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(For your information)

Mazda Motor Corporation
FISCAL YEAR MARCH 2014 THIRD QUARTER FINANCIAL RESULTS
(Speech Outline)

Representative Director, President and CEO

Masamichi Kogai

1. HIGHLIGHTS

For the nine months of FY March 2014, we achieved revenue growth and profit increase over the prior year mainly through increased sales of SKYACTIV models.

Revenue was ¥1 trillion 940.2 billion. Operating profit was ¥124.6 billion. Net income was ¥77.4 billion.

Global sales volume was 953,000 units, driven by worldwide sales success of CX-5 and Mazda6/Atenza.

Sales of the new Mazda3/Axela which has been introduced in the major markets are also strong.

For the full year, we forecast global sales volume of 1.325 million units, down 10,000 units from the plan, reflecting the reduction of the overall demand in Thailand.

We have upwardly revised our full year forecast for operating profit from ¥160 billion to ¥180 billion, and net income from ¥100 billion to ¥110 billion, mainly reflecting reassessment of exchange rate assumptions.

Production started at our new plant in Mexico in January 2014 as planned.

We will also continue moving forward with our Structural Reform Plan initiatives, including business innovation by SKYACTIV TECHNOLOGY and establishment of our global production footprint.

Due to strong business performance, we revised our dividend forecast to ¥1 per share for the year-end dividend.

In addition, we plan to consolidate shares and change the number of shares per share unit.

Managing Executive Officer

Takashi Furutama

2. FISCAL YEAR MARCH 2014 THIRD QUARTER RESULTS

Concerning the consolidated financial results for the nine-month period and change from the prior year, consolidated revenue was up 26% year on year to ¥1 trillion 940.2 billion.

Consolidated operating profit was ¥124.6 billion, an improvement of ¥105.0 billion over the same period last year. The main contributors to this were an improvement in both volume &

model mix thanks to SKYACTIV models and weaker yen. Ordinary profit was ¥93.1 billion, profit before tax was ¥90.0 billion, and net income was ¥77.4 billion.

Operating profit in the third quarter was ¥50.6 billion and ROS was 7.4%, showing a steady improvement of profitability.

The average exchange rates were ¥99 to US dollar and ¥132 to Euro, weaker by ¥19 and ¥30 respectively when compared with the prior year.

Global sales volume was up by 7% compared with the prior year at 953,000 units.

On a region basis, Japan, North America and Europe, where SKYACTIV models are rolled out ahead of other regions, showed strong sales exceeding the prior year.

Sales in China, where CX-5 is selling well, also exceeded the prior year.

Global success of the CX-5 and Mazda6/Atenza drove the sales increase.

New Mazda3/Axela was introduced in Europe and Japan, following North America and the launch was successful.

Atenza won RJC Car of the Year and the Car of the Year Japan Emotional Award.

New Mazda3 was nominated for Car of the Year in North America and Europe.

SKYACTIV models have been receiving high accolades both in Japan and overseas.

Sales mix of SKYACTIV models increased to 48% in the nine months. We will further accelerate business growth by SKYACTIV TECHNOLOGY.

I would like to explain the sales results by market.

In Japan, sales were 162,000 units, up 8% from the prior year.

Share improved 0.1 point year on year to 4.2%.

The new Axela got off to a good start, receiving approximately 21,000 orders in the first two months after its launch.

The CX-5 was the best-selling SUV in Japan for the second year running.

Sales of Atenza, and SKYACTIV-equipped Premacy and Bianta also remained strong.

In North America, sales were 289,000 units, up 7% year on year.

In the United States, sales were 206,000 units, up 5% year on year. We continue and strengthen our policy of suppressing fleet sales in order to improve brand value, which resulted in an increase of retail sales by 16% year on year.

Sales of the CX-5 and Mazda6 remain brisk, with a strong sales mix of high grade models.

The new Mazda3 realized high residual value and was awarded a Residual Value Award for the Compact Car Segment by ALG.

Models equipped with SKYACTIV are selling well in Mexico too, delivering record high sales there.

Our sales in Europe were 144,000 units, up 21% year on year despite overall demand that remained unchanged.

Driven by strong sales of models equipped with SKYACTIV, key markets such as Germany, Russia, and UK enjoyed brisk sales.

In Germany, sales were 33,000 units, up 20% year on year although the market has declined slightly.

Sales in Russia were 33,000 units, up 3.2% year on year, as locally produced CX-5 and Mazda6 drove the sales increase.

Both models are also selling well in the UK, where we sold 22,000 units, up 34% year on year.

We started introduction of the new Mazda3 in key markets in the third quarter, and the sales have been brisk.

In China, sales were 141,000 units, up 9% year on year.

Locally produced CX-5, introduced in August, helped to increase the total sales.

We are enhancing Mazda brand advertising focusing on SKYACTIV after the introduction of CX-5.

Our efforts to enhance the sales network are making steady progress; the number of outlets increased 36 from the end of prior fiscal year to 432 stores at the end of December.

Sales in other markets were 217,000 units.

In Australia, our sales continue to thrive, and we sold 76,000 units with market share at 8.9%. Sales remained strong, as Mazda was ranked third in sales by brand, and the CX-5 was the best-selling model in its segment.

In the ASEAN region, we achieved our highest ever sales in Malaysia, which partially offset the sales decline in Thailand.

Among other markets, record high sales were posted in Chile, Peru, and Saudi Arabia.

I will explain the factors of ¥105.0 billion year-over-year improvement of the operating profit. The volume and mix improved by ¥45.8 billion. SKYACTIV-equipped models are selling well globally and making substantial contribution to profits.

Foreign exchange rate had a ¥97.0 billion positive impact in total consisting of ¥32.4 billion from US dollars, ¥32.6 billion from Euro and ¥32.0 billion from other currencies.

In the area of variable costs, cost improvement activities contributed to a ¥13.1 billion improvement.

Marketing expense increased by ¥23.3 billion because of intensified marketing and advertisement activities to support the global launches of Mazda6 and Mazda3.

Other fixed cost went up by ¥27.6 billion due to investment for future growth such as R&D

costs and launch costs for the Mexico plant.

3. FISCAL YEAR MARCH 2014 FORECAST

We revise full year profit forecast upwardly from the October forecast.

Projection for revenue is ¥2 trillion 680.0 billion, operating profit ¥180.0 billion and net income ¥110.0 billion.

Operating profit is projected to improve by ¥126.1 billion compared with the prior year and by ¥20.0 billion from the October forecast.

Exchange is forecasted to be ¥99 to US dollar and ¥133 to Euro in the full year.

Global sales are expected to increase 90,000 units on the prior year to 1,325,000 units. We reduced 10,000 units from the October forecast mainly due to weaker demand in Thailand. I will explain our sales initiatives for the fourth quarter later.

Let me explain the factors behind the ¥126.1 billion year-over-year improvement in the operating profit.

Volume & mix is projected to contribute ¥59 billion to profit improvement because of increased sales of SKYACTIV-equipped models.

The exchange effect is expected to be ¥38 billion from US dollars, ¥38.4 billion from Euro, and ¥33.6 billion from other currencies. We project a total exchange impact of ¥110 billion. In the area of costs, we expect to offset the increase in material costs and achieve ¥20.7 billion improvement.

Marketing expenses will increase by ¥20.4 billion to enhance advertisements, mainly for SKYACTIV products.

Other fixed costs are projected to increase ¥43.2 billion mainly due to enhanced R&D and launch in Mexico.

Next, I would like to explain the factors behind the ¥20 billion increase in our projected operating profit over the October forecast.

Volume & mix effect is reduced ¥3 billion, due to the 10,000-unit drop in projected volume. In regards to the exchange, taking the actual rate of the third quarter and the revised assumptions for the fourth quarter into account, we upgraded the exchange effect by ¥5.8 billion from US dollars, ¥7.3 billion from Euro, and ¥6.9 billion from other currencies.

Total improvement of the exchange effect from the prior forecast is ¥20 billion.

In the area of cost, as we further promoted cost improvements, we added ¥5 billion improvement. Other fixed costs are projected to increase ¥2 billion.

Let's take a look at sales initiatives in the fourth quarter.

The volume-selling new Mazda3/Axela went on sale in the third quarter in major markets

including Japan, North America and Europe. In those markets where this new model is already launched, we are promoting sales at the right price by making an appeal for the product values in the same manner as CX-5 and Mazda6/Atenza.

US was in the middle of a soft launch to balance out the outgoing model in the third quarter but started full-scale advertising in the fourth quarter to further increase the sales.

From February, the model is on sale in Australia as well.

By Region, China aims to further increase the number of orders for CX-5 through advertisement targeting to enhance recognition of SKYACTIV and continuing to participate in regional motor shows.

In Thailand, CX-5, which was introduced last fall, will contribute to sales increase and the new Mazda3 to be introduced in March aims for maximum pre-sales orders.

Representative Director, President and CEO

Masamichi Kogai

4. PROGRESS OF STRUCTURAL REFORM PLAN

I will explain the progress of the Structural Reform Plan in terms of each of the four pillars.

First, regarding the business innovation by SKYACTIV TECHNOLOGY, we are enhancing our sales capability through various actions with the introduction of new generation products including CX-5 and Mazda6. Results are steadily improving such as net revenue improvement and change in customer profile. We will continue to promote Sales Method Innovation with the global launch of new Mazda3.

In the area of costs, new Mazda3 achieved cost improvement by Monotsukuri Innovation similar to CX-5 and Mazda6. We will enhance the efficiency of R&D and capital spending for further growth in the future.

In establishing Mazda's global production footprint, our most important project is the new plant in Mexico. It started production of the new Mazda3 in January 2014 as planned.

We will smoothly increase the production in the future to grow the volume in the next fiscal year and onward.

Regarding global alliances, we will continue to pursue complementary alliances in the areas of products, technology and regions.

5. SUMMARY

Let me summarize today's presentation.

In the nine months, we achieved revenue growth and profit increase over the prior year mainly through increased sales of SKYACTIV products.

Sales of new Mazda3/Axela are strong in the major markets where it has been introduced. SKYACTIV models continue to drive sales globally.

We upwardly revised our full year forecast for operating profit to ¥180 billion and net income

to ¥110 billion.

We are making steady progress with the Structural Reform Plan including the introduction of SKYACTIV models and start of production in our plant in Mexico.

We consider returns to shareholders to be one of the most important management issues. At the beginning of the fiscal year, we previously forecasted to forgo year-end dividend payments for this fiscal year, but we decided to declare a year-end dividend of ¥1 per share for this fiscal year reflecting the revision of full year forecast and improvements in business environment.

The dividend amount is as much as we can pay at present based on the level of retained earnings. We made the decision as we considered that we needed to fulfill our responsibility for returns to shareholders as soon as possible.

At the Board of Directors meeting today, we decided to submit a proposal for the consolidation of shares and a change in the number of shares per share unit to the ordinary general meeting of shareholders to be held in June.

We plan to consolidate five common shares into one share in order to realize more appropriate number of outstanding shares relative to our market capitalization.

At the same time, we will change the number of shares per share unit from 1,000 shares to 100 shares.

The consolidation of shares and a change in the number of shares per share unit would not change the company's assets or capital. The value of shares held by our shareholders also would not change.

It will be the first dividend payment in 4 years. We continue to work hard to realize dividend payments on a stable basis and a future steady increase.

Thank you for your attention.

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