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(For your information)

Mazda Motor Corporation
FISCAL YEAR MARCH 2015 FIRST QUARTER FINANCIAL RESULTS
(Speech Outline)

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1. HIGHLIGHTS

For the results for the fiscal year March 2015 first quarter, global sales volume was 319,000 units due to the global contribution of the new Mazda3/Axela as well as the continuing success of CX-5 and Mazda6/Atenza. Revenue was ¥705.6 billion, up ¥89.7 billion from the prior year. Operating profit was ¥56.4 billion, up ¥19.9 billion. Net income was ¥48.9 billion, up ¥43.4 billion from the prior year.

Operations at the Mexico Plant, which started production in January this year, are going smoothly. Preparations to launch the new automatic transmission plant in Thailand are also on schedule.

Profit forecast for the first half and the full year remains unchanged. We are currently cautiously assessing the unclear business environment, including the impact of the consumption tax in the domestic market and industry-wide demand decline in Thailand.

2. FISCAL YEAR MARCH 2015 FIRST QUARTER RESULTS

Global sales volume was 319,000 units, up 6% over the prior year.

CX-5, sales of which continue to be successful, and new Mazda3/Axela, which has been introduced globally, have driven the total sales growth.

Strong sales in main markets including North America, Europe and China offset the reduction in Japan, which was impacted by the consumption tax, and Thailand where demand is sluggish. In total, higher sales were achieved than in the prior year.

Consolidated revenue was ¥705.6 billion, up 15% year-on-year.

Consolidated operating profit was ¥56.4 billion, up ¥19.9 billion year-on-year. This growth was attributable mainly to the volume and mix improvement with SKYACTIV models and the continuous cost improvements.

Ordinary profit was ¥54.6 billion. Profit before tax was ¥52.8 billion. Net income was ¥48.9 billion.

Average exchange rate was ¥102 to the US dollar and ¥140 to the Euro, weaker by ¥3 and ¥11 respectively.

I would like to explain the sales results by market.

Sales in Japan were down 21% year-on-year to 40,000 units. The new Axela continues to sell well. However, overall sales declined year-on-year due to the market slowdown resulting from the impact of the consumption tax, and the aging of the high-volume model, Demio. Moving forward, we will introduce new products (new Demio) and enhance advertising of SKYACTIV-equipped products in order to minimize the full-year impact of the consumption tax.

Sales in North America were up 16% year-on-year to 110,000 units.

Sales in the United States rose 18% year-on-year to 78,000 units. Despite increasing competition, sales of the new Mazda3 were increased while curbing incentives. The CX-5 and Mazda6 also maintained strong momentum. We continue to hold down fleet sales and enhance initiatives to improve our brand value.

Sales in Mexico were up 10% year-on-year to 9,000 units. The new Mazda3 drove the sales and we reached a record high volume and share.

Sales in Europe were up 23% to 56,000 units.

The new Mazda3 and CX-5 drove sales. Mainly in Germany, the sales stayed strong.

Sales in Germany were up 24% to 14,000 units, while those in the UK were up 12% to 7,000 units. In both markets, we achieved strong sales.

Despite a market slowdown in Russia, the locally produced CX-5 contributed to growth in sales to 12,000 units, up 28% from the prior year.

Sales in China increased 18% year-on-year to 44,000 units.

In addition to the strong sales of Mazda6, the CX-5, production of which began in China last year, largely contributed to the growth. In May, we started selling locally produced new Mazda6 Atenza and new Mazda3 Axela. Order intake remains strong. In China, three SKYACTIV-equipped models are now available. We will increase recognition of SKYACTIV technologies and products to further expand sales.

Sales in other markets were down 4% from the prior year to 69,000 units.

In Australia, the industry continued to slow down and sales dropped 6% year-on-year to 24,000 units. The CX-5 was the top seller in the SUV segment. The new Mazda3, which launched in February, is also selling well.

In the ASEAN region, sales were down 7% from the prior year to 19,000 units mainly due to the slow recovery of the Thai market.

We started producing the new Mazda3 in Thailand in March and order intake is strong.

This product and the CX-5 partially offset the decline of other models and reduced the overall sales drop.

Concerning the key factors behind the ¥19.9 billion improvement in consolidated operating profit compared to the prior year, the volume and mix improved by ¥22 billion, thanks to higher sales of SKYACTIV models and mix improvement.

Foreign exchange rate had a net ¥3.7 billion positive impact in total, consisting of ¥1.4 billion from the US dollar and ¥2.6 billion from the Euro, and a ¥300 million deterioration from other currencies.

With respect to variable costs, cost improvement activities contributed to a ¥6.8 billion improvement.

Marketing expenses increased by ¥2 billion due to reinforced advertising on Mazda brand and the new Mazda3.

Other fixed cost increased by ¥10.6 billion due to higher R&D costs and fixed costs for the Mexico plant.

I will explain the global sales volume projection.

For Japan, the volume projection for the first half is reduced by 10,000 units in consideration of consumption tax impact, but full-year projection remains unchanged with recovery actions planned for the second half. We aim to achieve the planned volume by the introduction of the new product (New Demio) and reinforcement of advertising, among others.

For other regions outside Japan, both first half and full-year plans remain unchanged.

Full-year global sales forecast is 1.42 million units, as announced at the beginning of the fiscal year, due to the full-year sales contribution of the new Mazda3/ Axela, and introduction of the new Mazda2/Demio.

Revenue is revised down by ¥30 billion in the first half and up by ¥30 billion in the second half, based on the revised volume plan. However, profit forecast for the first and second half remains unchanged, as it is necessary to assess changes in the business environment during the fiscal year.

We are making steady progress with implementation of the Structural Reform Plan.

Let me explain the expansion of the SKYACTIV line-up.

As I have explained on a by-market basis, sales of new Mazda3/Axela are strong globally. Its design, driving performance, excellent environmental and safety performance are highly appraised, both in Japan and overseas. We have continued right price sales, contributing to the volume and profit growth.

In this fiscal year, we will launch new Mazda2/Demio, that is the first compact car in the new

generation of products.

New Mazda2 inherits and evolves all the technologies we have been developing, including SKYACTIV Technology, KODO design, and i-ACTIVSENSE.

It also features a newly developed small displacement clean diesel engine, the SKYACTIV-D 1.5. The engine realizes powerful driving performance, with torque comparable to a 2.5-liter gasoline engine.

Let me tell you about the establishment of the global production footprint.

The ramp up at the Mexico Plant that started operating in January this year is going smoothly. The Mexico Plant produced 10,000 units in the fourth quarter of the previous fiscal year (January through March) and 15,000 units in the first quarter of this fiscal year (April through June), smoothly ramping up the production volume.

Two shift operation started in July. The Mexico Plant will contribute to the growth in global volume this fiscal year.

Preparations to launch the new automatic transmission plant in Thailand are also progressing as planned. We are preparing for the start of the operations in January 2015 and the annual production capacity is about 400,000 units.

By steadily implementing these plans, we will establish a stronger global production footprint that can meet the increasing demand for SKYACTIV models.

3. SUMMARY

Global sales volume was 319,000 units, up 6% over the prior year due to the full-scale contribution of new Mazda3/Axela that is introduced globally.

Sales mix of SKYACTIV models increased to 67%.

Operations at the Mexico Plant are running smoothly and preparations to launch the new automatic transmission plant in Thailand are on schedule.

Operating profit was ¥56.4 billion and ROS was 8%, partially due to the impact of the exchange rate. We are making progress toward this fiscal year's profit target as planned.

We will continue to promote the Structural Reform Plan in this fiscal year as well.

We will also expand the line-up of the SKYACTIV models by introducing New Mazda2/Demio.

We will steadily establish the global production footprint for future volume growth.

We will also accelerate the brand strategy by continuing the advertisement activities, making an appeal for the high product value of SKYACTIV products, and continue sales at the right price.

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