

To whom it may concern:

October 28, 2009

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## Notice of Revised Earnings Forecast

Sumitomo Bakelite Co., Ltd announces that the following revisions to its consolidated and non-consolidated earnings forecast for the fiscal year ending March 31, 2010. These replace the previous forecast announced on May 8, 2009.

### 1. Revised earning forecast from first to second quarter of the fiscal year period ended March 31, 2010 (April 1, 2009 through September 30, 2009)

#### <Consolidated>

	Net Sales (Millions of yen)	Operating Income (Millions of yen)	Ordinary Income (Millions of yen)	Net Income (Millions of yen)	Net Income per Share (Yen)
Previous forecast (A)	85,000	(2,000)	(1,000)	(2,200)	(9.13)
Revised forecast (B)	78,900	150	500	(2,200)	(9.13)
Amount of change (B-A)	(6,100)	2,150	1,500	0	
Rate of change (%)	(7.2)	—	—	—	
(Reference) Actual results for the fiscal year ending March 31, 2009	119,933	5,179	6,502	2,700	10.66

#### <Non-Consolidated>

	Net Sales (Millions of yen)	Operating Income (Millions of yen)	Ordinary Income (Millions of yen)	Net Income (Millions of yen)	Net Income per Share (Yen)
Previous forecast (A)	45,000	(2,600)	(500)	(400)	(1.66)
Revised forecast (B)	48,000	(490)	(160)	(1,630)	(6.76)
Amount of change (B-A)	3,000	2,110	340	(1,230)	
Rate of change (%)	6.7	—	—	—	
(Reference) Actual results for the fiscal year ending March 31, 2009	59,648	877	3,914	1,455	5.75

## 2. Reasons for the revisions

### **Consolidated net sales**

The consolidated net sales have been recovered, because a deep demand decline and rapid inventory adjustment resulted from U.S. financial crisis since last fiscal year have calmed down from first to second quarter of the fiscal year period ended March 31, 2010. However it is expected to lower from the previous forecast, due to static recovery of net sales in overseas.

### **Non-Consolidated net sales**

The non-consolidated net sales will be better than the previous earning forecast because the sales of Information and Telecommunication material-related business, one of our core business, have been recovered steadily.

### **Consolidated profit and loss**

Both operating income and ordinary income are expected to return to the black because a profit was increased faster speed than expected by cost reduction and restructuring implemented domestically and abroad. In addition, overseas subsidiaries' net sales and profits/losses includes profits/losses for the three-month period from January 1, 2009 to March 31, 2009, therefore the amount of operating income and ordinary income are de-minimis.

However, net income is expected to be almost equal as the previous forecast, due to recording of extraordinary loss that includes loss on devaluation of investment securities and restructuring costs.

### **Non-consolidated profit and loss**

The non-consolidated operating income and ordinary income are projected to be exceed than the previous forecast due to the same reasons as mentioned "Consolidated profit and loss".

Although net income is expected to be less than the previous forecast due to recording of extraordinary loss that includes loss on devaluation of investment securities and restructuring costs.

In addition, Earning Forecast of the whole fiscal year period ended March 31, 2010 will be disclosed when Sumitomo Bakelite Co., Ltd announces the second-quarterly settlement. (It is scheduled on November 6th).

\* The above forecasts are based on the definite assumptions that Sumitomo Bakelite Co.,Ltd deemed reasonable at the time of preparing this notice. Actual results may differ from these forecasts due to various factors such as business environment.

\* The original texts of this basic notice is prepared in the Japanese language, and these translations are to be used solely as reference material to aid in the understanding of this basic notice.

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