

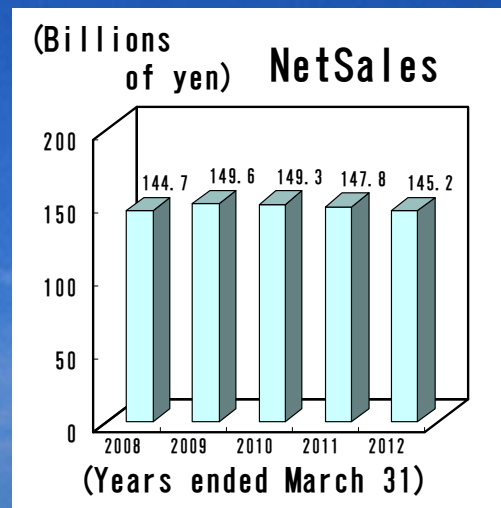
Financial Results for the Third Quarter Fiscal Year Ending March 2013 Investor Relations Presentation Materials

ISEKI & CO., LTD.
Susumu Tada, Executive Managing Director
February 15, 2013



1. Outline of Financial Results for the Third Quarter Fiscal Year Ending March, 2013
2. Recent Development in Domestic and Overseas Markets
3. Performance Forecast for the Fiscal Year Ending March, 2013

1. Outline of Financial Results for the Third Quarter Fiscal Year Ending March, 2013



Outline of Third Quarter Business Performance

(JPY bn, %)

Item	10/ Apr. -Dec.	11/ Apr.-Dec.		12/ Apr.-Dec.		Change	12/ Apr.- Dec. Plan	Change
			%		%			
Net Sales	112.1	109.1	100.0	117.9	100.0	8.8	118.1	(0.2)
(Domestic)	98.4	93.8	86.0	102.4	86.9	8.6	102.7	(0.3)
(Overseas)	13.7	15.3	14.0	15.5	13.1	0.2	15.4	0.1
Gross Profit	35.0	34.8	31.9	37.2	31.6	2.4	37.2	0
S. G. & A. Expenses	32.1	31.0	28.4	31.7	26.9	0.7	31.7	0
Operating Income	2.9	3.8	3.5	5.5	4.7	1.7	5.5	0
Ordinary Income	2.2	3.4	3.1	5.5	4.7	2.1	5.2	0.3
Net Income	0.6	2.2	2.0	3.9	3.3	1.7	3.5	0.4

* Domestic sales companies /Iseki-Changzhou Mfg. Co., Ltd., etc.

Cumulative total: Jan.- Sep.

* ISEKI (Non-consolidated) /Domestic manufacturing companies, etc.

Cumulative total: Apr.-Dec.

Breakdown of Domestic Sales

(JPY bn, %)

		10/ Apr.-Dec.	11/ Apr.-Dec.	12/ Apr.-Dec.	Change	Note	12/ Apr.-Dec. Plan	Change	
Agriculture Related Business	Agricultural Machinery	Cultivating & Mowing Machinery	20.8	21.9	23.1	1.2	Tractors: +1.0 Tillers: +0.2	23.0	0.1
		Planting Machinery	9.8	8.7	9.3	0.6	Rice transplanters:+ 0.6	9.3	0
		Harvesting & Processing Machinery	18.4	17.9	19.0	1.1	Combine harvesters: +0.5 Drying Machine:+0.6	18.9	0.1
	Total		49.0	48.5	51.4	2.9		51.2	0.2
	Parts & Farming Implements		24.3	23.4	24.5	1.1	Farming Implements :+0.6 Parts :+0.5	24.5	0
	Construction of Facilities		6.2	3.0	6.8	3.8		7.3	(0.5)
	Other Agriculture Related		18.8	18.8	19.6	0.8		19.6	0
	Total		98.3	93.7	102.3	8.6		102.6	(0.3)
	Other Business Total		0.1	0.1	0.1	0		0.1	0
	Total		98.4	93.8	102.4	8.6		102.7	(0.3)

Breakdown of Overseas Sales

(JPY bn)

	10/ Apr.-Dec.	11/ Apr. - Dec.	12/ Apr. - Dec.	Change	Note	12/ Apr. - Dec. Plan	Change
North America	4.2	3.4	4.1	0.7	Tractors: +0.7	4.2	(0.1)
Europe	4.3	4.8	3.6	(1.2)	Tractors: (1.0) Mowers: (0.2)	3.6	0
China*	2.9	5.2	5.1	(0.1)	Combine harvesters:(0.3) Transplanters:+0.2	5.1	0
Other Asia	0.6	0.2	0.9	0.7	Tractors: +0.2 Combine harvesters: +0.4 Rice transplanters:+0.1	0.9	0
Oceania	0.3	0.4	0.3	(0.1)	Tractors:(0.1)	0.3	0
Products Total	12.3	14.0	14.0	0		14.1	(0.1)
Parts & Others	1.4	1.3	1.5	0.2		1.3	0.2
Total	13.7	15.3	15.5	0.2		15.4	0.1

* Sales in China are actual results (Jan. – Sep.)

Operating Income

(JPY bn, %)

Item	10/ Apr.-Dec.	11/ Apr. - Dec.		12/ Apr. - Dec.		Change	12/ Apr. - Dec. Plan	Change
			%		%			
Net Sales	112.1	109.1	100.0	117.9	100.0	8.8	118.1	(0.2)
Cost of G. S.	77.1	74.3	68.1	80.7	68.4	6.4	80.9	(0.2)
Gross Profit	35.0	34.8	31.9	37.2	31.6	2.4	37.2	0
S. G. & A. Expenses	32.1	31.0	28.4	31.7	26.9	0.7	31.7	0
Operating Income	2.9	3.8	3.5	5.5	4.7	1.7	5.5	0

* Factors of YoY change

[Gross Profit]	• Increased gross income by increased revenue	:+2.4
[S.G.& A Expenses]	• Increased S.G.& A Expenses (personnel expenses +0.4, distribution cost (0.1), other expenses +0.4)	:+0.7

Ordinary Income and Net Income

(JPY bn)

	10/ Apr.-Dec.	11/ Apr.-Dec.	12/ Apr.-Dec.	Change	12/ Apr.-Dec. Plan	Change
Operating Income	2.9	3.8	5.5	1.7	5.5	0
Net Financial Income	(0.7)	(0.7)	(0.6)	0.1	(0.6)	0
Other Non-operating Income	0	0.3	0.6	0.3	0.3	0.3
Ordinary Income	2.2	3.4	5.5	2.1	5.2	0.3
Extraordinary Gains	0	0.1	0.2	0.1	0.2	0
Extraordinary Losses	(0.7)	(0.4)	(0.3)	0.1	(0.3)	0
Income before Income Taxes	1.5	3.1	5.4	2.3	5.1	0.3
Taxes, Deferred Taxes	(0.9)	(0.9)	(1.5)	(0.6)	(1.6)	0.1
Net Income	0.6	2.2	3.9	1.7	3.5	0.4

* Factors of YoY change

[Other non-operating income] Favorable turn of forex environment, etc. : +0.3

* Breakdown of incurred items in this period

[Extraordinary gains] Compensation received related to earthquake : +0.16

[Extraordinary losses] Restoration cost of fire at paint facility of Iseki-Matsuyama Mfg. Co., Ltd. : (0.09)

Loss on sales and retirement of noncurrent assets, etc. : (0.15)

Balance Sheet

(JPY bn)

Item	10/Dec.	11/Dec.	12/Dec.	Change	12/Mar.
Cash/Deposits	13.1	11.2	10.9	(0.3)	7.1
Accounts Receivables	30.2	31.9	34.5	2.6	28.7
Inventories	40.6	39.7	41.5	1.8	42.8
(Product Inventory)	27.0	25.7	27.3	1.6	28.1
Other Current Assets	3.1	3.1	3.4	0.3	4.3
Noncurrent Assets	90.1	90.1	90.4	0.3	89.7
Total Assets	177.1	176.0	180.7	4.7	172.6
Accounts Payables	40.0	38.4	41.5	3.1	43.7
Debts/Borrowings	54.5	54.1	49.5	(4.6)	42.1
Other Liabilities	26.5	26.1	28.1	2.0	28.6
(Total Liabilities)	121.0	118.6	119.1	0.5	114.4
Net Assets	56.1	57.4	61.6	4.2	58.2
(Retained Earnings)	6.7	7.3	11.4	4.1	7.9
Total Liabilities and Net Assets	177.1	176.0	180.7	4.7	172.6

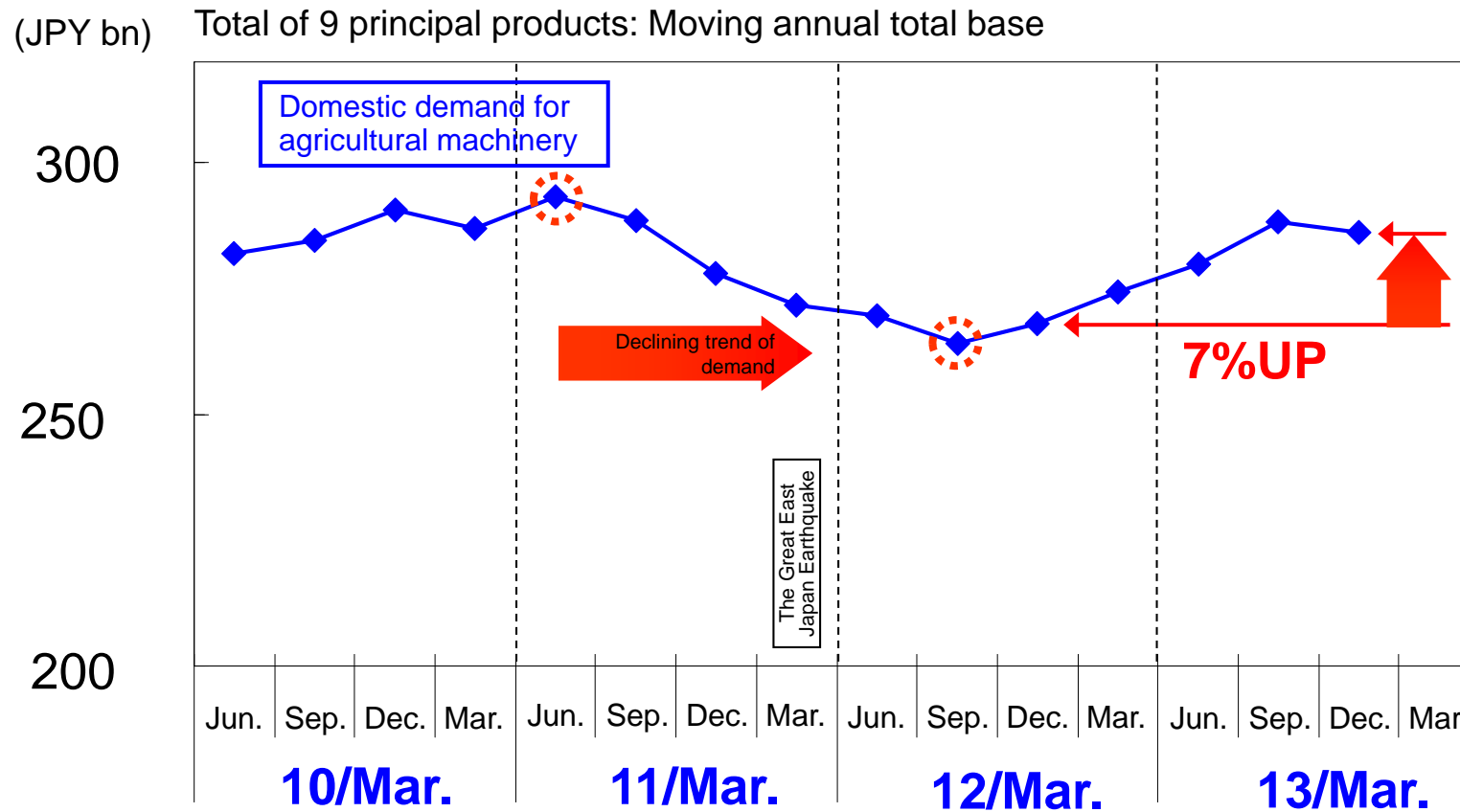
2. Recent Development in Domestic and Overseas Markets



Utility Tractor for North America

Domestic Demand for Agricultural Machinery

1. Trends of Domestic Demand for Agricultural Machinery



Source: [Demand] Shipping Statistics of Japan Farm Machinery Manufacturers Association

Trends in Domestic Agricultural Machinery Market

1. Domestic agricultural machinery shipment and effective sales of ISEKI

* Total amount of 9 principal products base, Y o Y growth rate (%), Moving annual total.

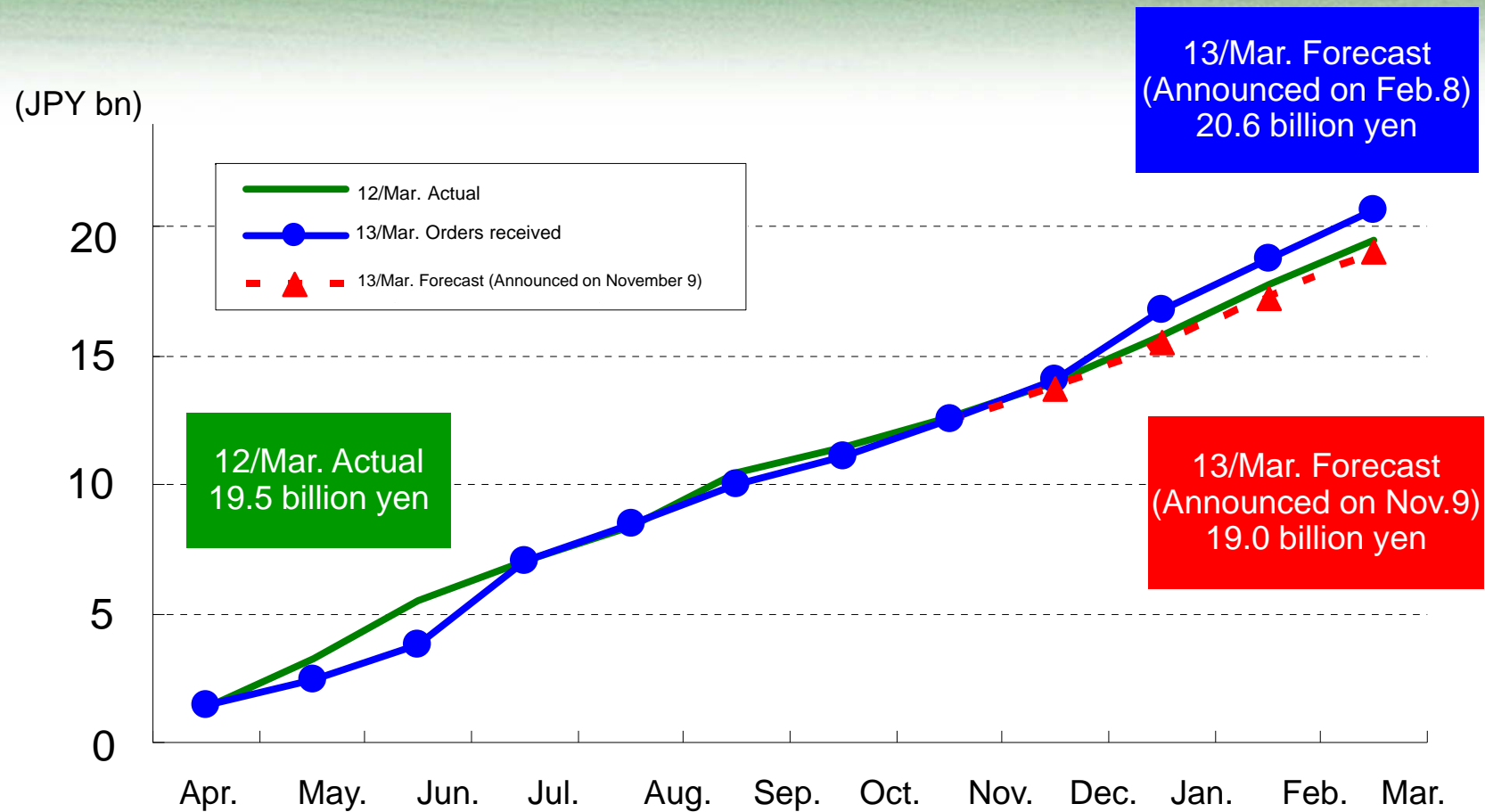
Source: Shipping statistics of Japan Farm Machinery Manufacturing Association

	10/Mar.	11/Mar.	12/Mar.	12/Dec.
Industry (Shipment)	97	94	101	107
ISEKI (Effective sales)	97	97	103	104

ISEKI's Sales

- Sales increased due to recovering demand.
- Steadily recovering from effect of the earth quake in Tohoku.

Recent Trend of Overseas Product Sales



*13/Mar.Orders received

North America, Europe, Other Asia, Oceania China :Apr.-Dec. is based on result of shipping, Jan.-Mar. is based on orders received

:Actual sales for Jan.- Dec.

Trend in Overseas Market (North America)

1. Trend of Tractor Market in North America

(Unit:1000)

Class (hp classification)		2011 Jan-Dec.	2012 Jan-Dec.	YoY	
				Change	Growth rate
Compact (40hp or below)	USA	85	92	8	109%
	Canada	12	12	0	103%
		96	104	8	108%
Utility (40hp or above,100hp or below)	USA	50	54	4	109%
	Canada	7	7	0	99%
		57	61	4	107%

ISEKI newly entered into utility tractor market.

Figures have been rounded and non-adjusted
Source:AEM statistics(Association of Equipment Manufacturers)

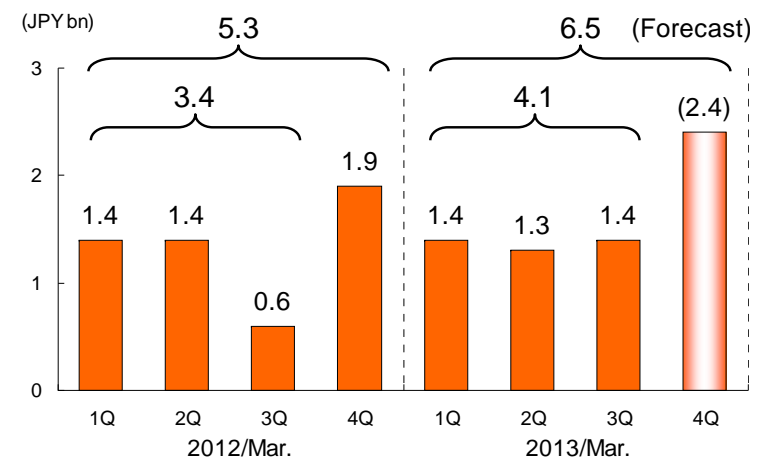
2. Sales of OEM partner

- Effective sales of compact tractors of the OEM partner shifted higher than the same period of the previous year. The sales shifted higher than growth rate of the market as well.

3. ISEKI's Sales

- ISEKI's sales were solid, shifting higher than the previous year due to increase of inventory of the OEM partner.
- ISEKI started to inject the new product, utility tractors since the end of last year.

Trend of product sales for North America



Trends in Overseas Market (Europe)

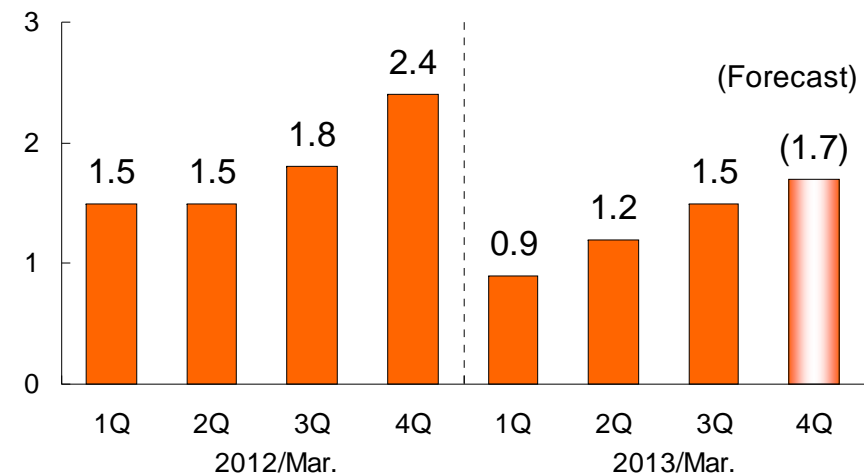
1. Trends in European Market

- In landscape market for professionals, demand for machinery was deteriorated due to budget cut under economic recession.
- Regarding small agricultural machinery market and consumer market, demand decreased due to sluggish consumer spending and reduced investment.

2. ISEKI's Sales

- Cumulative sales units for Jan.-Dec. of riding mowers shifted below the previous year.
- ISEKI's orders received base remained stagnant mainly due to weak economy.

Trend of product sales for Europe



Trends in Overseas Markets (China)

1. Trend in Chinese Market

▪Trend of subsidy for agricultural promotion (billion of yuan)

	2007	2008	2009	2010	2011		2012		2013	
Central government subsidy	2.0	4.0	13.0	15.5	1 st Period	11.0	1 st Period	13.0	1 st Period	20.0
					Annual total	17.5	Annual total	21.5	Annual total	Undisclosed
(billion yen, yuan/13 yen)	26.0	52.0	169.0	201.5	227.5		273.0		260.0 +Undisclosed	

2. ISEKI's Sales

▪Trend of Sales in Chinese Market (JPY bn)

	08/Mar.	09/Mar.	10/Mar.	11/Mar.	12/Mar.	13/Mar. Forecast
China	1.3	1.9	3.5	3.3	5.7	6.9
Overseas Sales Total	22.0	23.1	18.1	19.1	21.4	22.5

3. Performance Forecast for the Fiscal Year Ending March, 2013



Performance Forecast for FY13/Mar. & Year-End Dividend Forecast.

1. Performance Forecast for FY13/Mar.

(JPY bn)

Item	12/Mar.	13/Mar.		Difference with Latest Forecast	
		Previous Forecast*	Latest Forecast*	12/Mar.	Previous Forecast*
Net Sales	145.2	153.0	155.0	9.8	2.0
(Domestic)	123.8	132.5	132.5	8.7	0
(Overseas)	21.4	20.5	22.5	1.1	2.0
Operating Income	4.2	5.5	5.5	1.3	0
Ordinary Income	3.9	4.8	5.5	1.6	0.7
Net Income	2.7	3.2	4.1	1.4	0.9

Company forex rate: 1US\$=¥78 →¥87 , 1Euro = ¥100→¥116 (4th Quarter)

* Previous forecast: Announced on November 9, Latest forecast: Announced on February 8

2. Year-End Dividend Forecast

	12/Mar.	13/Mar.
Year-End Dividend /(Yen)	1.5	3.0

*Forecast announced on November 9.

Breakdown of Domestic Sales

(JPY bn)

		12/Mar.	13/Mar.		Difference with Latest Forecast		
			Previous Forecast*	Latest Forecast*	12/Mar.	Previous Forecast*	
Agriculture Related Business	Agricultural Machinery	Cultivating & Mowing Machinery	27.5	29.1	29.2	1.7	0.1
		Planting Machinery	10.4	10.9	11.1	0.7	0.2
		Harvesting & Processing Machinery	25.9	27.6	26.7	0.8	(0.9)
		Total	63.8	67.6	67.0	3.2	(0.6)
	Parts & Farming Implements	30.4	31.3	31.6	1.2	0.3	
	Construction of Facilities	4.7	7.7	8.1	3.4	0.4	
	Other Agriculture Related	24.8	25.8	25.7	0.9	(0.1)	
	Total	123.7	132.4	132.4	8.7	0	
	Other Business Total	0.1	0.1	0.1	0	0	
	Total	123.8	132.5	132.5	8.7	0	

* Previous forecast: Announced on November 9, Latest forecast: Announced on February 8

Breakdown of Overseas Sales

(JPY bn)

	12/Mar.	13/Mar.		Difference with Latest Forecast	
		Previous Forecast*	Latest Forecast *	12/Mar.	Previous Forecast
North America	5.3	5.9	6.5	1.2	0.6
Europe	7.2	5.2	5.3	(1.9)	0.1
China	5.7	6.0	6.9	1.2	0.9
Other Asia	0.9	1.3	1.4	0.5	0.1
Oceania	0.4	0.6	0.5	0.1	(0.1)
Products Total	19.5	19.0	20.6	1.1	1.6
Parts & Others	1.9	1.5	1.9	0	0.4
Total	21.4	20.5	22.5	1.1	2.0

Company forex rate: 1US\$=¥78 →¥87, 1Euro = ¥100→¥116 (4th Quarter)

* Previous forecast: Announced on November 9, Latest forecast: Announced on February 8

Notes on the Future Forecast

- The objective of this presentation document is to provide information, and it is not intended to invite any action.
- The document has been prepared by ISEKI based on currently available information and it involves potential risks and uncertainties. The forecast may not be consistent with actual results depending on fluctuation of the economic situation and market trends.
- In using this information, investors are expected to depend on their own judgment. ISEKI is not liable for any losses incurred by investment decision made utilizing the business forecast or targets given in this document.



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