Fiscal Year 2016 (ending March 31, 2017)

First Half & Second Quarter Results (ended September 30, 2016)

# Brother Industries, Ltd. November 7, 2016

Information on this report, other than historical facts, refers to future prospects and performance, and has been prepared by our Management on the basis of information available at the time of the announcement. This covers various risks, including, but not limited to, economic conditions, customer demand, foreign currency exchange rates, tax rules, regulation and other factors. As a result, actual future performance may differ from any forecasts contained on this report.

Brother adopts IFRS, the International Financial Reporting Standards, from this fiscal year. The figures of FY2015, provided as a comparison with FY2016 figures, have also been changed in accordance with IFRS.

"Business segment profit" in this document indicates a profit indicator similar to operating income in Japanese GAAP. We will disclose both business segment profit and operating profit as the indicators of profitability management.

The first is the outline of Brother's cumulative total results for the first half of FY2016.



## **Highlight for FY2016 1H**

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### Consolidated Results for FY2016 1H



(100 Millions of Yen)

	161H	151H	Rate of Change (w/o forex impact)	16Q2	15Q2	Rate of Change (w/o forex impact)
Sales Revenue	3,103	3,415	-9.2% (+2.5%)	1,527	1,774	-13.9% (+0.7%)
Business Segment Profit	347	271	28.1%	145	118	23.5%
Business Segment Profit Ratio	11.2%	7.9%		9.5%	6.6%	
Operating Profit	362	303	19.5%	151	139	8.6%
Operating Profit Ratio	11.7%	8.9%		9.9%	7.8%	
Income before Tax	371	293	26.5%	159	127	25.7%
Net Income	270	211	27.9%	117	95	23.0%
Exchange Rates						
USD	106.43	121.50		102.91	121.91	
EUR	119.12	134.60		114.59	136.00	

- ✓ Despite robust sales in the P&S business, sales as a whole decreased on a yen basis due to the negative impact of the yen's appreciation and the lack of large orders for machine tools from IT customers.
- Profits at all levels increased because some of the measures to improve profitability worked mainly in the P&S business, despite a ¥7.7 billion negative impact of the yen's appreciation on business segment profit.

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3

This is the outline of Brother's cumulative total results for the first half of FY2016.

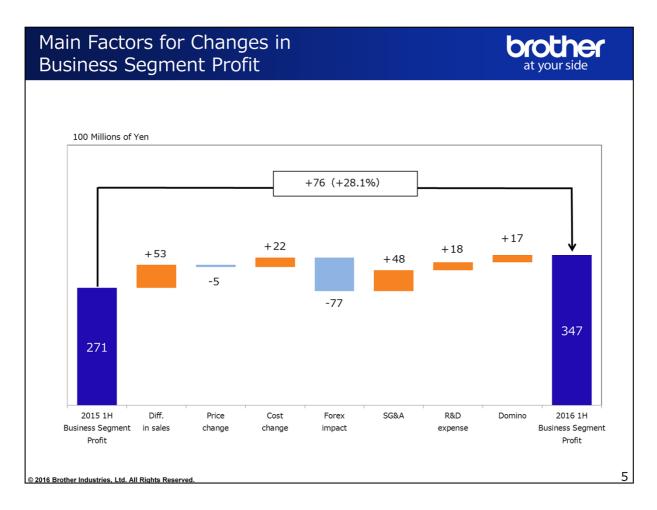
Sales revenue decreased by 9% or 30 billion yen, to 310.3 billion yen on a yen basis. However, sales revenue, in real terms, increased by 2.5% if the negative impact of the yen's appreciation, which brought about a decrease of about 40 billion yen, was excluded.

Business segment profit increased by 28% or 7.6 billion yen, to 34.7 billion yen. Although profits in the P&H business and the Machinery business decreased, profit in the P&S business, which was positioned as "the business for profitability enhancement," showed a drastic twofold increase from the previous year.

Both operating profit and net income in creased.

Page 4 has a summary of respective business segments' figures.

### brother Highlight by business segment (100 Millions of Yen) Sales Revenue 161H 151H Rate of Change 3,415 Total 3,103 -9.2% 2,070 Printing & Solutions 1,868 -9.7% 3.6% Personal & Home 206 247 -16.5% -3.7% Machinery 582 436 -25.0% -18.9% 274 Network & Contents 246 -10.4% -10.0% Domino business 282 168 65 -12.7% -12.7% Rate of Change 161H 151H **Business Segment Profit** Total 271 347 28.1% Printing & Solutions 281 143 96.8% Personal & Home 5 25 -81.9% Machinery 29 85 -66.0% Network & Contents 10 8 22.6% 20 Domino business 19 Other 4 -46.3% Adjustment -18 Operating Profit 161H 151H Rate of Change 303 362 19.5% Printing & Solutions 303 163 85.9% Personal & Home 5 26 -81.1% Machinery 31 84 -62.9% Network & Contents 8 0 -98.4% Domino business 19 18 22 -79.0% Adjustment -18 © 2016 Brother Industries, Ltd. All Rights Reserved



This is the main factors for changes in business segment profit for the consolidated cumulative second quarter.

The profit increased by 7.6 billion yen compared to the same period last year.

The breakdown of 5.3 billion yen in the difference in sales is as follows:

An increase of 13 billion in the P&S business

A decrease of 1.5 billion in the P&H business

A decrease of 4 billion in the Machinery business

A decrease of 2 billion in the N&C business

The P&S business largely contributed to a cost reduction of 2.2 billion yen.

In a decrease of 7.7 billion in the forex impact, P&S accounted for 80% thereof; P&H 10%, and; Machinery 10%. The breakdown by currency was a decrease of 6 billion yen due to a 15-yen appreciation of the yen against the euro, no impact by the exchange rates against the U.S. dollar, and a decrease of 1.5 billion yen by the impact of the exchange rates against the British pound and the RMB, etc.

As for 4.8 billion in SG&A, P&S accounted for 50% thereof, and N&C and Machinery occupied the rest parts.

R&D expenses as a whole decreased by 1.8 billion. The P&S business and the N&C business, both of which were positioned as "the businesses for profitability enhancement," decreased their R&D expenses by 2 billion and by 500 million, respectively, while R&D expenses increased in growth businesses, including the Machinery business. This resulted in a total reduction of 1.8 billion in a whole company.

Domino in this graph shows changes associated with the Domino business. It resulted in an increase of 1.7 billion because the expenses related to the acquisition of Domino's shares, which were allocated last year, became no longer needed.



Next is the highlight of respective business segments.

The first is the Printing & Solutions business.

The sales revenue of communications & printing equipment increased by 3.4% on a local currency basis. Hardware accounted for 5%, and consumables 2%, respectively.

Sales remained robust mainly in the U.S. and China. Unit sales of both mono and color laser Printers/All-in-Ones exceeded those of the same period last year.

Although unit sales of inkjet All-in-Ones fell below those of the previous year, the shift to models with super high-yield ink tanks or models with high-yield ink cartridges improved the model mix.

The sales of electronic stationery steadily increased.

Business segment profit increased almost twice compared to that of the previous fiscal year.

Sales in P&S rose by slightly more than 3%. Fixed cost reductions, improved efficiency in the use of sales promotion expenses and R&D cost reductions worked well for strengthening profitability, and profitability in emerging markets improved due to an increase in the sales of inkjet All-in-Ones with high-yield ink tanks. These positive factors contributed to an increase in profit.



Next is the Personal & Home business.

Sales revenue fell by 3.7% on a local currency basis.

Sales in Western Europe continued to increase while sales in the Americas, which had been drivers of the business growth, dropped.

Despite no significant change in demand, sales in the Americas decreased due to no new model launch in our flagship middle to high-end products during the first half of FY2016.

Operating profit resulted in a significant decrease of 80% despite no drastic decline in sales. This was first due to the negative impact of yen's appreciation, which brought about a decrease of 700 to 800 million yen. The unbalanced model mix was the main factor behind this decrease.

The sales of high-end sewing machines costing more than ten thousand dollars increased strongly last year. In contrast, the sales of high-end products slowed down in this period because no notable new models were launched in the market.

In addition, a buildup of inventories led to an increase in the elimination amount of unrealized gains on inventories, and thus profitability decreased.

As shown above, the failure of achieving the sales target of high-end sewing machines in the Americas was a strong factor in deteriorating profitability.



Next is the Machinery business.

The former M&S business and Industrial Part business were integrated into the Machinery business from FY2016.

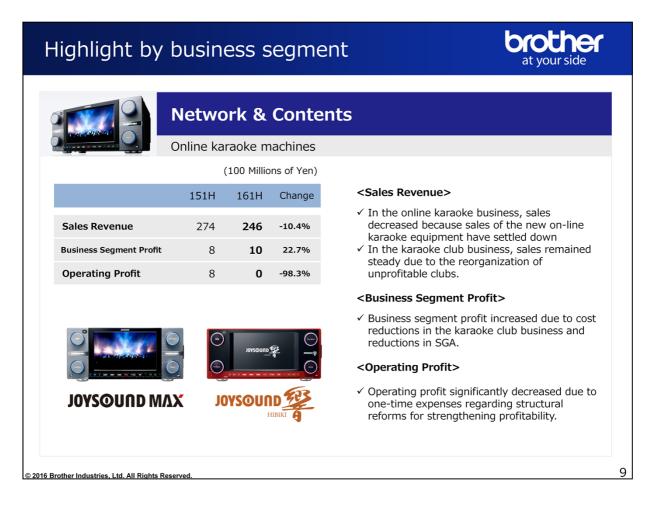
Sales fell by 18.9% on a local currency basis.

In industrial sewing machines, sales slightly decreased by 3.8% mainly due to lower demand in China. Although sales in Asian countries, which succeeded to China's position as a manufacturing site of apparel products, continued to grow, the sales target of the first half period failed to be achieved due to the economic slowdown.

In machine tools, sales decreased by more than 30%. This was mainly because we did not receive big orders from IT-related customers unlike the same period last year. The sales of products for automobile-related market, where Brother placed importance, grew steadily, but they were not enough to offset the decrease in the IT-related sales.

In industrial parts, sales remained steady.

Operating profit decreased, mainly attributable to a decrease in the sales of machine tools.



In the Network & Contents business, sales revenue fell by 10%.

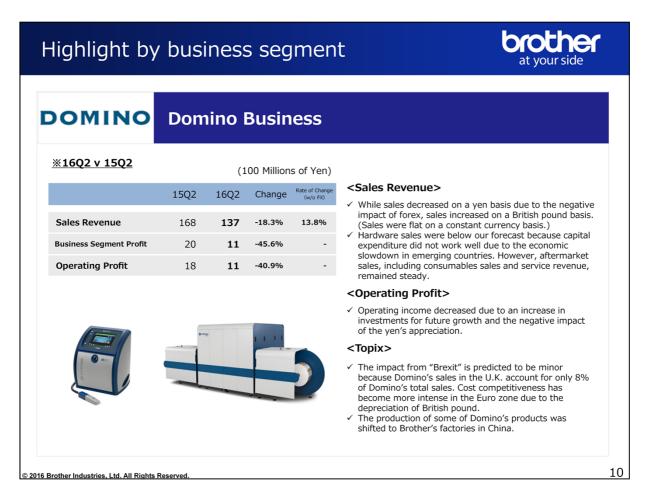
In the online karaoke business, sales decreased because the sales of the new on-line karaoke systems launched last year had settled down.

In the karaoke club business, sales increased steadily as a result of approaches to bolster profitability, such as the reorganization of unprofitable clubs and new store openings in prime locations near stations.

Business segment profit increased due to cost reductions and enhanced profitability in the karaoke club business.

In accordance with the mid-term business strategy, Brother conducted structural reforms in its subsidiary XING. Operating profit was zero due to one-time expenses associated with the structural reforms.

The structural reforms were expected to bring about over a one-billion reduction in fixed cost. We will continue to strengthen profitability with an aim of achieving a target of CS B2018, an operating profit ratio of 5% in FY2018.



Next is the Domino business.

This is a comparison between the three month of FY2016 Q2 and those of FY2015 Q2 because the Domino business was consolidated from the second guarter of FY2015.

Sales decreased by 14% due to the negative impact of the depreciation of the British pound. They remained almost flat on a constant currency basis. The reduced investment in hardware triggered by concerns over economic slowdown in emerging countries affected sales negatively although aftermarket sales, including consumables sales, rose by more than 5%.

Profitability fell year-on-year, but it still remained at the level of our planning line. We have been carrying out investment aggressively in accordance with the five-year strategy until FY2020. Consequently, investment in R&D expenses and SG&A increased compared to those of last year. The depreciation of the British pound also brought about a decrease of several hundred million yen.

Below are our comments on the inquiries about "Brexit" from some of the investors.

Domino is a UK company having its main factories in the U.K., but its sales in the U.K. is extremely limited, accounting for only 8% of its total sales. In terms of cost, this weaker British pound can provide a boost to the Domino business. Therefore, we consider the impact of "Brexit" would have less impact on the Domino performance.

Brother's factories in China also have started the production of some of Domino products. Collaboration between Brother and Domino has already been working not only in development but also in production.



This is the summary of main achievements in the first half of FY2016.

In the Printing & Solutions business, Brother launched inkjet All-in-Ones with highyield ink cartridges in the U.S. and Japan. In the U.S., we have been focusing on promoting these cartridges with the catchphrase "INKvestment" and also using nontraditional approaches, including the use of digital media.

As for Brother's flagship mono laser products, we globally brought out new models in almost every high-speed and high durability product category. White-colored products, in particular, doubled their durability compared to their previous models. We expect them to become flagship products to expand our sales in the SMB market.

In the Machinery business, the new factory built within the Kariya Factory has started its operation. Unfortunately, the factory utilization rate is not high due to a decline in IT demand. However, it will serve as an important infrastructure to expand our business, contributing to improving the in-house production ratio of parts, reducing external warehouses, and expanding production space.

In the Industrial Printing business, Brother launched a laser marker as its first product in this field. We will expand the scope of our industrial printing business while meeting customer needs, such as the enhanced traceability of parts.

### Forecast for FY2016 (100 Millions of Yen) Previous Rate of Rate of Change (w/o forex impact) **FY16** FY15 Change forecast -7.6% Sales Revenue 6,300 6,400 -1.6% 6,821 (+3.6%)**Business Segment Profit** 550 500 10.0% 549 0.1% 8.7% 7.8% 8.1% Business Segment Profit Ratio 485 586 **Operating Profit** 550 13.4% -6.2% Operating Profit Ratio 8.7% 7.6% 8.6% Income before Tax 485 13.4% 550 572 -3.8% 412 Net Income 390 335 16.4% -5.4% Exchange Rates 105.47 106.09 120.16 USD 117.09 117.25 132.36 EUR <Main points for revised forecast> ·Sales revenue With consideration of the current progress, the sales forecast has been revised downward. ·Business segment profit The forecast for the P&S business has been revised upward because profitability has been steadily improving. The forecast for the P&H business has been revised downward with consideration of the impact arising from changes in the model mix. The forecast for the Machinery business has been revised downward due to the downwardly-revised forecasts for industrial sewing machines and industrial parts. © 2016 Brother Industries, Ltd.

Next is about the revised forecast.

Unfortunately, we revised sales revenue downward by 10 billion yen, but adjusted profits up.

As for sales revenue, we lowered the previous forecast in every business segment to reflect conditions in respective businesses and regions.

Regarding profitability, business segment profit was revised up by 5 billion in the whole Brother Group.

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Sales Revenue	FY16 Forecast	Previous Forecast	Rate of Change	FY15	Rate of Change	Rate of Change (w/o forex impac
Total	6,300	6,400	-1.6%	6,821	-7.6%	3.6%
Printing & Solutions	3,716	3,743	-0.7%	4,150	-10.5%	1.8%
Personal & Home	461	474	-2.8%	510	-9.7%	3.0%
Machinery & Solution	902	936	-3.7%	993	-9.2%	-2.7%
Network & Contents	502	518	-3.1%	539	-6.8%	-6.6%
Domino business	571	582	-1.8%	483	18.3%	45.5%
Other	148	147	0.7%	146	0.8%	-1.4%
Business Segment Profit	FY16 Forecast	Previous Forecast	Rate of Change	FY15	Rate of Change	
Total	550	500	10.0%	549	0.1%	
Printing & Solutions	420	345	21.7%	336	25.2%	
Personal & Home	25	34	-26.5%	48	-47.4%	
Machinery & Solution	46	58	-20.7%	114	-59.7%	
Network & Contents	18	20	-10.0%	22	-17.3%	
Domino business	37	38	-2.6%	38	-	
Other	4	5	-20.0%	12	-66.1%	
Adjustment	-	-	-	-20	-	
Operating Profit	FY16 Forecast	Previous Forecast	Rate of Change	FY15	Rate of Change	
Total	550	485	13.4%	586	-6.1%	
Printing & Solutions	433	338	28.1%	390	11.0%	
Personal & Home	25	34	-26.5%	49	-48.7%	
Machinery & Solution	48	56	-14.3%	114	-57.8%	
Network & Contents	4	18	-77.8%	-5	-	
Domino business	36	34	5.9%	35	-	
Other	4	5	-20.0%	23	-82.6%	

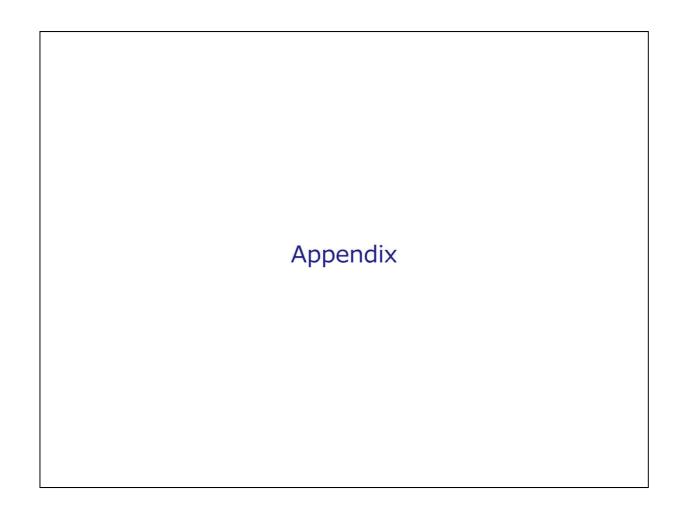
Please see the data of the business profit segment on this page.

The forecast for the P&S business was revised upward by 7.5 billion yen from our previous forecast of 34.5 billion yen to 42 billion yen. Although the sales forecast for the P&S business was slightly lowered, the profit forecast for it was raised up to reflect the positive effects of our approaches for enhancing profitability.

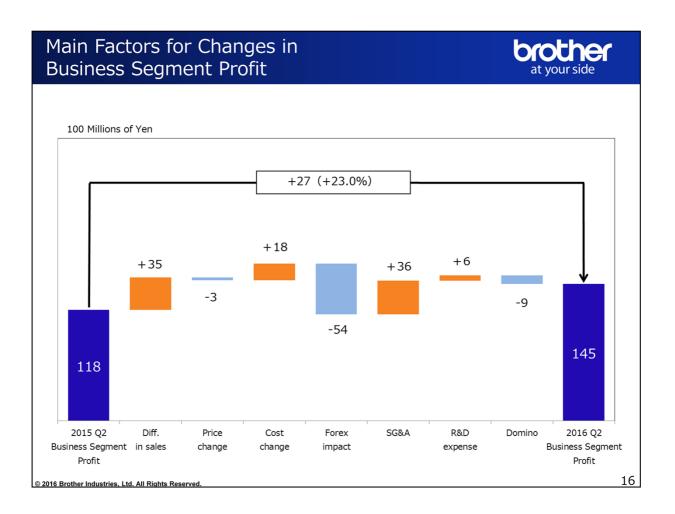
The P&H business and the Machinery business each lowered their forecasts by 1 billion.

In the P&H business, as mentioned in the performance section, the sales of highend models fell below expectations especially in the Americas and the model mix became unbalanced. The revised forecast reflects these negative factors.

The forecast for the Machinery business was revised downward, reflecting the downwardly-revised forecasts for industrial sewing machines and industrial parts.

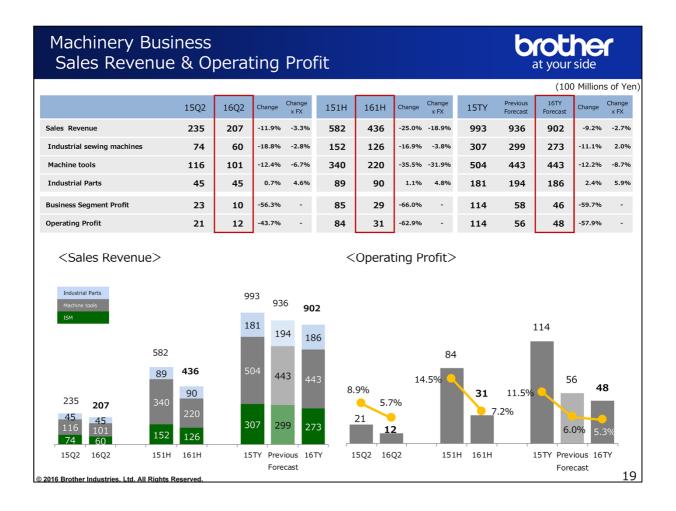


### brother Actual for 2016Q2 by business segment (100 Millions of Yen) Sales Revenue 16Q2 15Q2 Rate of Change 1,774 Total 1,527 -13.9% 1,031 Printing & Solutions 915 -11.2% 4.6% Personal & Home 111 138 -19.6% -4.9% Machinery 207 235 -11.9% -3.3% 155 Network & Contents 120 -22.7% -22.4% 168 Domino business 137 -18.3% 13.8% 38 48 -20.8% -20.8% Rate of Change **Business Segment Profit** 16Q2 15Q2 Total 145 118 23.5% Printing & Solutions 40 179.4% 112 Personal & Home 5 19 -74.2% Machinery 10 23 -56.3% Network & Contents 11 -47.7% 6 20 Domino business -45.6% 11 Other 2 5 -64.0% Adjustment 0 0 Operating Profit 16Q2 15Q2 Rate of Change 151 139 8.6% Printing & Solutions 124 53 134.8% Personal & Home 5 19 -74.2% Machinery 12 21 -43.7% Network & Contents -3 11 -124.0% Domino business 11 -40.9% 18 Other 2 18 -86.9% Adjustment 0 0 15 © 2016 Brother Industries, Ltd. All Rights Reserved



### Printing & Solutions Sales Revenue & Operating Profit (100 Millions of Yen) 15Q2 16Q2 151H 161H Change 15TY 1,031 915 -11.2% 2,070 1,868 4,150 -10.5% Sales Revenue 4.6% -9.7% 3.6% 3,743 3,716 1.8% Communications & Printing equipment 908 808 -11.0% 4.9% 1,829 1,648 3,666 3,299 3,280 -10.5% 1.7% -9.9% 3.4% 1,393 303 -16.6% 0.4% 712 630 1.238 -11.1% 3.0% Americas 364 3.7% 1,225 -1.0% 20.3% 571 513 1,221 1,043 1,054 0.0% Europe 264 261 -10.1% 4.8% Asia & Others 164 134 -18.7% -3.1% 330 275 600 543 532 -11.3% 2.7% -16.7% -1.6% -4.9% -4.9% 216 230 453 488 456 0.7% Japan 116 111 0.7% 6.3% 6.3% 444 Electronic stationery 123 107 -13.2% 2.9% 240 220 484 436 -9.9% 2.8% -8.5% 5.4% 59 52 -11.7% 5.1% 117 107 230 209 207 -10.0% 3.6% Americas -8.4% 6.2% 35 30 -14.8% 3.5% 70 63 147 129 128 -12.7% 0.7% -10.8% 3.6% 18 -11.4% 6.7% 35 32 63 63 -8.7% 16 69 6.3% Asia & Others -7.7% 9.8% 10 8 -19.2% -19.2% 18 18 38 44 38 -0.4% -0.4% -1.7% -1.7% **Business Seament Profit** 40 112 179.4% - 143 281 96.8% -336 336 420 25.2% **Operating Profit** 124 303 390 338 433 <Sales Revenue> <Sales Revenue> <Operating Profit> Communications & Printing equipment Electronic stationery 3,666 3,299**3,280** 433 390 484 444 **436** 338 303 <sup>1,829</sup>**1,648** 124 163 240 220 908 808 <del>2</del>13.5% 53 123 107 151H 161H 15Q2 16Q2 151H 161H 15TY Previous 16TY 15Q2 16Q2 15TY Previous 16TY ForecastForecast 7 ForecastForecast © 2016 Brother Industries, Ltd. All Rights Reserved.

### Personal & Home Sales Revenue & Operating Profit (100 Millions of Yen) 15Q2 16Q2 151H 161H 15TY Sales Revenue 138 111 -19.6% -4.9% 247 -16.5% -3.7% 474 461 3.0% 90 71 -21.9% -5.6% 151 119 -21.1% -6.6% 304 278 270 -11.1% 3.6% Americas 23 19 -15.7% 101 92 -10.9% -0.1% 45 42 -6.2% 6.4% 90 1.3% Europe 15 12 32 27 60 57 62 Asia & Others 45 0.0% 0.0% 10 9 -4.7% 19 18 -4.0% -4.0% 43 43 Japan 34 **Business Segment Profit** 19 5 -74.1% 25 5 -81.9% 48 25 5 5 25 **Operating Profit** 19 -74.2% 26 -81.1% 49 34 -49.0% <Sales Revenue> <Operating Profit> 474 **461** 49 34 247 206 26 13.6% 25 <sup>138</sup> **111** 10.6% 15Q2 16Q2 151H 161H 15TY Previous 16TY 15Q2 16Q2 151H 161H 15TY Previous 16TY Forecast Forecast 18 © 2016 Brother Industries, Ltd. All Rights Reserved.



### **Machinery Business** brother Sales Revenue & Operating Profit (100 Millions of Yen) 16Q2 151H 161H 15TY Sales Revenue 235 207 -11.9% -3.3% 582 436 -18.9% 993 936 902 74 299 273 16 14 -16.4% -0.1% 32 27 -17.6% -4.5% 63 55 -15.1% -1.8% 53 11 9 -1.4% 23 22 Europe -16.9% -5.1% 7.7% 46 46 -0.8% 12.5% 46 45 93 Asia & Others 36 -21.1% -4.6% 75 -19.9% -6.3% 192 183 168 -12.8% 0.5% 2 2 12.3% 12.3% 3 3 -6.2% -6.2% 16 6.1% 6.1% 6 Japan 116 101 340 220 504 443 443 Machine tools 7 7 13 14 6.3% 25 29 29 16.6% 5 5 0.5% 13 19 24 11.6% Europe 11 -15.8% 22 283 87 160 392 292 305 -22.2% Asia & Others 71 -18.4% -43.2% 16 18 13.7% 32 35 7.9% 68 97 88 28.4% Japan 45 45 89 90 181 194 186 Industrial Parts 6 14 13 8.0% 28 28 26 6.2% 0.6% 4 4 8 -2.4% 15.3% 15 16 11.8% Asia & Others -15.3% 8 16 28.6% 36 70 2.8% 139 150 144 3.4% 3.4% Japan 34 6.2% 6.2% 68 2.8% **Business Segment Profit** 23 10 85 29 114 58 46 -56.3% -59.7% -66.0% 12 31 **Operating Profit** 21 -43.7% 84 -62.9% 114 56 56 -50.8% 20

### **Network & Contents** Sales Revenue & Operating Profit (100 Millions of Yen) Previous Forecast 15Q2 16Q2 Change 151H 161H Change 15TY Change Forecast 274 Sales Revenue 155 120 -22.7% 246 -10.4% 539 502 -6.8% 518 **Business Segment Profit** -47.7% 22.7% -17.2% 11 6 20 18 11 -3 -124.0% 8 0 -98.3% -5 18 4 **Operating Profit** <Sales Revenue> <Operating Profit> 18 539 518 **502** 11 <sup>274</sup> **246** <sup>155</sup> **120** 3.5% 0.9% 15Q2 16Q2 151H 161H 15TY Previous 16TY 0.1% ForecastForecast 15Q2 16Q2 151H 161H 15TY Previous 16TY ForecastForecast 21 © 2016 Brother Industries, Ltd. All Rights Reserved

### Domino Business Sales Revenue & Operating Profit (100 Millions of Yen) Change x FX Change Previous Forecast 16TY 15Q2 16Q2 15TY Change 168 137 -18.3% 13.8% 483 Sales Revenue 582 571 Americas 38 34 -10.7% 24.4% 112 136 135 81 Europe 63 -21.7% 9.1% 239 290 278 Asia & Others 49 40 -18.7% 13.3% 133 156 158 **Business Segment Profit** 20 -45.6% 38 40 37 11 **Operating Profit** 18 11 -40.9% 19 40 36 \*The FY 2015 figures are the results for the nine months from the 2nd quarter when Domino became a consolidated company. \*The figures for FY2016 first half and FY2015 first half are not shown because they are not comparable to each other. \* The growth rates are shown on a British pound basis. <Sales Revenue> <Operating Profit> 40 582 571 36 483 10.6% 19 18 7.7% 6.9% 6.3% 168 11 137 3.9% 15Q2 16Q2 Previous 15Q2 16Q2 Previous 16TY 15TY Forecast Forecast Forecast Forecast 22 © 2016 Brother Industries, Ltd. All Rights Reserved

