

# BUSINESS EXECUTION STRUCTURE

(As of June 24, 2013)

At NEC, the president, chief officers, corporate officers in charge of business units and other officers listed below regularly share information and discuss matters frankly with the aims of increasing management speed and promoting business from a company-wide perspective.



## President Nobuhiro Endo\*

### Senior Executive Vice Presidents

#### Takashi Niino\*

CSO (Chief Strategy Officer) and  
CIO (Chief Information Officer)  
In charge of Business Innovation Unit

#### Junji Yasui\*

CSCO (Chief Supply Chain Officer)  
In charge of Supply Chain Management Unit

### Executive Vice Presidents

#### Manabu Kinoshita

In charge of Corporate Sales and Sales Operations Unit and Enterprise Business Unit

#### Tomonori Nishimura

In charge of Public Business Unit

#### Takayuki Morita

In charge of Global Business Unit

#### Shunichiro Tejima

In charge of Telecom Carrier Business Unit

#### Takaaki Shimizu\*

CMO (Chief Marketing Officer)  
In charge of SI and Services Operations Unit

#### Shinichi Shoji

In charge of System Platform Business Unit

### Senior Vice Presidents

#### Takemitsu Kunio

In charge of Smart Energy Business Unit

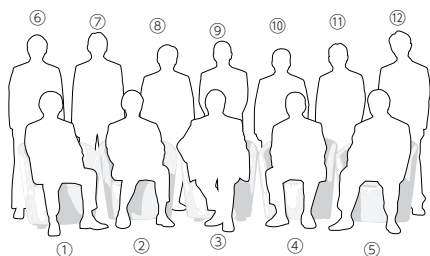
#### Katsumi Emura

In charge of Central Research Laboratories

#### Isamu Kawashima\*

CFO (Chief Financial Officer)

\* Member of the Board



- ①Takaaki Shimizu ②Takashi Niino ③Nobuhiro Endo  
④Junji Yasui ⑤Isamu Kawashima ⑥Manabu Kinoshita  
⑦Takayuki Morita ⑧Tomonori Nishimura ⑨Shunichiro Tejima  
⑩Takemitsu Kunio ⑪Shinichi Shoji ⑫Katsumi Emura

For further details on the corporate officers of NEC Corporation, please visit the following website:

 <http://www.nec.com/en/global/about/executives/svp.html>

### **Takashi Niino** CSO and CIO In charge of Business Innovation Unit

The “Mid-term Management Plan 2015” has begun. The key to the success of this plan will lie in whether or not it can be implemented with the full understanding of all NEC Group employees. To accomplish this, the management team must be of a single mind and work along a common vector. Everyone from the president, to the various chief officers, to the executives in charge of the individual business units, will come together with a resolute commitment to achieve this plan.

### **Junji Yasui** CSCO In charge of Supply Chain Management Unit

The intent of the “Mid-term Management Plan 2015” is to focus on the Social Solutions business, bringing unwavering resolve to building the foundation for NEC’s business to continue for another 100 years. To accomplish this, this unit must move forward to build a stable financial base over the next three years by lowering costs, avoiding unprofitable projects, reducing operating expenses, and reducing inventory. By bringing together the strengths of the entire NEC Group, we aim to become a leading global company.

### **Manabu Kinoshita** In charge of Corporate Sales and Sales Operations Unit and Enterprise Business Unit

As we work to achieve the “Mid-Term Management Plan 2015,” cooperation across the NEC Group at the forefront of the market will become increasingly important. By strengthening collaboration with sales agencies and providing fresh, customer-centric proposals integrating all of the Group’s assets, we will endeavor to expand and lead the market for the Social Solutions business, while enhancing customer satisfaction.

In addition, given that promoting global business will sustain and expand the domestic business base, we will accelerate our global shift, focusing primarily on the growth areas of distribution and logistics. Through the creation of a new Social Solutions business, innovative SI, and greater collaboration with partners, we will establish a world-class, private-sector business foundation for the next 100 years.

### **Tomonori Nishimura** In charge of Public Business Unit

In the future, social infrastructure will not only require reliability and continuity, but will require solutions that offer superior usability and economic effectiveness. NEC’s mission is to be the first to anticipate new global needs, and bring about happiness for the people of the world. The NEC Group will work to provide high-value infrastructure solutions, both at home and abroad, for government, the public sector, finance, healthcare, media and other related institutions, and the people who use them.

### **Takayuki Morita** In charge of Global Business Unit

One key word critical to achieving the “Mid-Term Management Plan 2015” is “global.” How well NEC can extend its Social Solutions business geographically on a global basis will be an important point in the expansion of global business. Through more extensive dialog with customers, we will work to provide the bridge across which NEC’s assets can be deployed.

### **Shunichiro Tejima** In charge of Telecom Carrier Business Unit

Combining NEC’s strengths in IT and networks, we will provide the domestic and foreign carrier market with uniquely simple, flexible, high-quality systems and services built around SDN and TOMS. By contributing to more efficient telecommunications infrastructure and the creation of new added value for telecom carriers, we will work to expand our business and strengthen our position in the global market as a trusted partner of our customers.

### **Takaaki Shimizu** CMO In charge of SI and Services Operations Unit

As NEC works toward its goal of becoming the leading company in the Social Solutions business, all employees will act with one question in mind: “What can I do to achieve that goal?”

While many avenues must be pursued, including quality, cost, technical capabilities, new business development, and customer satisfaction (CS), all of it, in the end, comes down to uncovering what makes NEC unique. Our efforts will be driven by a determination to undertake the creation of new business with an eye on the next 100 years.

### **Shinichi Shoji** In charge of System Platform Business Unit

The System Platform Business Unit will continue to provide strong ICT assets as a foundational business supporting those sales and system engineers and business units promoting the Social Solutions business. Strong ICT assets are made possible through global cost competitiveness and superior quality, and through high added-value functionality only NEC can provide. By focusing on the evolution of each of these components, and further, incorporating them into solution-based platforms, we will continue to pioneer a new age.

### **Takemitsu Kunio** In charge of Smart Energy Business Unit

The “Mid-term Management Plan 2015” represents NEC’s aspirations to build a foundation for continued growth over the next 100 years. Through an organic combination of two areas in which NEC specializes—ICT and energy—the smart energy domain represents a new field for business growth that can be extended not only domestically, but globally as well. The goal is not just to provide hardware and software products, but to create business domains that also encompass related high-level services. Utilizing internal and external partnerships, we will work to achieve business growth.

### **Katsumi Emura** In charge of Central Research Laboratories

NEC’s Central Research Laboratories will continue to create powerful new technologies capable of supporting growth at NEC over the next 100 years. By creating unparalleled new technology in the fields of Big Data analysis, SDN, security, real-world data processing and smart energy, we will contribute to providing social infrastructure solutions and addressing the business issues of NEC’s customers. And by promoting a new approach to R&D, one in which we work closely on-site with our customers to resolve their issues openly, we will build a foundation for new business creation and global expansion.

### **Isamu Kawashima** CFO

NEC formulated its “Mid-term Management Plan 2015” having overcome the significant and painful loss of the previous fiscal year. Building the stable financial foundation needed to support this plan means enhancing owner’s equity through earnings growth and reducing interest-bearing debt through increased cash flow.

A growth strategy based on a stable financial foundation cannot be achieved without balancing these two. Rather than focusing on what has come before, by relishing the challenge of developing new activities, we will pave the way to future growth.