable to the subprime loan issue and the global financial crisis

Public sector

The informatization budget is considered to be on the increase. Competition is intensifying.

Positive market perceptions

Continuation of informatization investment

The presence of blue-chip companies continuing with their steady informatization investment

The presence of blue-chip companies securing funds from the central government for science and technology expenditures and other large budgets

Investment to improve the financial position

Acceleration of moves to increase competitiveness through organizational slimming and financial position improvement



Medium- to Long-Term Alliances with Blue-Chip Customers

Sustainable alliance with blue-chip customers to consistently add value

⇒ Operations unaffected by external management conditions and customer business categories

Good partners with each other

Unshakable long-term relationships

High value placed on class and grade

Solid network based on the "bonds" among engineers

Experience and credit

Premium operations competitors cannot imitate

Evaluation of quality, instead of labor hours

Measures for Achieving Full-Year Targets

Focus on sales based on themes and sales to unmistakable blue-chip companies.

A recession does not necessarily equal capital investment restraints. Prevent a loss of opportunities to win orders through clear focus.

- There are solutions sought during recessions, with improvements in management culture and workforce downsizing.
- Capital and informatization investments are actually on the rise among blue-chip companies aiming to achieve breakthroughs at the point of the switch to economic growth.

■ Win orders for quick-delivery consulting businesses.

Ensure full-year results by winning orders for consulting businesses including package software sales and analysis.

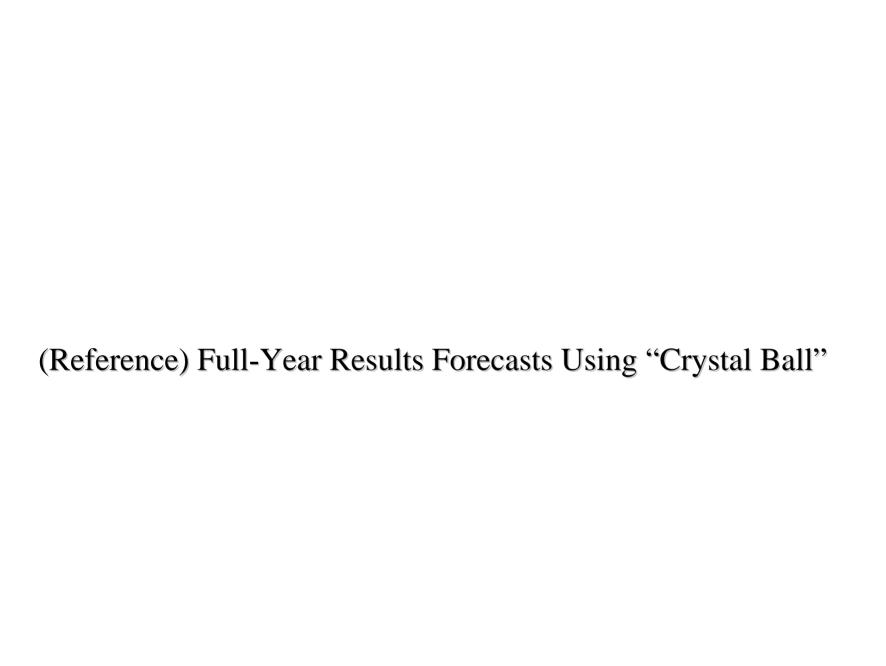
- Many package software upgrades are being prepared for release in Second Half

Carry out comprehensive project management.

Ensure quality assurance, meet deadlines, and prevent project problems through systematic project management, and build the foundations for accepting new orders based on this project management.

Curb expenses.

Reduce outsourcing and other expenses by making maximum use of internal resources and flexibly shifting resources among divisions (optimizing their allocation). (However, investments to sustain KKE's growth, such as human resource and R&D investments, should be carried out aggressively.)



Full-Year Results Forecasts Using "Crystal Ball"

Forecast full-year results using "Crystal Ball," a KKE software product for risk analysis.

Conventional results forecasts
 Pinpoint forecasts based on the accumulated values with the highest probabilities, etc.

The probability of, and impact required for, a given scenario are unknown.

Results forecasts based on risk analysis
Probability distribution is established for each item that is assumed to fluctuate.

The range of final results, the impact of risks and other aspects are forecasted through the Monte Carlo simulation.

Variable Factors in Full-Year Results Forecasts at the End of First Half

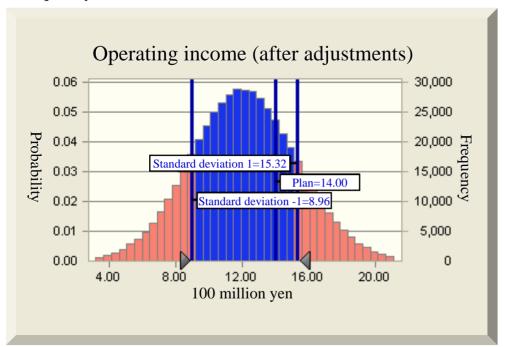
Full-year results are forecast with the following variables taken into consideration.

Variable parameters are established on the basis of results for the past four fiscal years.

- Changes in forecast Second Half net sales against the order backlog at the end of First Half
- Changes in forecast Second Half profit rate (changes in Second Half sales profit rate forecast on the basis of the First Half GIV earnings rate)
- Changes in Second Half net sales against forecast Second Half orders
- Measures for curbing outsourcing expenses (resource redistribution, etc.) and actions for reducing SGA expenses
- Changes in personnel expenses associated with the performance-linked wage system

Operating Income Forecast

[Frequency distribution]



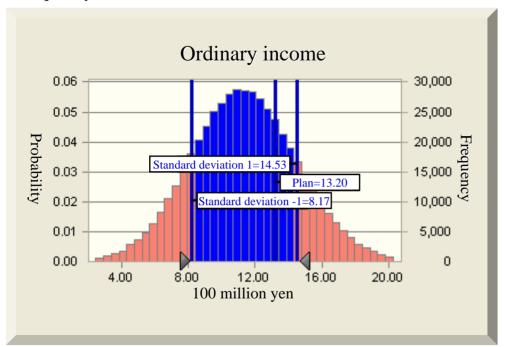
| Number of trials | 500,000 |
|--------------------------|---------|
| Average value | 12.14 |
| Median | 12.09 |
| Mode | |
| Standard deviation | 3.18 |
| Variance | 10.12 |
| Skewness | 0.0907 |
| Kurtosis | 3.04 |
| Coefficient of variation | 0.2621 |
| Infimum | -2.52 |
| Supremum | 29.18 |
| Average standard error | 0 |

(100 million yen)

| | Plan | Forecast result |
|------------------|------|--------------------------------|
| | Pian | Within the range of 1 σ |
| Operating income | 14.0 | 9.0 to 15.3 |

Ordinary Income Forecast

[Frequency distribution]



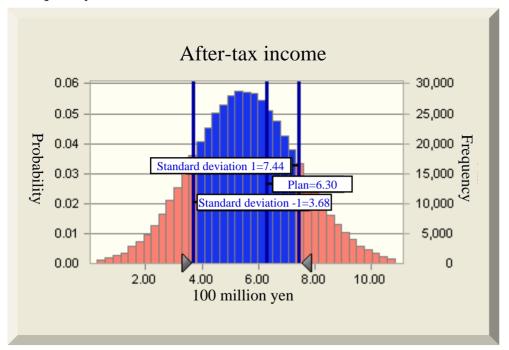
| Number of trials | 500,000 |
|--------------------------|---------|
| Average value | 11.35 |
| Median | 11.30 |
| Mode | |
| Standard deviation | 3.18 |
| Variance | 10.12 |
| Skewness | 0.0906 |
| Kurtosis | 3.04 |
| Coefficient of variation | 0.2802 |
| Infimum | -3.29 |
| Supremum | 28.47 |
| Average standard error | 0 |

(100 million yen)

| | Dlan | Forecast result | |
|-----------------|------|--------------------------------|--|
| Plan | | Within the range of 1 σ | |
| Ordinary income | 13.2 | 8.2 to 14.5 | |

After-Tax Income Forecast

[Frequency distribution]



| Number of trials | 500,000 |
|--------------------------|---------|
| Average value | 5.56 |
| Median | 5.53 |
| Mode | |
| Standard deviation | 1.88 |
| Variance | 3.52 |
| Skewness | 0.0906 |
| Kurtosis | 3.04 |
| Coefficient of variation | 0.3375 |
| Infimum | -3.08 |
| Supremum | 15.66 |
| Average standard error | 0 |

(100 million yen)

| | Dlan | Forecast result | |
|------------|------|--------------------------------|--|
| | Plan | Within the range of 1 σ | |
| Net income | 6.3 | 3.7 to 7.4 | |

Plan for FYE June 2009

Perception that the plan for the current fiscal year can be achieved

(Million yen)

| | FYE June 2005 | FYE June 2006 | FYE June 2007 | FYE June 2008 | FYE June 2009 Plan |
|------------------|------------------|------------------|------------------|------------------|-----------------------|
| Net sales | 9,473 | 10,323 | 11,213 | 11,322 | 11,700 |
| Operating income | 550 | 749 | 1,088 | 1,242 | 1,400 |
| Ordinary income | 462 | 676 | 1,022 | 1,169 | 1,320 |
| Net income | 7 | 360 | 612 | 531 | 630 |
| Dividende | @10 xxan/-h | @19 xxxx/-b | @20 xxxx/-h | @20 xxxx/-l | @20 xxxx/shows |
| Dividends | @10 yen/share | @18 yen/share | @30 yen/share | @30 yen/share | @30 yen/share |

Note) Results forecasts are prepared on the basis of information available as of the date of publication. As such, they contain uncertainties.

6. Toward Sustainable Added Value Growth

KKE's Visions

Management philosophy

A comprehensive engineering firm that bridges universities and research institutes with the business community

- A one-of-a-kind technology-oriented firm
- Provision of a forum for fair challenges and opportunities
- Respect for corporate grades
- Management policies

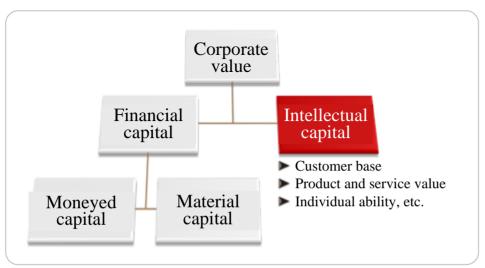
Good to Great

Sustainable growth for becoming a better company Organizational management for sustainable (proper and steady) growth

Professional Engineering Solution Firm (PESF)

Intellectual Capital That Financial Statements Cannot Express

KKE's "engineering knowledge" relies on experience and lies in the brains and hearts of its engineers.



Innovative
Warm Heart & Cool Head

- Interdisciplinary
 Added value enhancement with integrated technologies
- Intelligent
 Blue-chip customers and engineers offering excellent jobs

- Employees are the source of value. (Personnel expenses account for approx. 50% of all expenses.)
- Provide higher added value through a synergy of the knowledge and technologies owned by respective organizations and individuals.
- Human resource investment for growth is vital.

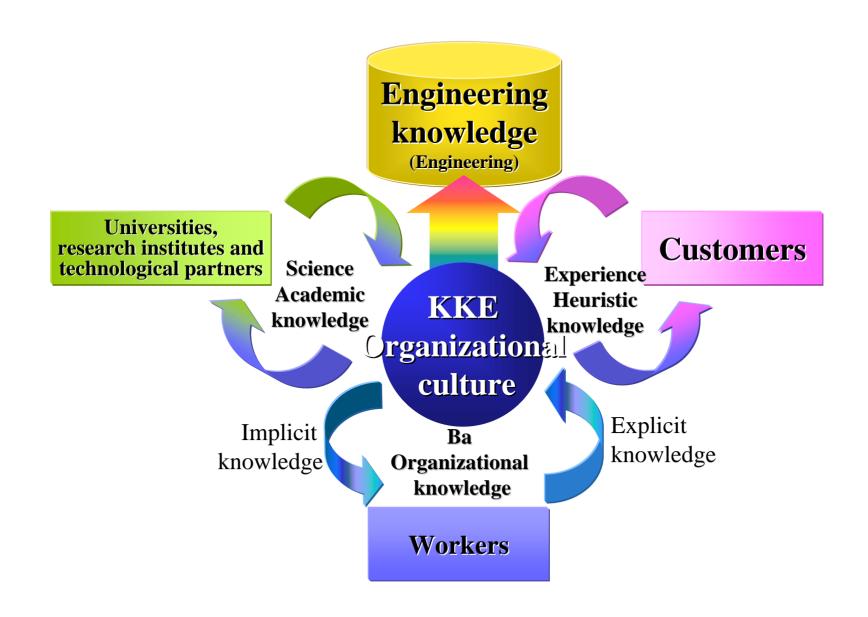
Independent

Individual strength tested in contests of intellect

International

Experiences imported From overseas partners

(Reference) Structure of Knowledge at KKE



Driving Force for Added Value Growth



Increase in per-capita added value



Scale expansion through staff increase



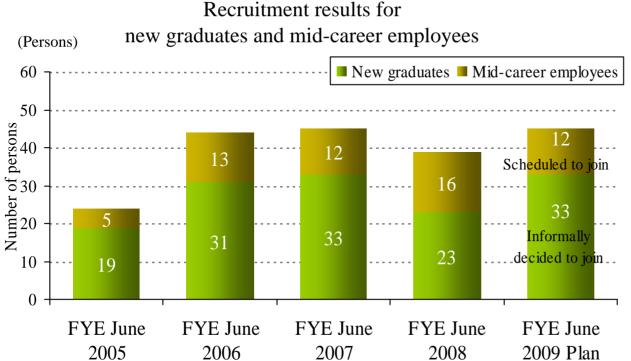
Added value growth attributable to new businesses and investments

Invest in added value growth even if it involves risk taking.

Preparations for the Future

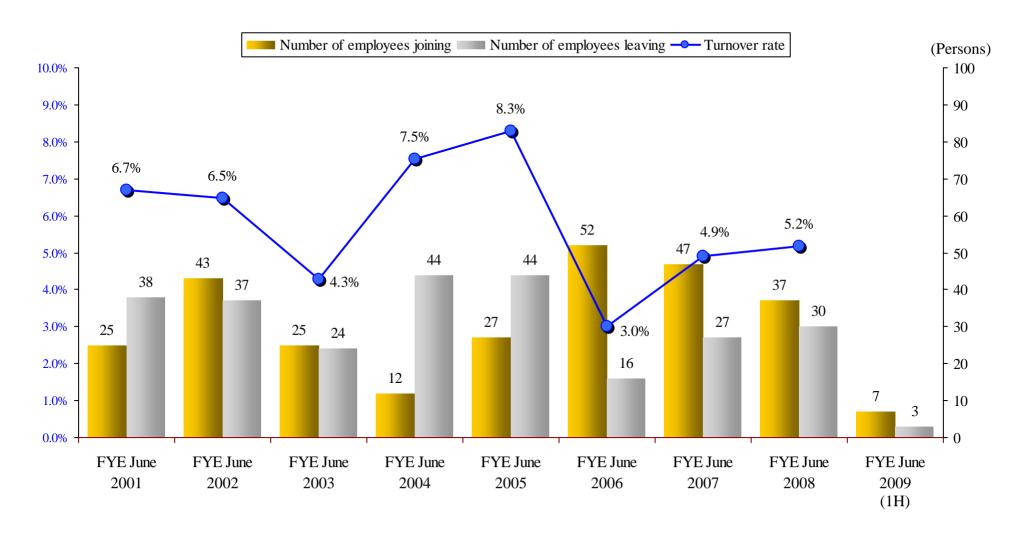
[Investment] Personnel Recruitment

- Aggressively hire high-quality workers with great ambition.
 - ⇒ Scheduled to boast the largest number of engineers in April 2009
- View the recession as an opportunity to recruit outstanding people.
 - ⇒ Currently focusing on activities for recruiting new graduates for employment in April 2010





(Reference) Changes in Turnover Rate



Number of staff members as of December 31, 2008: 555

[Investment] Technical Development

Promote industry-academic-government cooperation for upgrading and expanding intellectual capital.

| | January 2007 to December 2007 | January 2008 to December 2008 |
|--|--|--|
| Joint research with universities and related organizations | 19 cases | 42 cases |
| Workers' postgraduate studies for a doctorate | 6 persons in Japan | 5 persons in Japan, 1 person in Germany |
| Overseas posting for business | 2 persons in China | 2 persons in China, 1 person in the United States |
| Activities through committees, research associations, etc. | 65 persons and 55 organizations in total | 108 persons in 61 organizations in total |
| Lecturing activities at universities, etc. | 14 persons and 11 schools in total | 18 persons in 15 schools in total |
| Research paper presentation | 53 papers in Japan, 5 papers abroad | 34 papers in Japan, 13 papers abroad |
| Writing books and translation | 12 cases | 10 cases |

[Investment] New Businesses and Sales

- Establishment of new business development units
 - Business Planning Dept. (9 members)
 Identify business themes that will sustain KKE in the future.
 - Sustainable Solutions Div. (4 members)
 Offer original solutions for creating a sustainable society.
 - Management & Human Resource Consulting Div. (5 members)
 Offer solutions for corporate management and personnel affairs issues by employing engineering approaches.
- Establishment of Marketing & Sales Dept.—Management of Technology (6 members)

 Initiatives for expanding the business with new customers and new themes aimed at creating new added value and increasing existing added value
- Establishment of Overseas Marketing Dept. (2 members in Japan and 4 members abroad)
 Initiatives for stepping up alliances with overseas business partners and expanding business opportunities

Example initiative (1)

Bolstering sales in the manufacturing sector (SBD* Marketing Sales Dept.)

"Launching new products to make further inroads into the manufacturing market"

* Simulation Based Design
Simulation Based Design (SBD) is a new technique based on the concept of front-loading and involves designers themselves running simulations as they explore possible designs.

SBD Operations: Introducing *midas NFX* structural analysis software

- midas NFX (made by Korean firm MIDAS IT) is a standalone piece of structural analysis FEM software capable of handling a wide range of applications, for everyone from designers to dedicated analysts. Its unique strengths include a high level of customizability and the inclusion of a supplementary training system that can be accessed online.
 - ▶ Wide range of analytical capabilities, from linear static analysis to nonlinear, dynamic and drop analysis
 - ▶ Extensive 3D CAD interface and 3D modeller
 - Customization via VBA API
 - Structural analysis training system

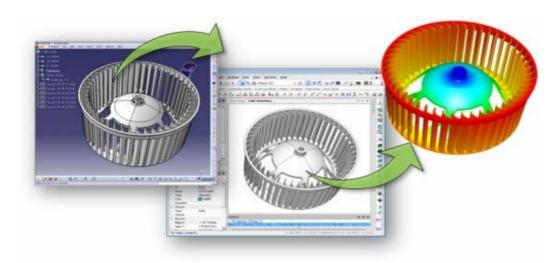






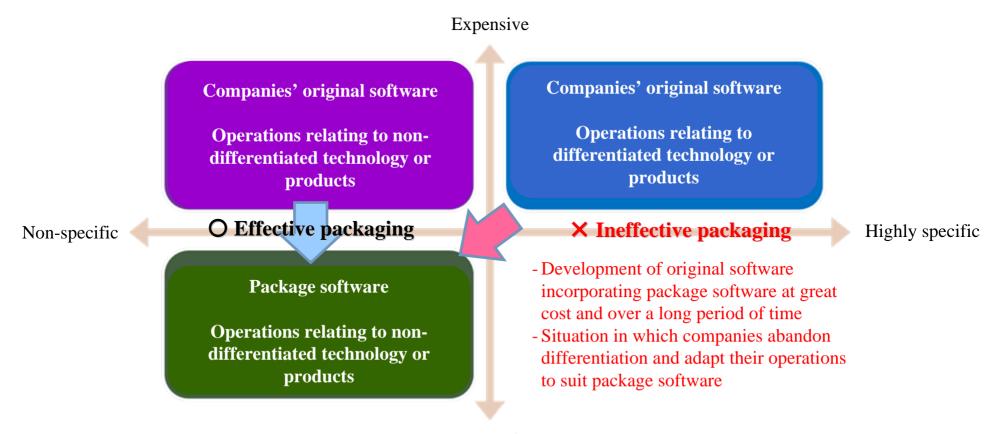
Figure: Screenshot of training system website

^{*} As a rule, the names of all companies, systems and products featured in these Financial Results are trademarks or registered trademarks of Kozo Keikaku Engineering Inc. and the company in question.

Key Features (1) Sufficient level of customizability to handle differentiated products and technology

■Common issues with package software (1) Incapable of handling differentiated work

Ordinarily, core components that can be used by different companies are packaged into a piece of software, making it less user-friendly for companies with differentiated technology or products. Companies are therefore left with no option but to use ineffective package software.

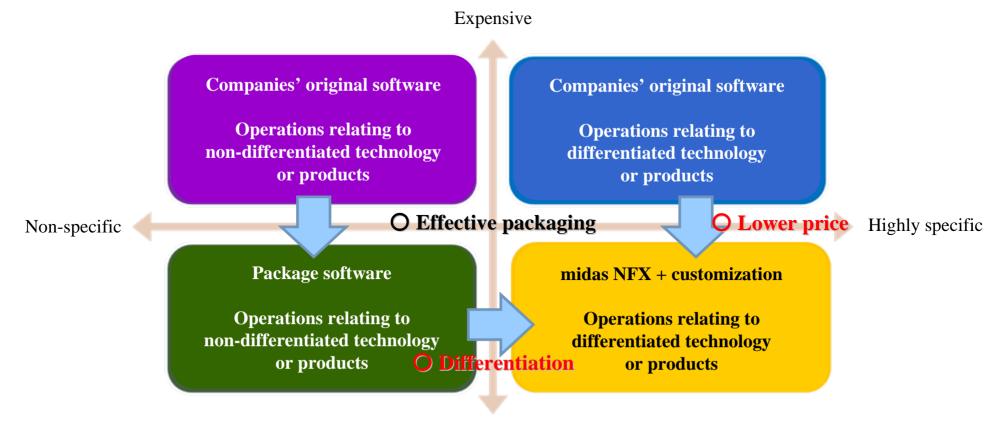


Inexpensive

Key Features (1) Sufficient level of customizability to handle differentiated products and technology

■ Strengths of *midas NFX* (1): Capable of handling differentiated work

midas NFX is a piece of package software that is highly customizable and therefore well equipped to handle differentiated technology and products. In addition to meeting an increasingly complex array of needs, it can also be used with differentiated technology and products for a relatively low outlay.

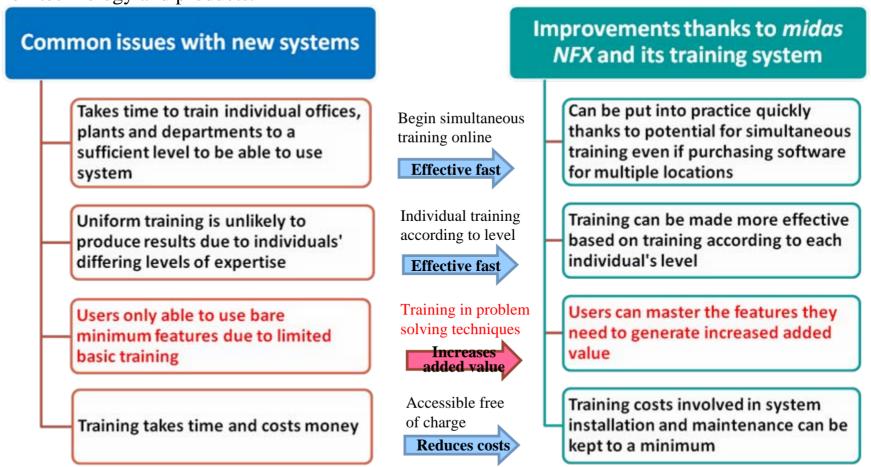


Inexpensive

Key Features (2) Training system to quickly improve effectiveness on new systems

■ Strengths of *midas NFX* (2): Investment expected to have a greater impact thanks to training system

As *midas NFX* uses a training system that can be accessed online, the effects of introduction of new systems will appear quickly and enable users to acquire the expertise required to further differentiate their technology and products.



Future SBD (Simulation Based Design) initiatives

Although the manufacturing industry, which is the main customer for SBD services, is in the process of reviewing cost structure, it is also facing the need to further enhance core technology in order to produce increasingly sophisticated, complex products.



We aim to offer solutions that harness a range of CAE analytical software to suit highly specific operations within the manufacturing industry in order to make further inroads as a partner helping customers to resolve problems.

SBD services for the manufacturing industry: Positive factors

■ A strong, outward-looking, unflinching spirit of determination

Continuing to assemble a range of products revolving primarily around the best overseas products and actively market them in Japan

Constantly striving to take on board users' needs rather than focusing purely on selling

Building strong relationships with and providing problem solving support for individual engineers at user companies through means of communication such as technical support services, technical seminars and email newsletters, whilst also gathering information on users' needs with an eye to the future

■ Creating an environment geared towards the development of outstanding human resources

Establishing a specialized system to enable members of staff to make the most of their aptitudes and potential and grow as individuals and promoting collaboration based on strong teamwork between sales and technical staff

Example initiative (2)

Establishing an Overseas Marketing Dept.

"Revitalizing operations through global expansion built on a core intellectual network"

Substantial operations revolving around top class technology

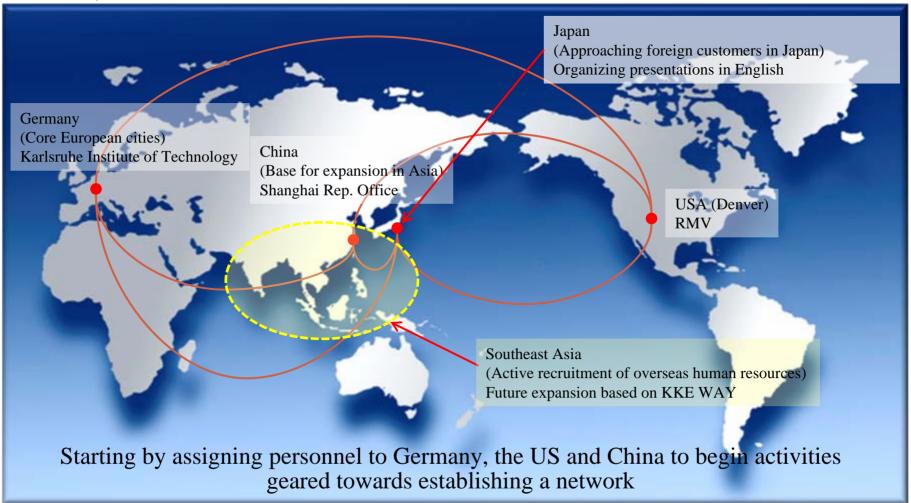
=> Increasing overseas orders

History and background

- Started to branch out into overseas markets in 1970s, with plans to focus even more aggressively on overseas markets in the future
- ⇒ Need to establish an Overseas Marketing Dept. from an organizational standpoint in the interests of global expansion
- Technical background and policy
 - Global expansion built on a core intellectual network
 - We are confident that technology is a universal language and that our superior technology will do well the world over. We therefore need to map out a long-term vision.
 - Japanese technology has an outstanding track record and is well trusted the world over, especially in the fields of earthquake resistance, disaster prevention and structural design.
- Initiatives to date (summary)
 - Established Shanghai Rep. Office in April 2007
 - Currently exhibiting at overseas fairs and exploring expertise-based overseas collaborations
 - Implementing reverse business model (e.g. developing and marketing English version of KKE's own *aristoc* software)
 - Holding regular meetings in order to reinforce cooperation between divisions
 - Actively recruiting overseas human resources, especially those with experience studying overseas
- ⇒ Increase in orders

Global expansion built on a core intellectual network

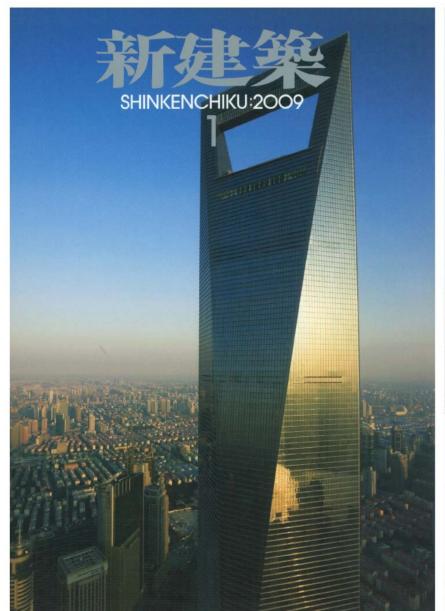
KKE's strengths
 Capable of offering solutions in line with different regions (including Europe, the US and China), climates and needs



15 overseas partners in six countries => Further expansion



Latest examples in the field of structural design





Source: Shinkenchiku (Jan 2009), published by Shinkenchiku Co. Ltd.

Shanghai World Financial Center Project

Contact: Kozo Keikaku Engineering (Mr. Nishio, Mr. Guo, etc.)

Asagaya Project about to get underway

Overview of building

Usage: Apartment building

Floor space: 506.42m²

Floors: Three (above ground)

Height: 9.00m

Structure: Ferroconcrete structure

Seismic isolation system:

3D seismic isolation system

Oil damper system with rocking

suppression mechanism

Horizontal seismic isolation oil dampers

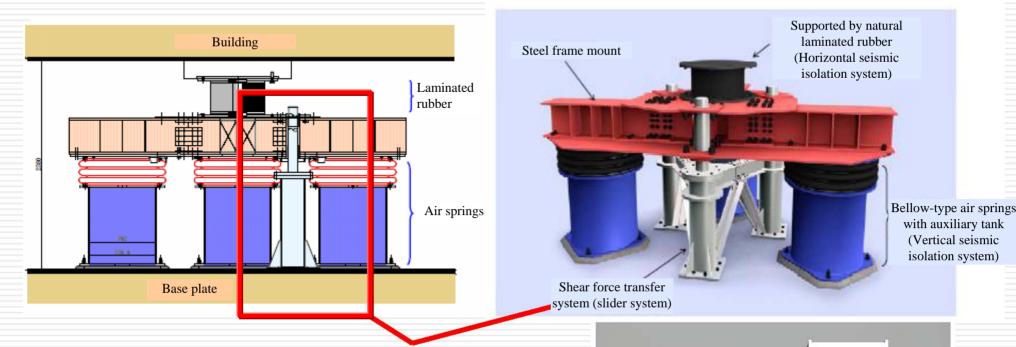


Key features of building

- Equipped with the world's first 3D seismic isolation system
- Designated as "Pioneering Ultra Long-Term Housing Model Project under a scheme set up by the Ministry of Land, Infrastructure and Transport

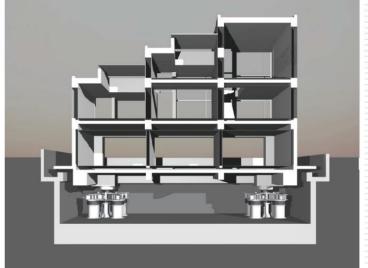
 One of 40 projects selected from 603 applicants
- Participating in the Smile Project as a model housing history system

Asagaya Project: 3D seismic isolation system



Shear force transfer system to minimize horizontal movement of air springs (slider system)

Independent systems to minimize horizontal movement and vertical movement



News releases at a glance

July 16, 2008

Wireless InSite high-speed electromagnetic simulator launched Highly effective when configuring portable/WiMAX base stations or running high-speed or large-scale network simulations

July 29, 2008

Development of skyscraper fire evacuation simulation system in conjunction with Mori Building Mapping out various scenarios based on human behavior to validate evacuation plans and make them more effective

- August 19, 2008
 - Unveiling of the KKE VISION 2008 on September 26
- September 19, 2008

QuickCAD simple, high-performance, user-friendly general purpose CAD software launched Inexpensive, customizable general purpose CAD offering straightforward usability and intuitive performance

- September 29, 2008
 - *midas NFX* structural analysis software for machine designers launched Available half price on a trial basis until December, including free access to online training system
- December 1, 2008

Q-One Ver.2 defect management/quality assessment system for use in software and product development announced

Commercial online application based on accumulated expertise to be launched in mid January next year

Thank you very much for taking the time to attend today's briefing.

Section in charge of inquiries:

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