Consolidated Financial Statements for the First Half of the Fiscal Year Ending December 31, 2010

August 6, 2010

These financial statements, prepared in accordance with accounting principles generally accepted in Japan, have been translated for reference only from the original Japanese-language document "KESSAN TANSHIN." The entire format is pursuant to the requirements or guidance of Tokyo Stock Exchange. As for the contents, if there are any differences or discrepancies between the original Japanese-language and the English translation, the original Japanese-language supersedes this English translation.

Bridgestone Corporation

Stock exchange listings: Tokyo, Osaka, Nagoya, Fukuoka

Code number:5108

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Representative:

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Scheduled date of quarterly securities report submission: Scheduled date of dividend payment commencement:

August 11, 2010 September 1, 2010

Supplementary information for the quarterly financial statements to be prepared:

Yes

Meeting to explain for the quarterly financial statements to be held:

Yes

(All amounts are rounded down to the nearest million yen)

1. Consolidated Results for the First Half of Fiscal 2010 (January 1, 2010 - June 30, 2010)

(1) Consolidated Operating Results (Percentage figures represent changes from the same period of previous year)

	Net sales		Operating in	come	Ordinary inc	ome	Net incom	е
	Yen in millions	%	Yen in millions	%	Yen in millions	%	Yen in millions	%
Six months ended June 30, 2010 Six months ended	1,385,991	15.0	78,423	_	67,958	_	44,503	_
June 30, 2009	1,205,375	_	(19,965)	_	(33,866)	_	(38,337)	_

	Net income per share	Diluted net income per share
	Yen	Yen
Six months ended June 30, 2010 Six months ended	56.74	56.72
June 30, 2009	(48.88)	_

(2) Consolidated Financial Position

(2) Conconductor man		NI 4	Ratio of total equity to	-
	Total assets	Net assets total assets		Total equity per share
	Yen in millions	Yen in millions	%	Yen
As of June 30, 2010 As of December 31,	2,649,256	1,109,072	40.6	1,371.02
2009	2,808,439	1,120,797	38.7	1,385.43

(Reference) Total equity

As of June 30, 2010 As of December 31, 2009 ¥1,075,354 million ¥1,086,601 million

2. Dividends

	Annual Dividend					
	1st quarter end	2nd quarter end	3rd quarter end	Year -end	Total	
	Yen	Yen	Yen	Yen	Yen	
FY 2009	_	8.00	_	8.00	16.00	
FY 2010	_	10.00				
FY 2010 (Projection)			-	10.00	20.00	

(Note) Revision of the projections at the time of the announcement of the first half results of fiscal 2010: Yes

3. Consolidated Projected Results for Fiscal 2010 (January 1, 2010 - December 31, 2010)

(Percentage figures represent changes from the same period of previous year)

	Net sales		Operating inc	come	Ordinary inc	ome	Net income	'	Net income per share
	Yen in millions	%	Yen in millions	%	Yen in millions	%	Yen in millions	%	Yen
FY 2010	2,900,000	11.7	157,000	107.4	135,000	147.9	91,000	_	116.02

(Note) Revision of the projections at the time of the announcement of the first half results of fiscal 2010: Yes

- **4. Others** (Note) For details, refer to "2. Other Information" on page 7.
 - (1) Changes in significant subsidiaries during the second quarter: No (Note) Changes in specified subsidiaries involving change in consolidation scope
 - (2) Application of simplified and special accounting treatments: Yes (Note) Application of simplified and special accounting treatments for quarterly consolidated financial statements
 - (3) Changes in accounting principles, procedures, method of presentation
 - 1) Changes due to revisions of accounting standards, etc. : No
 - 2) Changes other than 1) : N
 - (Note) Changes in accounting principles, procedures, method of presentation associated with the preparation of the quarterly consolidated financial statements (matters to be included in the section, Changes in basic important matters for preparation of quarterly consolidated financial statements)
 - (4) Outstanding number of shares (common stock)
 - 1) Outstanding number of shares at term end (including treasury stock):

June 30, 2010 813,102,321 shares December 31, 2009 813,102,321 shares

2) Number of shares of treasury stock at term end

June 30, 2010 28,758,899 shares December 31, 2009 28,797,299 shares

3) Average outstanding number of shares (during the first half)

First Half ended June 30, 2010 784,327,025 shares First Half ended June 30, 2009 784,283,721 shares

* Implementation status about the quarterly review

These financial statements are exempt from quarterly review procedure required by Financial Instruments and Exchange Act. A part of quarterly review based on Financial Instruments and Exchange Act have not finished at the time of disclosure of these financial statements.

* Statement regarding appropriate use of forward-looking statements and other notes

- 1. Projections of consolidated results for fiscal 2010 announced on June 24, 2010 are revised in this document. The preceding descriptions of projections and plans are "forward-looking statements," which involve known and unknown risks and uncertainties. Those variables could cause the Bridgestone Group's actual performance and results to differ substantially from management's projections and plans. For details, refer to "1. Qualitative Information for the First Half of Fiscal 2010, (3) Qualitative Information on Projections of Consolidated Results", on page 6.
- 2. Information about Bridgestone Corporation (the "Company") and certain of its subsidiaries' alleged cartel activities regarding the sale of marine hoses and improper monetary payments is included on page 11, "3. Consolidated Quarterly Financial Statements, (4) Additional Information."

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1. Qualitative Information for the First Half of Fiscal 2010

The Bridgestone Corporation is referred to as the "Company," and the Company and its subsidiaries are referred to as the "Companies."

(1) Qualitative Information on Consolidated Operating Results

1) Sales and earnings

	FY 2010 1H (Six months ended June 30, 2010)	FY 2009 1H (Six months ended June 30, 2009)	Increase (Decrease)			
	Yen in billions	Yen in billions	Yen in billions	%		
Net sales	1,385.9	1,205.3	180.6	15		
Operating income (loss)	78.4	(19.9)	98.3	1		
Ordinary income (loss)	67.9	(33.8)	101.8			
Net income (loss)	44.5	(38.3)	82.8			

In the first half of fiscal 2010 (January 1 to June 30, 2010), the Company's operating environment was plagued by rising prices for raw materials and materials. Despite these challenges, the domestic economy showed signs of slight recovery. In part due to government economic stimulus measures, the United States gradually recovered, and although conditions remain challenging, the business climate in Europe showed signs of bottoming out. In Asia, the rate of recovery continued to accelerate throughout all regions, particularly in China.

Under these operating conditions, the Companies continued working to achieve the goal of becoming the world's undisputed No. 1 tire and rubber company both in name and reality. Stepping up its efforts on a global basis, the Companies focused on increasing sales of highly competitive products, strengthening supply capacity, improving manufacturing productivity, enhancing technological superiority and effectively utilizing management resources. Moreover, within an operating environment that is challenging at an unprecedented speed, including the changing structures for demand and competition, the Companies have been striving to rapidly implement a range of initiatives to enhance their ability such as responding quickly to market trends, increasing sales of strategic products, constructing and enhancing a business model that will extend beyond the mere sale of products, and developing eco-friendly products and business.

As a result, in the first half of fiscal 2010, net sales totaled ¥1,385.9 billion, an increase of 15% from the first half of the previous fiscal year. Operating income was ¥78.4 billion, ordinary income was ¥67.9 billion and net income was ¥44.5 billion. Operating loss, ordinary loss and net loss was ¥19.9 billion, ¥33.8 billion and ¥38.3 billion respectively during the first half of the previous fiscal year.

2) Segment Information

(Note) The amounts for segment results include inter-segment transactions that are eliminated in calculating the consolidated results.

a) By business segment

		FY 2010 1H FY 2009 1H (Six months ended June 30, 2010) June 30, 2009)		Increase (Decrease)	
		Yen in billions	Yen in billions	Yen in billions	%
Tines	Net Sales	1,147.0	990.4	156.5	16
Tires	Operating income (loss)	70.6	(15.2)	85.9	
Diversified	Net Sales	244.2	219.7	24.4	11
Products	Operating income (loss)	7.8	(4.7)	12.5	1
Consolidated	Net Sales	1,385.9	1,205.3	180.6	15
Results	Operating income (loss)	78.4	(19.9)	98.3	1

In the tire segment, the Companies worked to maximize their sales momentum by introducing appealing new products worldwide, particularly those that have been identified as strategic and important to the Companies' future growth.

In Japan, unit sales of tires increased considerably over the first half of fiscal 2009 due to the recovery in demand. In the Americas, the unit sales of passenger cars, light trucks, trucks and buses in North America tire operations exceeded those of the first half of fiscal 2009 by a considerable margin due to the recovery in demand. There was a significant increase from the first half of fiscal 2009 in unit sales of such strategic products as UHP (ultra-high-performance) tires in the replacement sector. In Europe, unit sales of tires for passenger cars, light trucks, trucks and buses increased greatly over the first half of fiscal 2009 due to the recovery in demand, and unit sales of strategic products, led by runflat tires and UHP tires, grew considerably over the first half of fiscal 2009 in the replacement sector. In the specialty tire business, unit sales of large and ultralarge off-the-road radial tires for construction and mining vehicles greatly exceeded those of the first half of fiscal 2009. As a result, net sales in the tire segment in the first half of fiscal 2010 totaled ¥1,147.0 billion, an increase of 16% from the previous first half, and operating income was ¥70.6 billion, while operating loss was ¥15.2 billion during the first half of the previous fiscal year.

In the diversified products segment, due to the recovery in demand, net sales totaled ¥244.2 billion, an increase of 11% from the previous first half, and operating income was ¥7.8 billion, while operating loss was ¥4.7 billion during the first half of the previous fiscal year.

b) By geographic segment

		FY 2010 1H	FY 2009 1H	Increase	
		(Six months ended (Six months ended		(Decrease)	
		June 30, 2010)	June 30, 2009)	(Decrease)	
		Yen in billions	Yen in billions	Yen in billions	%
1	Net Sales	546.3	449.3	96.9	22
Japan	Operating income (loss)	29.5	(31.0)	60.6	ı
The Americas	Net Sales	607.8	539.6	68.1	13
The Americas	Operating income	24.7	5.2	19.4	368
Europo	Net Sales	188.2	168.9	19.2	11
Europe	Operating income (loss)	2.4	(12.5)	15.0	l
Other	Net Sales	296.6	234.1	62.5	27
Otner	Operating income	23.9	8.6	15.2	177
Consolidated	Net Sales	1,385.9	1,205.3	180.6	15
Results	Operating income (loss)	78.4	(19.9)	98.3	_

In Japan, sales in both the tire segment and the diversified products segment exceeded those of the first half of fiscal 2009. As a result, net sales totaled ¥546.3 billion, an increase of 22% from the previous first half, and operating income was ¥29.5 billion, while operating loss was ¥31.0 billion during the first half of the previous fiscal year.

In the Americas, net sales totaled ¥607.8 billion and operating income was ¥24.7 billion, an increase of 13% and 368%, respectively, from the previous first half.

In Europe, net sales totaled ¥188.2 billion, an increase of 11% from the previous first half, and operating income was ¥2.4 billion, while operating loss was ¥12.5 billion during the first half of the previous fiscal year.

In other regions, net sales totaled ¥296.6 billion and operating income was ¥23.9 billion, an increase of 27% and 177%, respectively, from the previous first half.

(2) Qualitative Information on Consolidated Financial Position

Assets, Liabilities, and Net assets positions at the end of the first half of fiscal 2010 were as follows.

(Assets)

In assets, short-term investments increased ¥43.6 billion, while notes and accounts receivable and tangible assets decreased ¥109.4 billion and ¥61.2 billion, respectively. As a result, assets decreased ¥159.1 billion compared with the end of the previous fiscal year, to ¥2,649.2 billion.

(Liabilities)

In liabilities, short-term borrowings increased ¥128.0 billion, but bonds, including current portion of bonds, accounts payable-other and long-term borrowings decreased ¥60.2 billion, ¥32.2 billion and ¥158.3 billion, respectively. As a result, liabilities decreased ¥147.4 billion compared with the end of the previous fiscal year, to ¥1,540.1 billion.

(Net assets)

In net assets, net income was ¥44.5 billion, but dividend payments recorded ¥6.2 billion, and net unrealized gain on available-for-sale securities and foreign currency translation adjustments decreased ¥12.8 billion and ¥43.4 billion, respectively. As a result, net assets decreased ¥11.7 billion compared with the end of the previous fiscal year, to ¥1,109.0 billion.

Consequently, the ratio of total equity to total assets increased 1.9% compared with the end of the previous fiscal year, to 40.6%.

(3) Qualitative Information on Projections of Consolidated Results

1) Comparison with fiscal 2009

In the remainder of fiscal 2010, although a moderate recovery has become apparent, the Companies will likely experience challenging conditions because of the continuing economic uncertainties and high prices of raw materials and materials. In addition, the Group is expected to face rapid changes in the structures of demand and competition worldwide.

Despite such a challenging business environment, management predicts that unit sales of tires in Japan will increase over the previous year. In the diversified products segment, sales are forecasted to increase over 2009. In the Americas, management anticipates that unit sales of tires in the North American tire business will increase over the previous year, and in Europe it also forecasts that unit sales of tires will increase over 2009.

The Companies' projections of overall results are as follows.

FY 2010 projections

		FY 2010 Projections (Revised)	FY 2009 Results	Increase (Decrease)	
		Yen in billions	Yen in billions	Yen in billions	%
Net sales		2,900.0	2,597.0	302.9	12
Operating inc	ome	157.0	75.7	81.2	107
Ordinary income		135.0	54.4	80.5	148
Net income		91.0	1.0	89.9	ı
		Yen	Yen		%
Exchange	yen/dollar	91	94	_	(3)
Rate	yen/euro	115	130		(12)

2) Revision of the projections

The company anticipates its full year operating income, ordinary income and net income will exceed the previous financial projection as a result of the impact of expense reduction initiatives and efforts of improvement in cost competitiveness, while maintaining and enhancing the quality and safety of the final product.

Forward-Looking Statements

The preceding descriptions of projections and plans are "forward-looking statements," which involve known and unknown risks and uncertainties. Those variables could cause the Companies' actual performance and results to differ substantially from management's projections and plans.

2. Other Information

(1) Overview of changes in significant subsidiaries during the second quarter

Not applicable

(2) Overview of application of simplified and special accounting treatments

1) Simplified treatment

(Calculation for depreciation of tangible fixed assets)

Mainly, based on a plan that takes account of the acquisition, sale and removal of fixed assets during the fiscal year, the scheduled amount of depreciation on a consolidated basis for the fiscal year was allocated.

2) Special treatment

(Calculation for income tax expense)

Income tax expense (including its deferral recognition in the same line) was calculated based upon an estimated effective tax rate for fiscal 2010.

(3) Overview of changes in accounting principles, procedures and method of presentation

Not applicable

3. Consolidated Quarterly Financial Statements

(1) Consolidated Balance Sheet

		(Yen in million
	FY 2010 1H (As of June 30, 2010)	FY 2009 (As of December 31,2009) Summary
ssets		
Current Assets		
Cash and deposits	140,794	158,605
Notes and accounts receivable	374,466	483,960
Short-term investments	127,536	83,915
Merchandise and finished products	267,689	271,935
Work in process	30,847	30,214
Raw materials and supplies	138,349	133,134
Other	152,010	131,110
Allowance for doubtful accounts	(11,092)	(18,419)
Total Current Assets	1,220,602	1,274,457
Fixed Assets		
Tangible assets		
Buildings and structures, net	342,057	358,029
Machinery, equipment and vehicles, net	388,028	422,175
Other, net	285,249	296,397
Total tangible assets	1,015,335	1,076,601
Intangible assets	35,162	38,654
Investments and other assets		
Investments in securities	188,407	214,396
Other	190,747	205,076
Allowance for doubtful accounts	(998)	(746)
Total investments and other assets	378,155	418,726
Total Fixed Assets	1,428,654	1,533,981
Total	2,649,256	2,808,439

		(Yen in millions
	FY 2010 1H (As of June 30, 2010)	FY 2009 (As of December 31,2009) Summary
Liabilities		
Current Liabilities		
Notes and accounts payable	159,783	165,289
Short-term borrowings	297,138	169,081
Commercial paper	8,463	1,914
Current portion of bonds	24,990	70,449
Lease obligations	938	931
Income taxes payable	23,530	11,290
Accounts payable-other	103,085	135,325
Other	203,884	208,414
Total Current Liabilities	821,814	762,696
Long-term Liabilities		
Bonds	123,994	138,827
Long-term borrowings	241,574	399,916
Lease obligations	5,585	5,206
Accrued pension and liability for retirement benefits	264,255	284,758
Other	82,959	96,237
Total Long-term Liabilities	718,369	924,945
Total Liabilities	1,540,184	1,687,641
Net Assets		
Shareholders' equity		
Common stock	126,354	126,354
Capital surplus	122,629	122,647
Retained earnings	1,050,853	1,006,859
Treasury stock-at cost	(54,773)	(54,847)
Total Shareholders' equity	1,245,064	1,201,013
Net unrealized gain(loss) and translation adjustments Net unrealized gain on	87,823	100,696
available-for-sale securities Deferred gain(loss) on derivative instruments	170	(844)
Foreign currency translation adjustments	(257,704)	(214,263)
Total Net unrealized gain(loss) and translation adjustments	(169,710)	(114,411)
Stock acquisition rights	514	336
Minority Interests	33,204	33,859
Total Net Assets	1,109,072	1,120,797
Total	2,649,256	2,808,439

(2) Consolidated Statements of Income

First Half		(Yen in millions)	
	FY 2009 1H (Six months ended June 30, 2009)	FY 2010 1H (Six months ended June 30, 2010)	
Net Sales	1,205,375	1,385,991	
Cost of Sales	851,597	930,684	
Gross profit	353,777	455,307	
Selling, General and Administrative Expenses			
Goods freightage expenses	55,210	57,738	
Advertising and promotion expenses	49,528	48,733	
Salaries, allowances and bonuses	91,609	95,606	
Retirement benefit expenses	10,163	9,284	
Depreciation	12,502	11,974	
Research and development expenses	42,871	41,547	
Other	111,856	111,998	
Total selling, general and administrative expenses	373,742	376,884	
Operating income(loss)	(19,965)	78,423	
Non-operating Income			
Interest income	1,535	1,549	
Dividend income	2,273	2,226	
Other	10,345	8,203	
Total non-operating income	14,154	11,978	
Non-operating Expenses			
Interest expense	14,093	9,894	
Foreign currency exchange loss	3,208	2,758	
Other	10,753	9,789	
Total non-operating expenses	28,055	22,443	
Ordinary income(loss)	(33,866)	67,958	
ncome(loss) before income taxes and minority nterests	(33,866)	67,958	
ncome taxes	3,160	20,243	
Minority interests	1,310	3,211	
Net Income(loss)	(38,337)	44,503	

(3) Notes regarding going concern assumption

Not applicable

(4) Additional Information

Information about Bridgestone Corporation and certain of its subsidiaries' alleged cartel activities regarding the sale of marine hoses and improper monetary payments

Since May 2007, the U.S. Department of Justice, the European Commission, the Fair Trade Commission of Japan, and other authorities have been investigating the Company and certain of its subsidiaries in connection with alleged international cartel activities regarding the sale of marine hoses. In February 2008, the Company received orders from the Fair Trade Commission of Japan. The orders, which directed the Company to cease and desist from violating the Antimonopoly Act and to pay surcharges for violating the Act, were finalized. Moreover, in January 2009, the Company was notified by the European Commission of its decision to impose a fine of €58.5 million for alleged involvement in an international cartel related to the sale of marine hoses. After careful consideration, the Company has determined that bringing the course of proceedings to an end and subsequently focusing on the reinforcement of its compliance system and the promotion of preventive measures are the appropriate actions to take. Therefore, the Company decided not to appeal to the Court of First Instance of European Commission and has paid the imposed fine. Regarding this matter, the Company has recorded ¥7,485 million as an expense related to the European Commission fine in the fiscal year ended December 31, 2008. In regard to the class action lawsuit brought in the United States in connection with the marine hose cartel, a final approval of proposed settlements was granted by the Court. Further, the Company has handled other individual civil claims in an appropriate manner. The investigation by the U.S. Department of Justice is continuing. In the future, there is a possibility that fines will be imposed by the U.S. Department of Justice, but at this point, there are a number of uncertain factors regarding the calculation of a specific reserve, and as a result expenses have not been recorded. Proceedings in the other countries which have investigated have already been finalized.

Further, aside from the above-mentioned issue, the Company uncovered the fact that there have been incidents of improper monetary payments to foreign agents, a part of which may have been provided to foreign governmental officials, and other possible forms of improper payments. The Company has been able to confirm that inappropriate payments have been identified in connection with the sale of marine hoses and other industrial products. The Company has reported the findings of its internal inquiries to the Japanese Public Prosecutors Office and the U.S. Department of Justice. The impact that these incidents may have on financial results is unclear at this time.

(5) Segment Information

1) Information by business segment

FY 2009 First Half (Six months ended June 30, 2009)

(Yen in millions)

,	<i>'</i>	,		\	
	Tires	Diversified Products	Total	Elimination or Corporate	Consolidated
Net sales:					
External customers	989,705	215,670	1,205,375	_	1,205,375
Inter-segment	770	4,127	4,898	(4,898)	_
Total	990,475	219,797	1,210,273	(4,898)	1,205,375
Operating income(loss)	(15,290)	(4,711)	(20,002)	36	(19,965)

FY 2010 First Half (Six months ended June 30, 2010)

(Yen in millions)

	Tires	Diversified Products	Total	Elimination or Corporate	Consolidated
Net sales:					
External customers	1,146,132	239,859	1,385,991	_	1,385,991
Inter-segment	933	4,394	5,327	(5,327)	_
Total	1,147,066	244,253	1,391,319	(5,327)	1,385,991
Operating income	70,616	7,805	78,422		78,423

Tires: Tires and tubes, wheels and accessories, retread material and services, auto maintenance, etc. Diversified products: Chemical products, industrial products, sporting goods, bicycles, etc.

Notes: 1 Business segment classifications are those used in internal administration.

² The major products and business of each business segment are as follows:

2) Information by geographic segment

FY 2009 First Half (Six months ended June 30, 2009)

(Yen in millions)

	Japan	The Americas	Europe	Other	Total	Elimination or	Consolidated
		Americas				Corporate	
Net sales:							
External customers	303,612	535,809	167,756	198,196	1,205,375	_	1,205,375
Inter-segment	145,744	3,882	1,222	35,964	186,813	(186,813)	-
Total	449,356	539,692	168,978	234,161	1,392,188	(186,813)	1,205,375
Operating income(loss)	(31,042)	5,291	(12,598)	8,650	(29,698)	9,733	(19,965)

FY 2010 First Half (Six months ended June 30, 2010)

(Yen in millions)

	Japan	The Americas	Europe	Other	Total	Elimination or Corporate	Consolidated
Net sales:							
External customers	346,703	601,805	186,743	250,739	1,385,991	_	1,385,991
Inter-segment	199,621	6,010	1,495	45,922	253,050	(253,050)	_
Total	546,324	607,816	188,239	296,661	1,639,041	(253,050)	1,385,991
Operating income	29,585	24,785	2,482	23,948	80,801	(2,378)	78,423

- Notes: 1 Country and area classifications are based on geographic proximity.
 - 2 Major countries and areas included in each geographic segment are as follows:

The Americas: United States, Canada, Mexico, Venezuela, Brazil, etc.

Europe: Germany, United Kingdom, France, Italy, Spain, etc.

Other: Asia Pacific, Africa, etc.

3) Overseas Sales

FY 2009 First Half (Six months ended June 30, 2009)

		The Americas	Europe	Other	Total
I. Overseas Sales	(Yen in millions)	536,562	169,940	225,280	931,783
II. Net Sales	(Yen in millions)	_	ı	ı	1,205,375
III. Overseas Sales / Net Sales (%)		44.5	14.1	18.7	77.3

FY 2010 First Half (Six months ended June 30, 2010)

		The Americas	Europe	Other	Total
I. Overseas Sales	(Yen in millions)	602,035	190,669	288,013	1,080,718
II. Net Sales	(Yen in millions)	_	_	_	1,385,991
III. Overseas Sales / Net Sales (%)		43.4	13.8	20.8	78.0

- Notes: 1 Country and area classifications are based on geographic proximity.
 - 2 Major countries and areas included in each geographic area are as follows:

The Americas: United States, Canada, Mexico, Venezuela, Brazil, etc.

Europe: Germany, United Kingdom, France, Italy, Spain, etc.

Other: Asia Pacific, Middle East, Africa, etc.

(6) Notes regarding to significant changes in the amount of shareholders' equity

Not applicable

³ Overseas sales are those of the Company and its subsidiaries in countries and areas other than Japan.