

June 3rd, 2010
Sumitomo Seika Chemicals Company Limited

Announcement Regarding Formulation of
Our New Mid-term Business Plan: **SEIKA PLAN 2015**

We have formulated a new mid-term business plan, SEIKA PLAN 2015. The details are described in the following attached document:

SEIKA PLAN 2015

Aiming to become a global-scale specialty chemical company

- Expansion of a business scale and establishment of a solid foundation for stable earnings -

1. Management Policy

Our Group, as its basic policy, seeks to achieve co-existence and co-prosperity with society. Engaging in the chemical field, we will contribute to the growth of society by developing original and creative technologies that conform to global standards as well as supplying unique and high quality products both domestically and internationally.

2. Corporate Image

- An R&D-oriented chemical company that keeps launching highly distinctive new products in growth fields
- A highly-profitable company specializing in a niche business globally with world-class technologies
- A company that fulfills social responsibilities and inspires its employees with a sense of pride and fulfillment.

3. Numerical Target

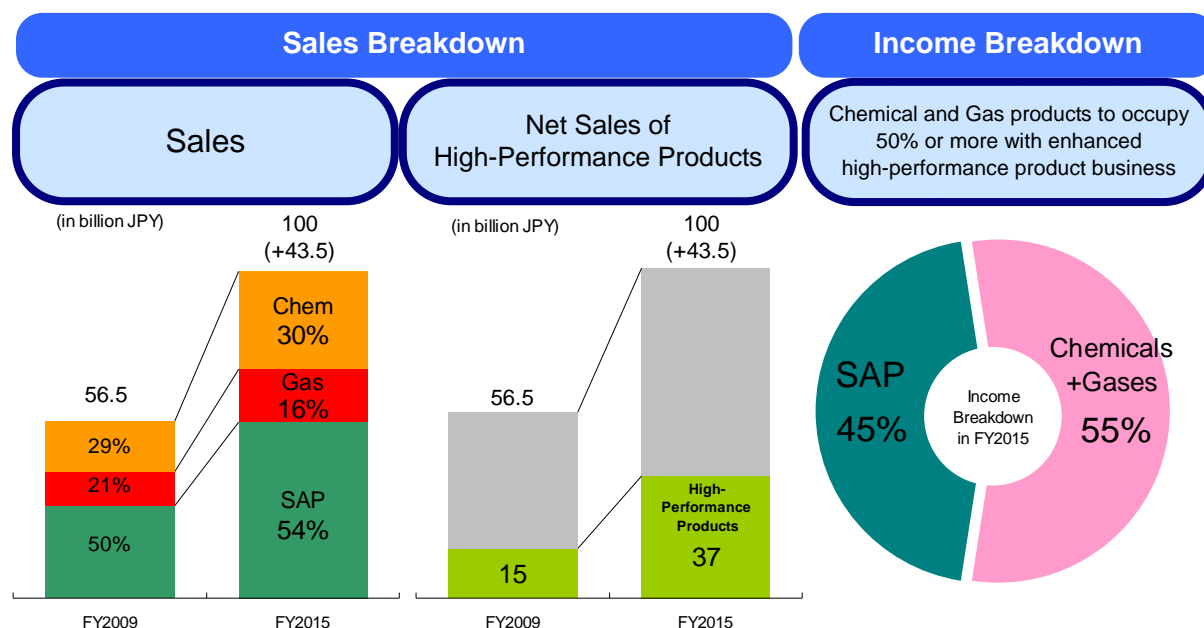
- Targets to Achieve

We aim to achieve net sales of 100 billion yen by end FY2015 (a 77% increase over FY2009).

(in billion JPY)

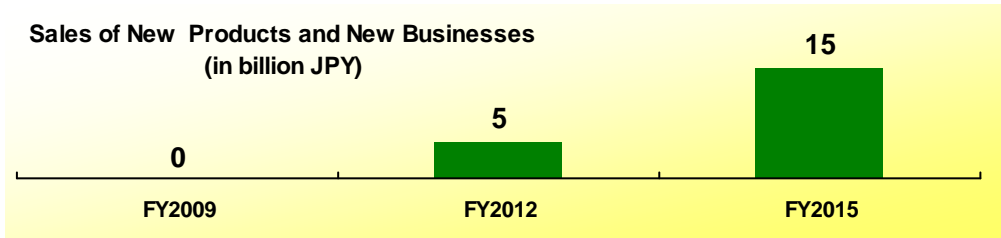
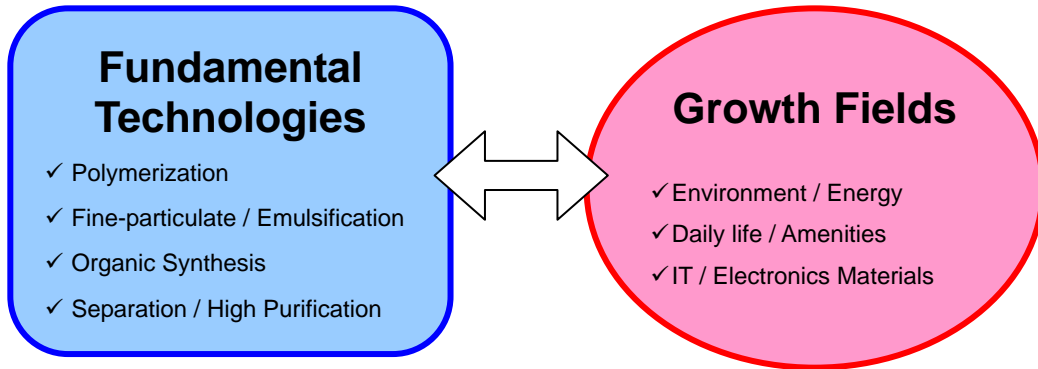
Fiscal Year	2009	2012	2015
Sales	56.5	77.0	100.0
(New Products)	0	5.0	15.0
Operating Income	2.9	5.5	10.0
ROA	4.2%	7.0%	10.0%
Overseas Sales Ratio	49%	60%	66%

- Business Portfolio



- New Products and New Businesses

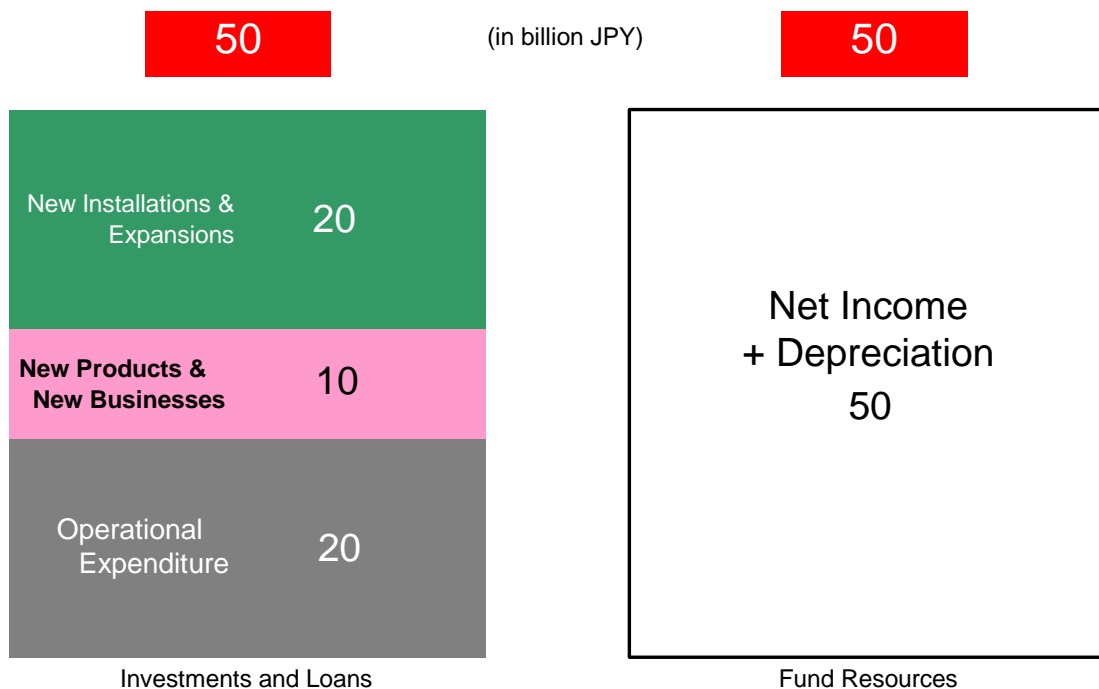
We will target net sales for 15 billion yen by end FY2015 through accelerated development of new products in growth fields, such as environment / energy, daily life / amenities, and information technology / electronic materials, by capitalizing on our fundamental proprietary technologies.



- Investments and Loans

We will invest a total of 50 billion yen over the next six years, of which 10 billion will be directed to new products and new businesses.

We will use our own financial resources to fund these investments.



4. Business Strategy

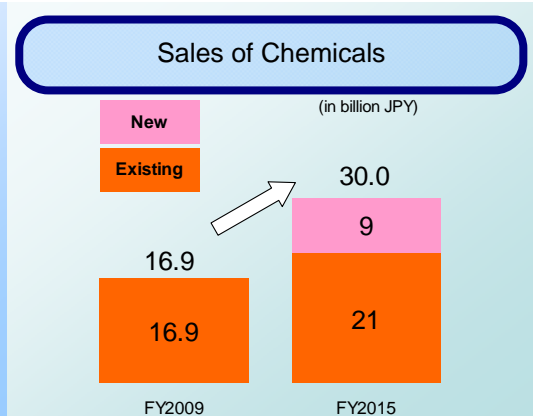
Expansion of a business scale and establishment of a solid foundation for stable earnings

- Strengthening profitability through enhanced operation of high-performance product business
- Expanding the business scale of Super Absorbent Polymers

- Chemicals

Enhancing profitability by developing niche and high-performance products and expanding their businesses globally

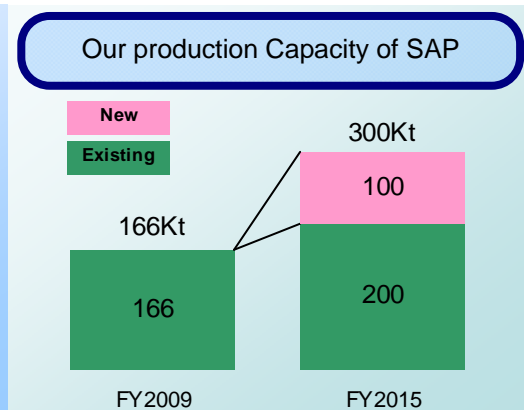
- Strengthening overseas marketing force to expand sales into global markets
- Increasing profitability by enhancing high-performance product lines through quality differentiation
- Accelerating new product launch by focusing research and development resources on priority programs
- Advancing business structure reforms



- Super Absorbent Polymers

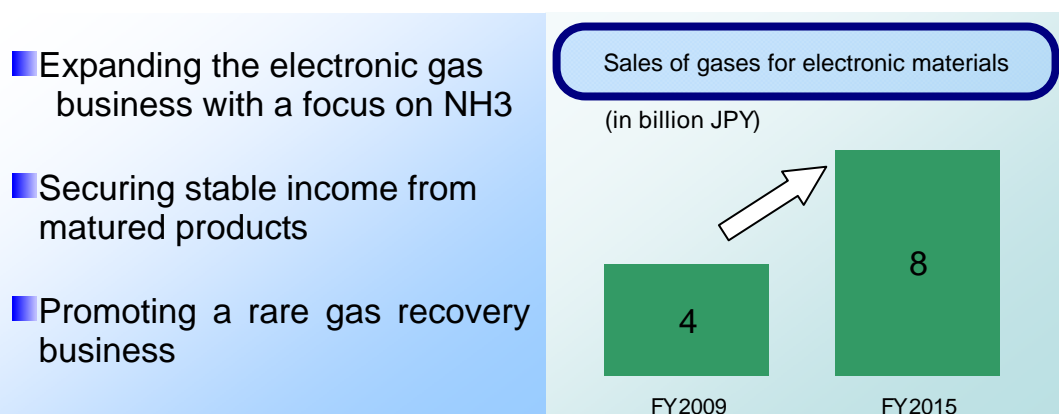
Expanding our business strategy deployment from an Asia-centered platform to a global arena

- Increasing our production capabilities to 300,000 tons annually by end FY2015 to meet growing global demand
- Raising the sales ratio of high-performance (high-value-added) products
- Promoting product development by taking advantage of our SAP characteristics, while strengthening competitiveness



- Gases and Engineering

Expanding the business scale with a focus
on the electronic materials field



5. Corporate Policy

Establishing systems for global business development

- Further strengthening human resources development and organizational structures

Establishing efficient manufacturing systems

- Enhancing and innovating manufacturing technologies and building global manufacturing systems

Ensuring thorough legal and ethical compliance and developing a vibrant corporate culture

- Fostering a corporate culture that encourages all employees to take on new challenges vigorously

6. Other Data

Fiscal Year	2009	2012	2015
Research & Development Spending (unit: billion JPY)	2.4	2.6	3.0
Number of Research People (unit: jobs)	147	160	180
Debt Balance (unit: billion JPY)	18.1	23.4	18.0
Number of Employees (unit: jobs)	1,094	1,105	1,180