JX Group Strategy Presentation

Become a world's leading integrated energy, resources and materials business group

March, 2011



- This material contains certain forward-looking statements. A cautionary statement is contained in the endnote. -



*1 Crude Oil Equivalent (Average daily production from Jan. to Jun. 2010)

*2 Pan Pacific Copper(66.0% equity stake); 610 thousand tons/year + LS-Nikko Copper(39.9% equity stake); 560 thousand tons/year

*3 Equity entitled copper production content in copper concentrate divided by the volume of the same necessary for the domestic smelters

Medium-Term Management Plan

Medium-Term Management Plan for FY 2010-2012



With emphasis on the concept of "Best Practices,"

Basic dramatically transform the Petroleum Refining & Marketing Business by realizing integration synergies and rigorously reducing costs,

and maximize corporate value by allocating management resources to highly profitable operations on a priority basis.

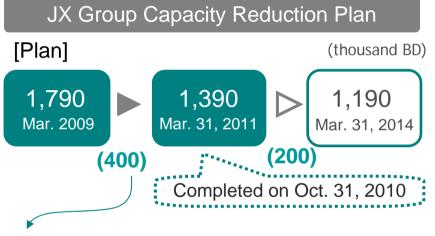
	Ordinary Income	¥ 300 billion or more	Assumptions (F	FY 2012)
Targets	ROE	10% or higher	Exchange rate	90 ¥/\$
(FY 2012)	Net Debt	1.0 time	Crude oil FOB (Dubai spot)	80 \$/bbl
	/ Equity ratio		Copper price (LME)	280 ¢/lb

Transforming of Petroleum Refining & Marketing

Reducing Refining Capacity

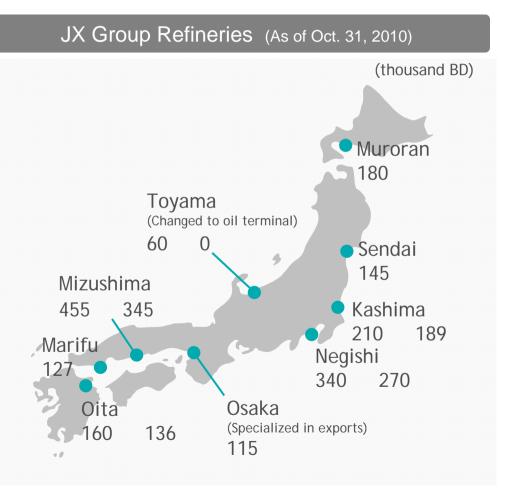


Build Japan's most competitive refinery platform ahead of domestic demand decline



Breakdown of 400 thousand BD reduction

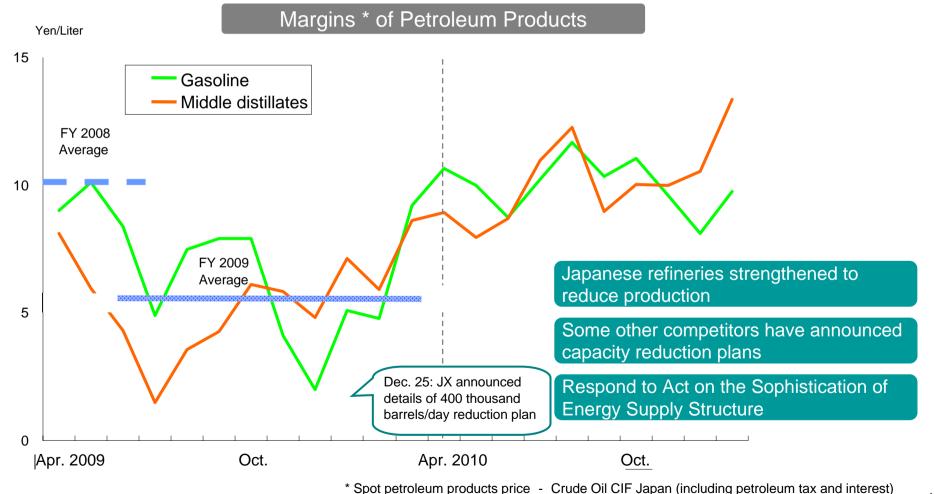
Refinery	Reduction (thousand BD)	Progress
Negishi	70	Oct. 31, 2010 Terminated operation of 2 nd CDU
Osaka	115	Oct. 1, 2010 Joint venture with CNPC; Specialized in exports
Mizushima	110	Jun. 30, 2010 Terminated operation of 2 nd CDU
Oita	24	May 31, 2010 Terminated operation of 1 st CDU
Kashima	21	May 31, 2010 Reduced capacity of 1 st CDU
Toyama	60	Mar. 31, 2009 Closed Toyama refinery of Nihonkai Oil Co., Ltd.
Total	400	



Margins of Petroleum Products

JX

Improvement in petroleum product margins since the beginning of FY 2010

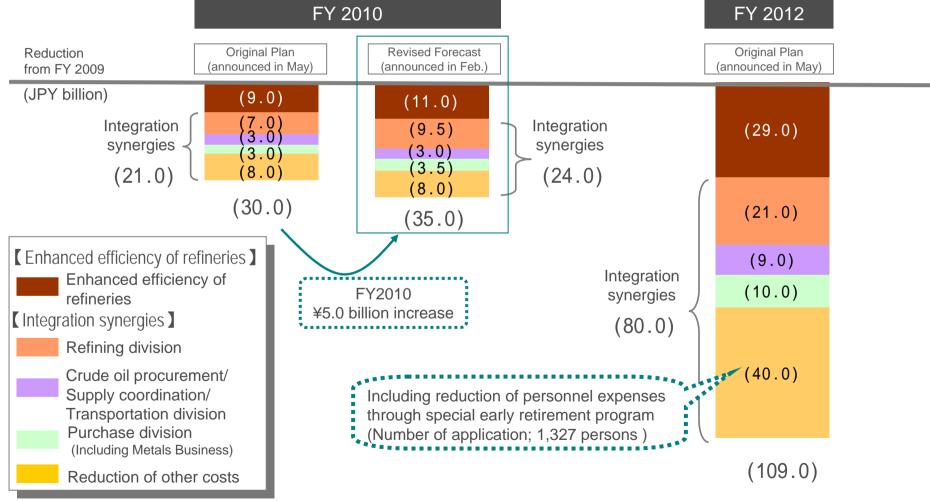


Transforming of Petroleum Refining & Marketing

Integration Synergies & Enhanced Efficiency of Refineries



Solid progress in realizing integration synergies



Realizing Integration Synergies - Brand unification, merger of subsidiaries, etc. -

✓ Brand unification - ENEOS -

- Jul. 2010 Start unifying SS (Service Station) brand to ENEOS (by March 2011)
- Oct. 2010 Integrate retail support business to JX Nippon Oil & Energy Trading Corporation
- Oct. 2010 Unify credit cards to ENEOS Card
- Nov. 2010 Unify automotive oil to ENEOS Oil

\checkmark Integration of common group function companies

- Jul. 2010 Integrate funding business to JX Nippon Finance Corporation
- Jul. 2010 Integrate materials procurement business to JX Nippon Procurement Corporation
- Integrate administrative services to JX Nippon Business Services Corporation Jul. 2010
- Integrate IT business to JX Nippon Information Technology Co., Ltd. Jul. 2010
- Integrate research/consulting business to JX Nippon Research Institute, Ltd. Oct. 2010

✓ Integration of overseas bases

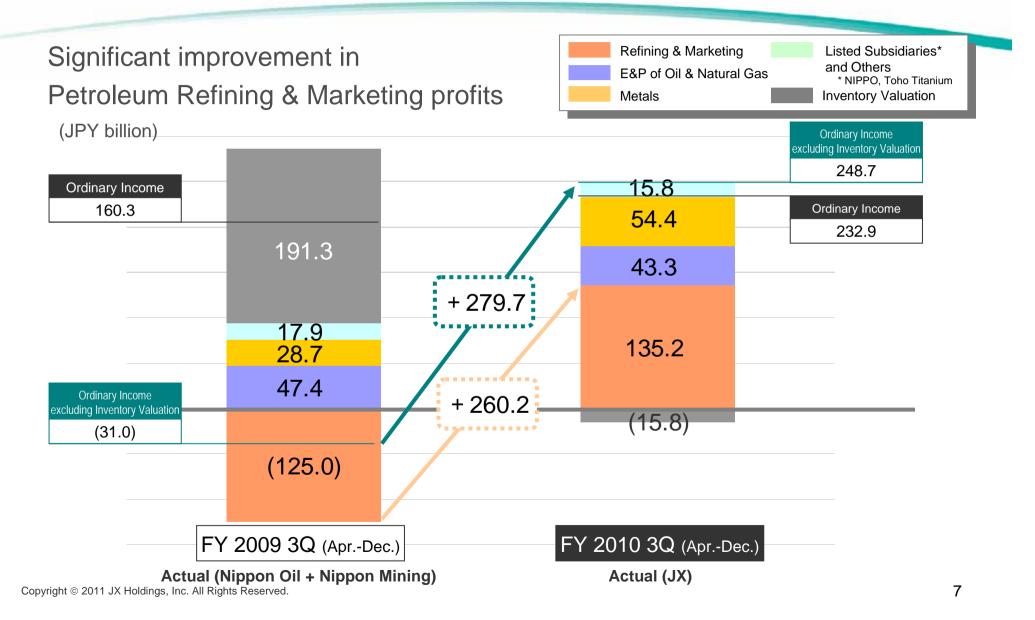


Oct. 2010 Integrate JX Nippon Oil & Energy's UK and Singapore affiliates

Transforming of Petroleum Refining & Marketing

FY 2010 3Q Results Outline < Ordinary Income > (v.s. FY 2009 3Q)





Capital Expenditure & Investments



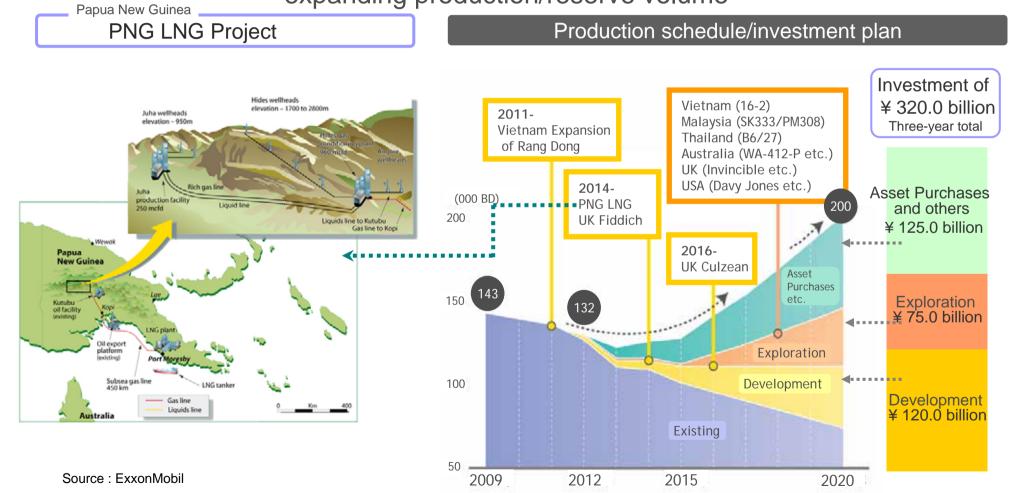
70% of Approx. ¥1 trillion investment targeted to strategic investment

		(JPY billion)
Capital expenditure & investments		Depreciation & amortization
Refining & Marketing	300.0	375.0
Strategic investments	150.0	Investment greatly
Maintenance and others	150.0	Investment greatly exceeding
E&P of Oil & Natural Gas (Strategic investments)	320.0	148.0 depreciation and
Metals	300.0	82.0 amortization in E&P and Metals
Strategic investments	220.0	Businesses
Maintenance and others	80.0	Dusinesses
Listed Subsidiaries and Others (Maintenance and others)	40.0	51.0
Capital expenditure & investments (3 years total)	960.0	Three-year total 656.0 70%
Strategic investments total	690.0	into strategic investments

E&P of Oil & Natural Gas



Positioning exploration activities as the basis and expanding production/reserve volume



Overseas Copper Mine Development



Increase equity-entitled copper production volume from approx.100kt to 300kt (60% self-sufficiency ratio)





Acqu	uisition	date

Acquisition price

Mine life

\$137 million

From 2013 to 2040 (28 years)

Production plan

				Initial 5 years average (kt/y)	28 years average (kt/y)	28 years total (kt)
		Copper content in copper concentrate		150	110	3,140
	Copper	Refined copper produced thorough SX-EW process Total		30	10	410
				180	120	3,550
	Molybder	ium		3	3	87
I	Initial investment \$2.0) billion (E	stimated)		
Ownership Pan		Pacific Copper*		75%		
		ui & Co., Ltd.		25%		



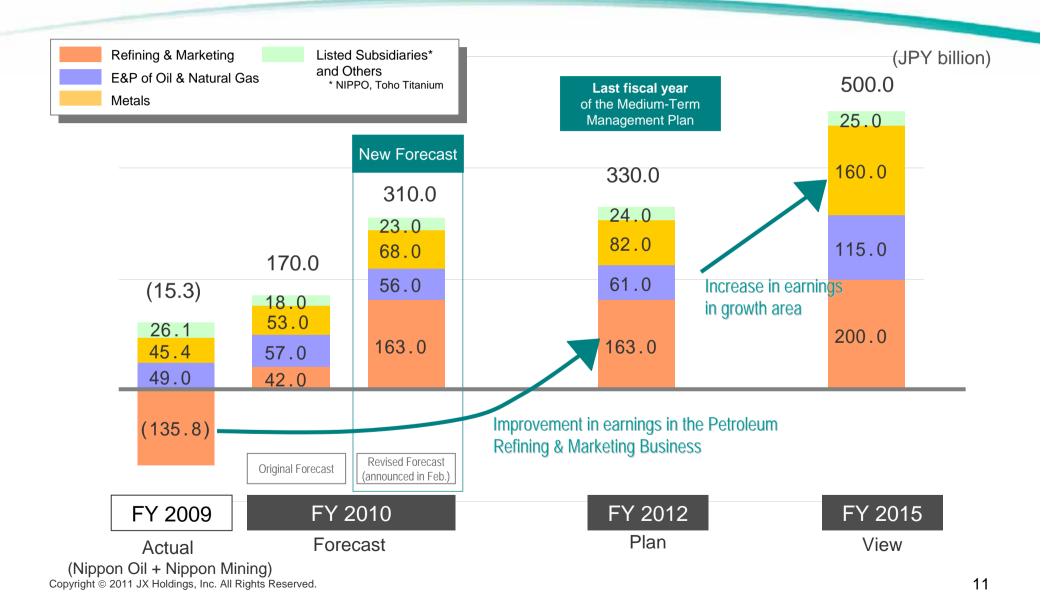
Copper content in copper concentrate : 76kt/y (17 years average) Total production through mine life : 1,300kt

Initial investment	\$ 0.85 billion (Estimate	ed)
Ownership	Pan Pacific Copper*	100%

Jointly established by JX Nippon Mining & Metals (66%) and Mitsui Mining & Smelting Co., Ltd. (34%)

Earnings Plan (Ordinary Income excluding Inventory valuation)



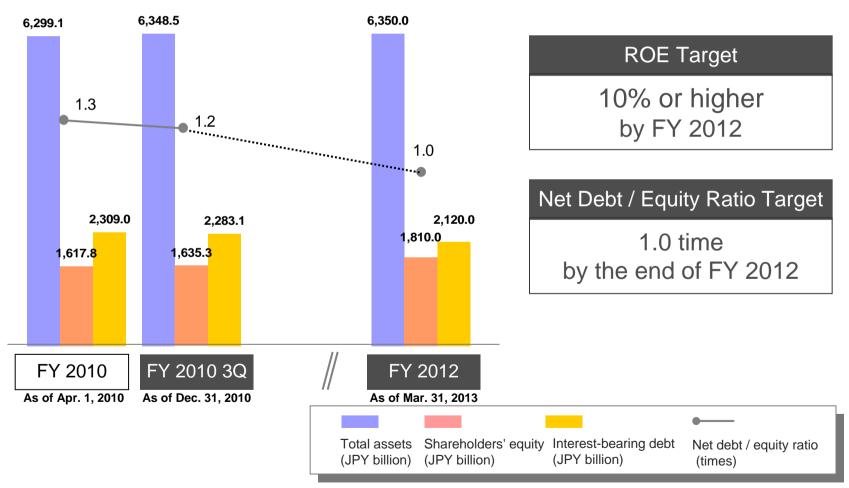


Medium-Term Management Plan

Financial Position



Balance growth investment with improvements in financial condition



Medium-Term Management Plan

Dividend Policy



Basic Dividend Policy

Redistribute profits by reflecting consolidated business results while striving to maintain stable dividends.

Dividend in FY 2010 (announced in Feb. 2011)

Reflecting forecast of FY2010, year-end cash dividend in FY 2010 will be increased 0.5 yen from original forecast to be 8.0 yen, and it will amount 15.5 yen in FY 2010.

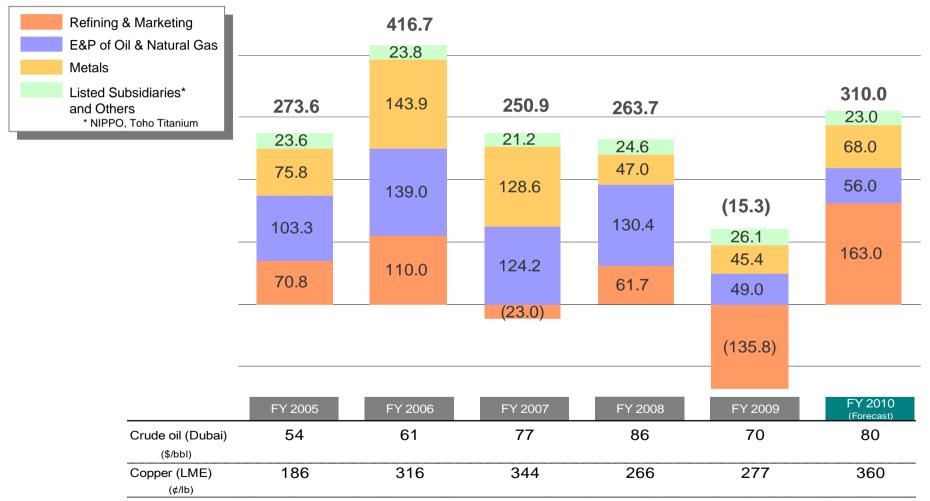
Cash dividend per share			Payout ratio * (consolidated)	Dividends on equity ratio (consolidated)
End of 2nd quarter (Actual)	Year-end (Forecast)	Full year (Forecast)	(Forecast)	(Forecast)
¥7.5	¥8.0	¥15.5	30%	2.4%
				special income and loss associated one time amortization amount of negative

Historical Earnings

Ordinary Income (excluding Inventory valuation)



(¥bn)



* Figures of earnings from FY 2005 to FY 2009 are unaudited pro forma combined financial results of Nippon Oil and Nippon Mining

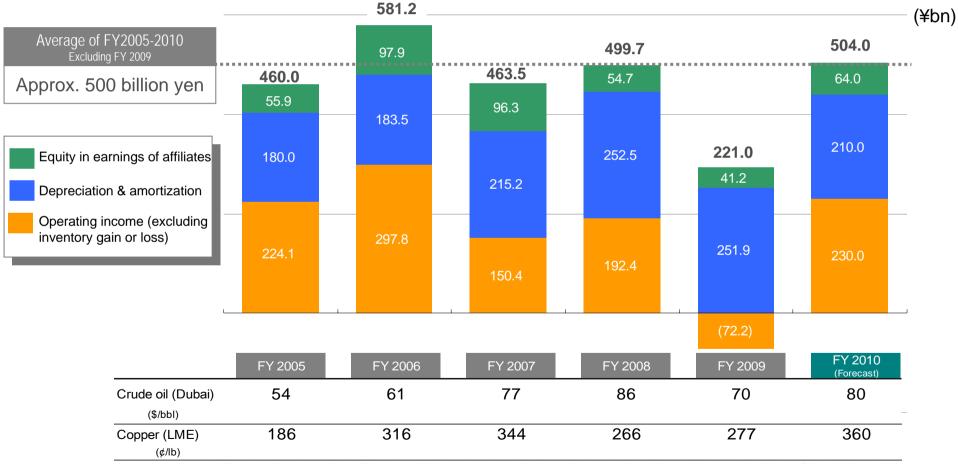
Historical Earnings

EBITDA



EBITDA =

Operating income (excluding inventory gain or loss) + **Depreciation & amortization + Equity in earnings of affiliates**



* Figures of earnings from FY 2005 to FY 2009 are unaudited pro forma combined financial results of Nippon Oil and Nippon Mining

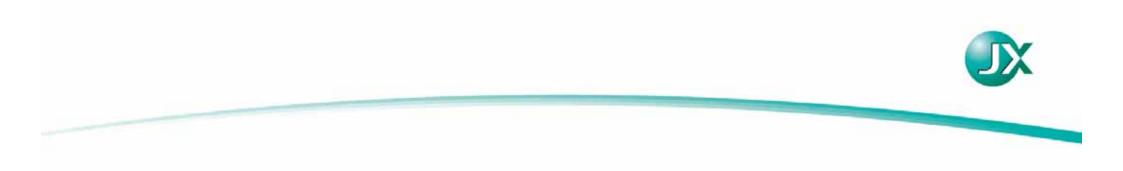


Exhibit 1

Financial Results for FY 2010 3Q & Medium-Term Management Plan

Financial Results / Mid-Term Management Plan FY 2010 3Q Results Outline



*1 Unaudited Pro Forma Combined Financial Results of Nippon Oil and Nippon Mining *2 Average from Mar. to Nov. (nearly equal to arrived crude cost)	FY 2009 ^{*1} 3Q ('09/4-12)	FY 2010 3Q ('10/4-12)	Changes
Crude Oil(Dubai) (\$/B) *2	64	77	+ 13
Copper Price (¢/lb)	('09/1-9) <211> 260	('10/1-9) <325> 346	<+114> +86
Exchange Rate (Yen/\$)	('09/1-9) <95> 94	^('10/1-9) <90> 87	<-5> -7
	JPY Billion	JPY Billion	JPY Billion
Net Sales	6,449.2	6,942.9	+ 493.7
Operating Income	113.5	168.3	+ 54.8
Non-operating Income(Expenses), Net	46.8	64.6	+ 17.8
Ordinary Income	160.3	232.9	+ 72.6
Ordinary Income Excl. Inventory Valuation	(31.0)	248.7	+ 279.7
Special Gain (Loss)	(31.9) (31.9)	ation of	+ 215.6
Net Income	77.5	327.3	+ 249.8

Financial Results / Mid-Term Management Plan FY 2009 3Q Actual vs. FY 2010 3Q Actual Changes in Ordinary Income by Segment

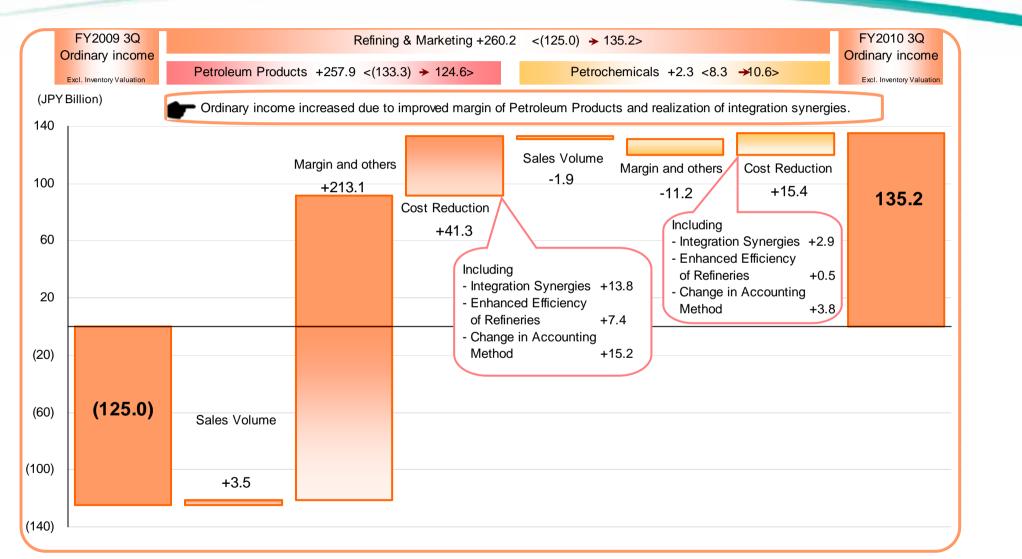


1 Unaudited Pro Forma Combined Financial Results of Nippon Oil and Nippon Mining	FY 2009 [] 1 3Q ('09/4-12)	FY 2010 3Q ('10/4-12)	Changes
Refining & Marketing	JPY Billion 64.1	JPY Billion 119.9	JPY Billion + 55.8
- Inventory Valuation	189.1	(15.3)	-204.4
Excl. Inventory Valuation	(125.0)	135.2	+ 260.2
- Petroleum Products	(133.3)	124.6	+ 257.9
- Petrochemicals	8.3	10.6	+ 2.3
E&P of Oil & Natural Gas	47.4	43.3	-4.1
Metals	30.9	53.9	+ 23.0
- Inventory Valuation	2.2	(0.5)	-2.7
Excl. Inventory Valuation	28.7	54.4	+ 25.7
Listed subsidiaries and Others	17.9	15.8	-2.1
-Inventory Valuation	0.0	· · ·	-0.0
Excl. Inventory Valuation	17.9	15.8	-2.1
Total	160.3	232.9	+ 72.6
Excl. Inventory Valuation	(31.0)	248.7	+ 279.7

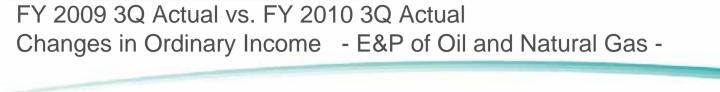
*2 NIPPO Corporation and Toho Titanium Co.,Ltd.

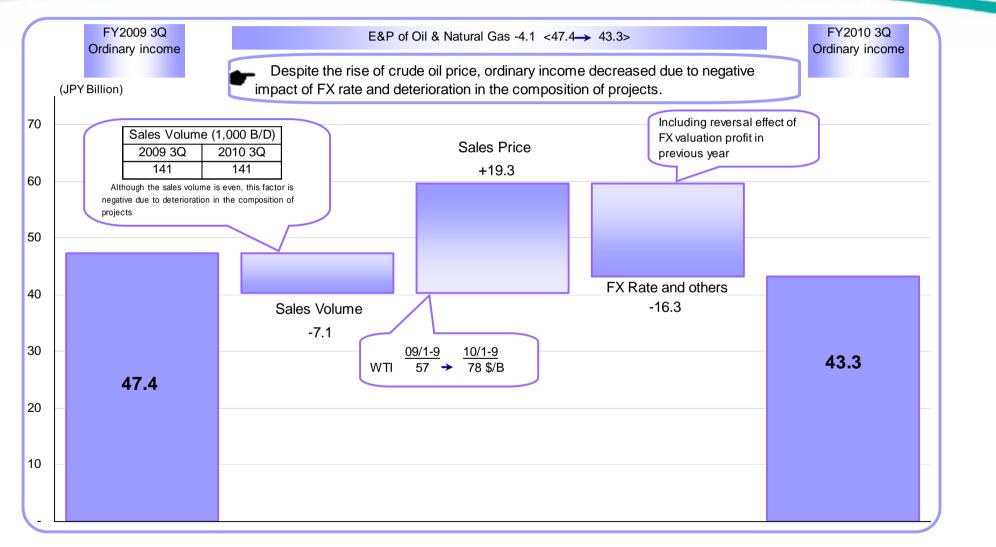
Financial Results / Mid-Term Management Plan

FY 2009 3Q Actual vs. FY 2010 3Q Actual Changes in Ordinary Income - Refining and Marketing -



JX

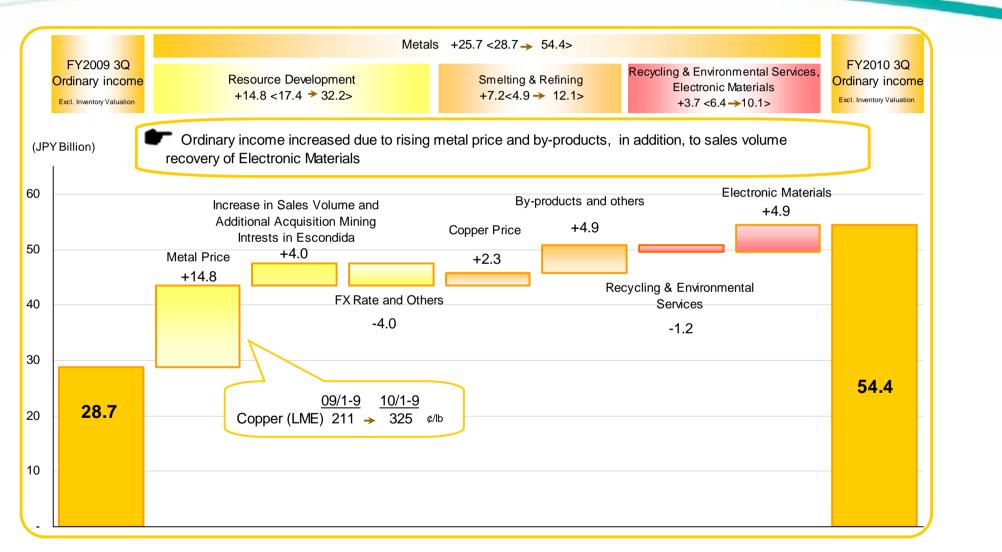




Financial Results / Mid-Term Management Plan

FY 2009 3Q Actual vs. FY 2010 3Q Actual Changes in Ordinary Income - Metals -





FY 2010 Forecast Outline



* Average from Mar. to Feb. (nearly equal to arrived crude cost)	FY 2009
	(Actual)
Crude Oil(Dubai) (\$/B) *	67
Copper Price (¢/lb)	('10/1-12) <234> 277
Exchange Rate (Yen/\$)	('10/1-12) <94> 93
	JPY Billion
Net Sales	9,008.0
Operating Income	130.4
Non-operating Income(Expenses), Net	56.9
Ordinary Income	187.3
Ordinary Income Excl. Inventory Valuation	(15.3)
Special Gain (Loss)	(35.3)
Net Income	73.1

		•
	2009 tual)	
* • • • • • • • • • • •	67	
('10/1-12) <234>	277	
('10/1-12) <94>	93	
J	PY Billion	
9,	008.0	
	130.4	
	56.9	
	187.3	
	(15.3)	
	(35.3)	
	73.1	
		.*

FY 2 (Revised	2010 Forecast)	
	80	
('10/1-12) <342>	360	
('10/1-12) <88>	85	
J	PY Billion	
9,	620.0	
	240.0	
	80.0	
	320.0	
	310.0	
	140.0	
	320.0	

Changes	
+ 13	
<+108 +83	
<-6> -8	
JPY Billion	
+ 612.0	
+ 109.6	
+ 23.1	
+ 132.7	
+ 325.3	
+ 175.3	
+ 246.9	

Assuming decrease in defered income taxes due to lowering corporate tax rate

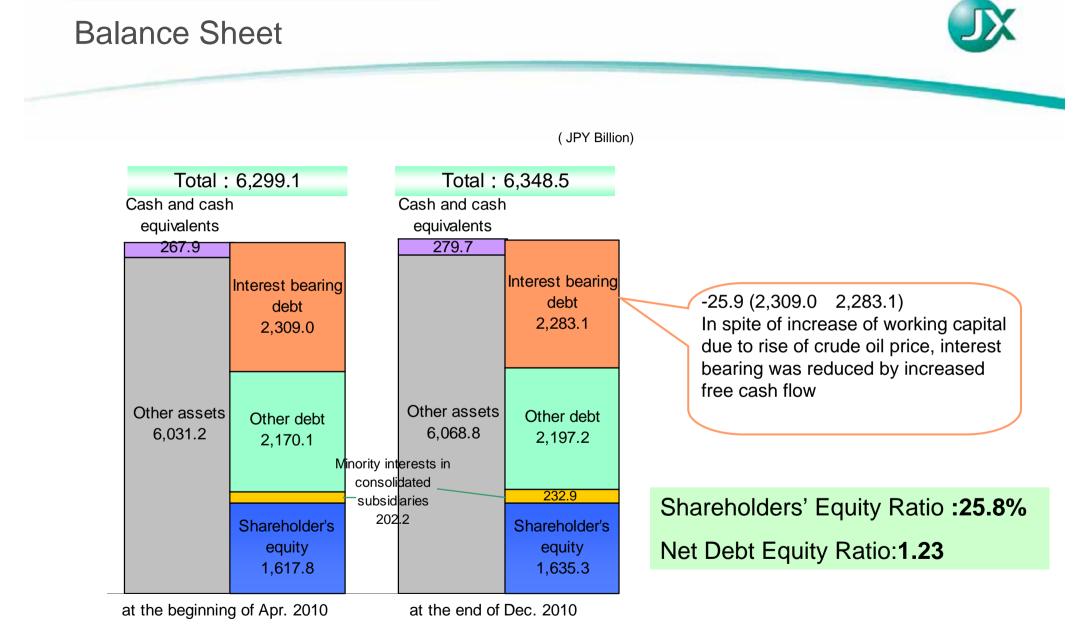
Financial Results / Mid-Term Management Plan

FY 2009 Actual vs. FY 2010 Revised Forecast Changes in Ordinary Income by Segment



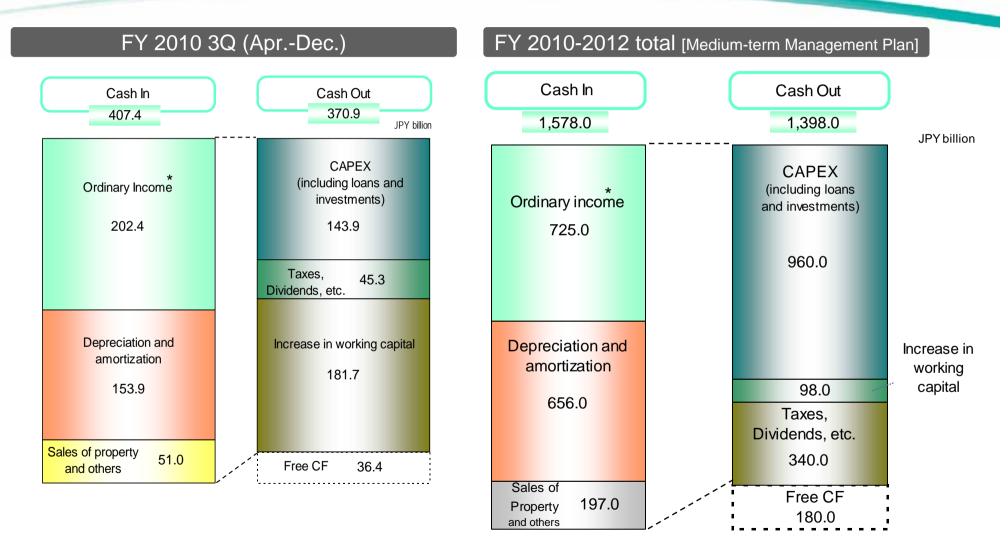
	FY 2009 (Actual)	FY 2010 (revised Forecast)	Changes	Margin of Petroleum Products + 248.0 Increase of in-house Fuel
Refining & Marketing - Inventory Valuation	JPY Billion 66.0 201.8	JPY Billion 173.0 10.0	JPY Billion + 107.0 -191.8	Cost - 16.0 Integration Synergy and Enhanced Efficiency of
Excl. Inventory Valuation	(135.8)	163.0	+ 298.8	Refineries + 35.0
- Petroleum Products	(147.6)	136.0	+ 283.6	Change in Accounting Method +25.0
- Petrochemicals	11.8	27.0	+ 15.2	and others
E&P of Oil & Natural Gas	49.0	56.0	+ 7.0	Sales Volume - 11.0 Sales Price
Metals	47.4	68.0	+ 20.6	+ 26.0 FX Rate - 22.0
- Inventory Valuation	2.0	<u> </u>	-2.0	Cost Reduction
Excl. Inventory Valuation	45.4	68.0	+ 22.6	+ 9.0 and others
Listed subsidiaries ^{*2} and Others	24.9	23.0	-1.9	Copper Price
-Inventory Valuation	(1.1)		+ 1.1	+ 20.0 FX Rate
Excl. Inventory Valuation	26.1	23.0	-3.1	- 8.0 Sales Increase in Electronic
Total	187.3	320.0	+ 132.7	Materials products + 7.0
Excl. Inventory Valuation	(15.3)	310.0	+ 325.3	and others

* NIPPO Corporation and Toho Titanium Co.,Ltd.



Cash flows (FY 2010 3Q / FY 2010-2012 total)





* Excluding equity in income of affiliates and including dividends from affiliates accounted for by equity method Copyright © 2011 JX Holdings, Inc. All Rights Reserved.

Integration Synergies and Enhanced Efficiency of Refineries



Reduction from FY2009)				1
	FY 2010	FY 2010		FY 2012
(JPY billion)	Full Year	3Q	Full Year	3 Year Total
	Announced in Nov.	Actual	Forecast	Plan
Integration synergies + Enhanced efficiency of refineries	32.0	24.6	35.0	109.0
(Breakdown)				
Integration synergies	23.0	16.7	24.0	80.0
Refining division	9.0	6.8	9.5	21.0
Crude oil procurement/ Supply coordination/ Transportation division	3.0	2.4	3.0	9.0
Purchase division	3.0	2.7	3.5	10.0
Reduction of other costs	8.0	4.8	8.0	40.0
Enhanced efficiency of refineries	9.0	7.9	11.0	29.0

Outlook of Business Performance



JPY billion	FY 2009 ^{*2}	FY 2010	FY 2012	FY 2015
	Actual	Forecast	Plan	View
Net Sales	9,008.0	9,620.0	9,360.0	-
Refining & Marketing	7,607.6	8,110.0	7,840.0	
E&P of Oil & Natural Gas	145.9	150.0	180.0	
Metals	780.7	940.0	940.0	
Listed Subsidiaries and Others*1	473.8	420.0	400.0	
Operating Income	130.4	240.0	275.0	-
Refining & Marketing	56.5	160.0	161.0	
E&P of Oil & Natural Gas	28.5	46.0	55.0	
Metals	16.9	19.0	41.0	
Listed Subsidiaries and Others*1	28.5	15.0	18.0	
Non-Operating Income (Expenses), Net	56.9	80.0	55.0	-
Refining & Marketing	9.5	13.0	2.0	
E&P of Oil & Natural Gas	20.5	10.0	6.0	
Metals	30.5	49.0	41.0	
Listed Subsidiaries and Others*1	(3.6)	8.0	6.0	
Ordinary Income	187.3	320.0	330.0	5,000
Refining & Marketing	66.0	173.0	163.0	2,000
E&P of Oil & Natural Gas	49.0	56.0	61.0	1,150
Metals	47.4	68.0	82.0	1,600
Listed Subsidiaries and Others*1	24.9	23.0	24.0	250
Net Income	73.1	320.0	175.0	
Impact of Negative Goodwill	-	226.5	- !	

*1 "Listed Subsidiaries and Others" includes "Eliminations or Corporate" *2 Unaudited Pro Forma Combined Financial Results of Nippon Oil and Nippon Mining 27 Copyright © 2011 JX Holdings, Inc. All Rights Reserved.

Ordinary Income by Segment

JPY billion	FY 2009 ^{* 2}	FY 2010	FY 2012	FY 2015
	Actual	Forecast	Plan	View
Ordinary Income (Loss)	187.3	320.0	330.0	500.0
Refining & Marketing	66.0	173.0	163.0	200.0
Petroleum Products	(141.0)	136.0	136.0	-
Petrochemicals	5.2	27.0	27.0	-
Inventory Valuation	201.8	10.0	-	-
E&P of Oil & Natural Gas	49.0	56.0	61.0	115.0
Metals	47.4	68.0	82.0	160.0
Resource Development	27.4	41.0	33.0	-
Smelting & Refining	4.9	12.0	8.0	-
Recycling & Environmental Services	4.9	5.0	10.0	-
Electronic Materials	5.4	10.0	30.0	-
Internal Adjustment and Others	2.8	-	1.0	-
Inventory Valuation	2.0	-	-	-
Listed Subsidiaries and Others ^{*1}	24.9	23.0	24.0	25.0

*1 "Listed Subsidiaries and Others" includes "Eliminations or Corporate" *2 Unaudited Pro Forma Combined Financial Results of Nippon Oil and Nippon Mining Copyright © 2011 JX Holdings, Inc. All Rights Reserved.

Key Factors



		E V 2222 ^{*2}			
		FY 2009 ^{*2} Actual	FY 2010 Forecast	FY 2012 Plan	FY 2015 View
All segments	Exchange rate [¥/\$]	93	85	90	90
	Crude oil FOB [Dubai spot] *1 [\$/bbl]	67	80	80	90
Refining &	Sales volume excluding barter trade & others [million kl/period]	85.5	86.9	80.2	-
Marketing	- Sales volume of paraxylene [million tons/year]	2.1	2.1	2.3	-
	Paraxylene spread [ACP] (Paraxylene price - Dubai crude oil price) [\$/ton]	490	550	580	-
E&P of Oil &	Sales volume <crude equivalent="" oil=""> [1,000 bbl/day]</crude>	143	141	132	-
Natural Gas	Natural gas price <henryhub>*2 [\$/mmbtu]</henryhub>	3.9	4.4	6.0	-
	Copper price [LME] [¢/lb]	277	360	280	300
	Equity entitled copper mine production*3 [1,000 tons/year]	82	98	110	-
Madala	PPC copper cathode sales [1,000 tons/year]	605	598	640	-
Metals	Gold recovery volume by Metals Recycling [1,000 tons/year]	6.3	6.6	9.0	-
	TRCF*4 sales [1,000 km/month]	2.7	3.3	5.0	-
	Precision Rolled Products sales [1,000 tons/month]	3.5	3.9	4.7	-

*1 Average from March to February of the next year (nearly equal to arrived crude cost)*3 Total of Nippon Mining & Metals and PPC

*2 Average on calendar year basis

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*4 Treated Rolled Copper Foil

Sensitivity Analysis (FY 2012 basis)



(JPY billion/year)

Impact on ordinary income by change in key factors

FY 2012 Impact on **Key Factors** Appreciation Segment **Ordinary Income** 1.5 Refining & Marketing (energy costs, petrochemical margin, and etc.) (1.2)E&P of Oil & Natural Gas (1.3)¥1/\$ Metals (margin deterioration, foreign exchange gain/loss) Foreign Exchange yen appreciation (1.0)Subtotal (6.5)Inventory valuation gain/loss (7.5)Total (4.0)Refining & Marketing (energy costs etc.) 2.0 E&P of Oil & Natural Gas Crude Oil FOB +1\$/bbl (2.0)Subtotal (Dubai spot) 7.5 Inventory valuation gain/loss 5.5 Total 2.0 Metals (Resource Development) Copper Price +10¢/lb 0.5 Metals (Smelting & Refining) (LME) 2.5 Total



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Supplementary Information & Data

Refining & Marketing

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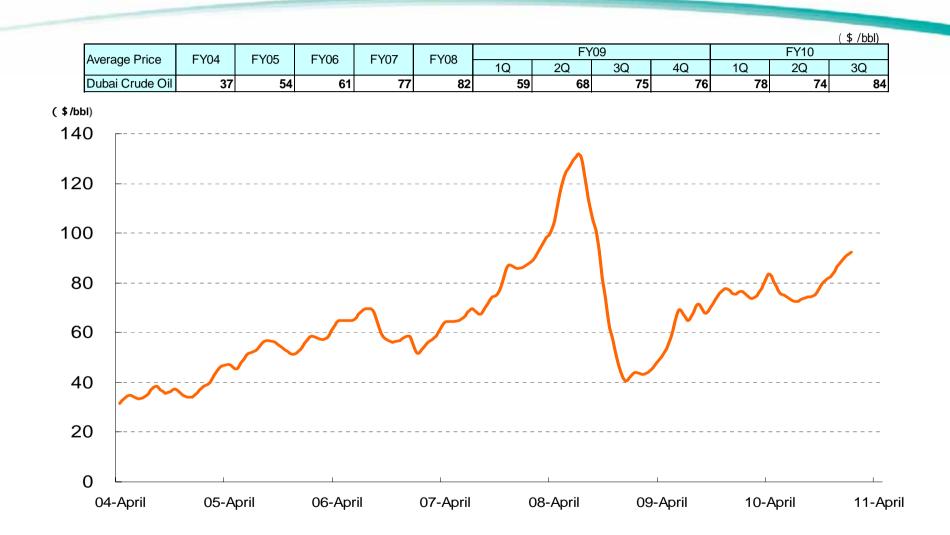
Metals

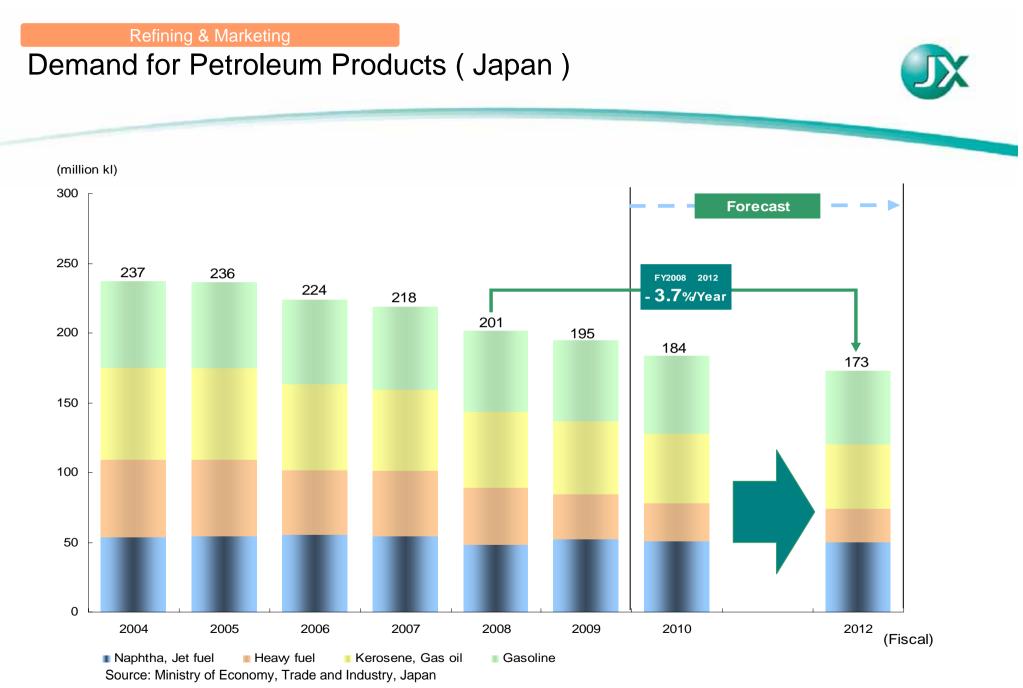
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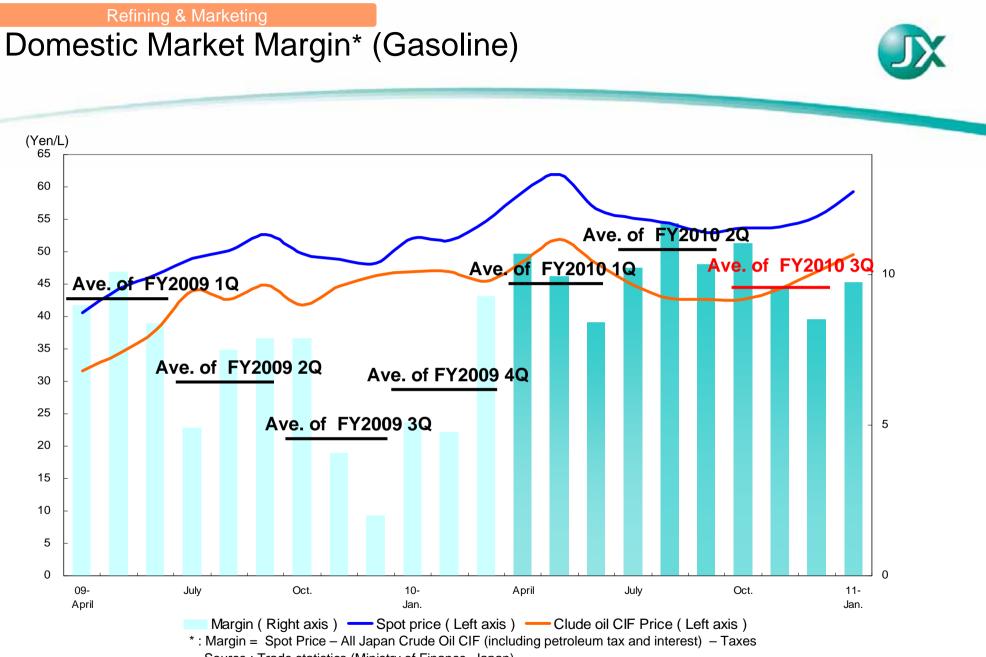
Refining & Marketing

Historical Dubai Crude Oil Price



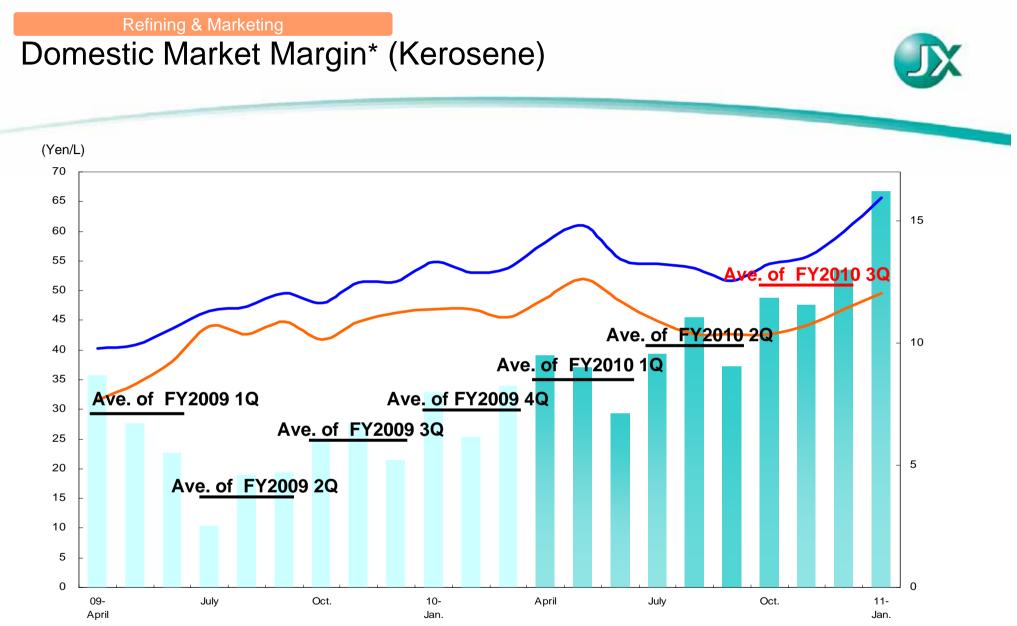






Source : Trade statistics (Ministry of Finance, Japan)

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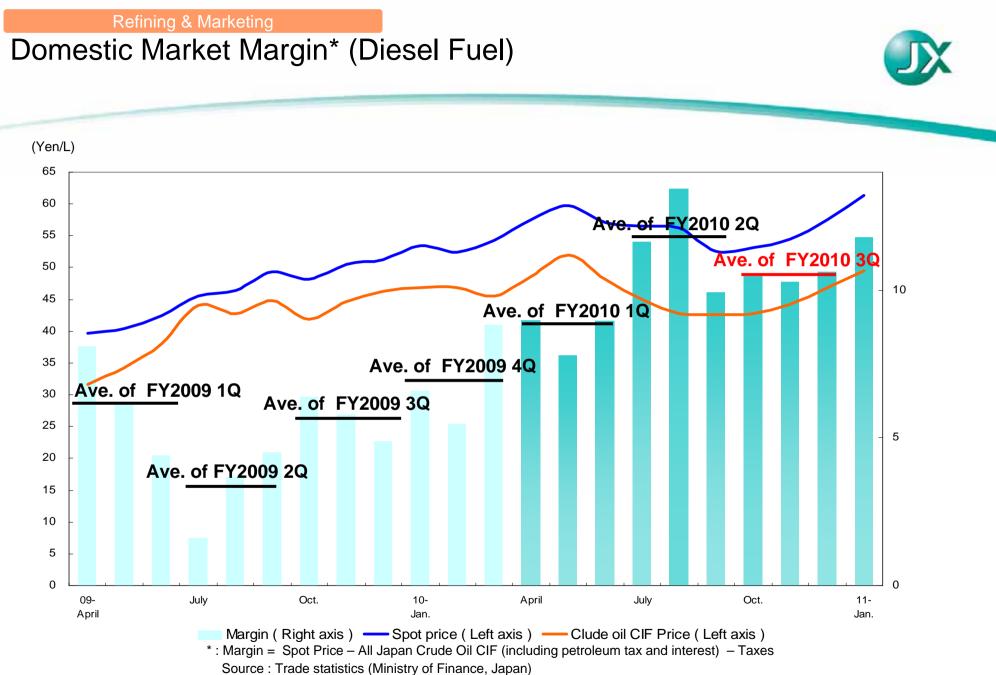


Margin (Right axis) — Spot price (Left axis) — Clude oil CIF Price (Left axis)

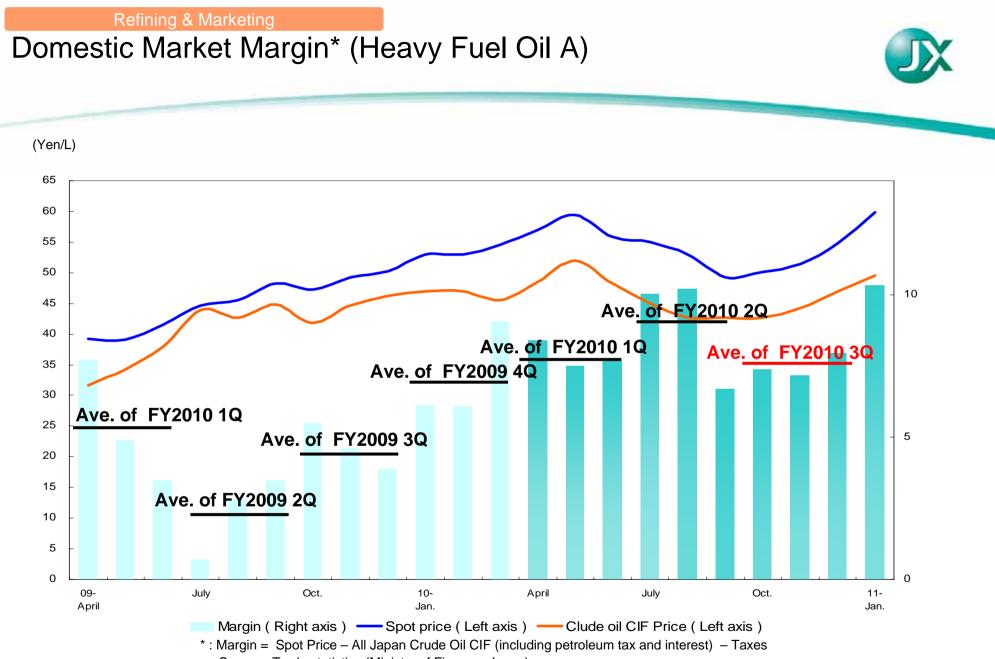
*: Margin = Spot Price – All Japan Crude Oil CIF (including petroleum tax and interest) – Taxes

Source : Trade statistics (Ministry of Finance, Japan)

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Source : Trade statistics (Ministry of Finance, Japan)

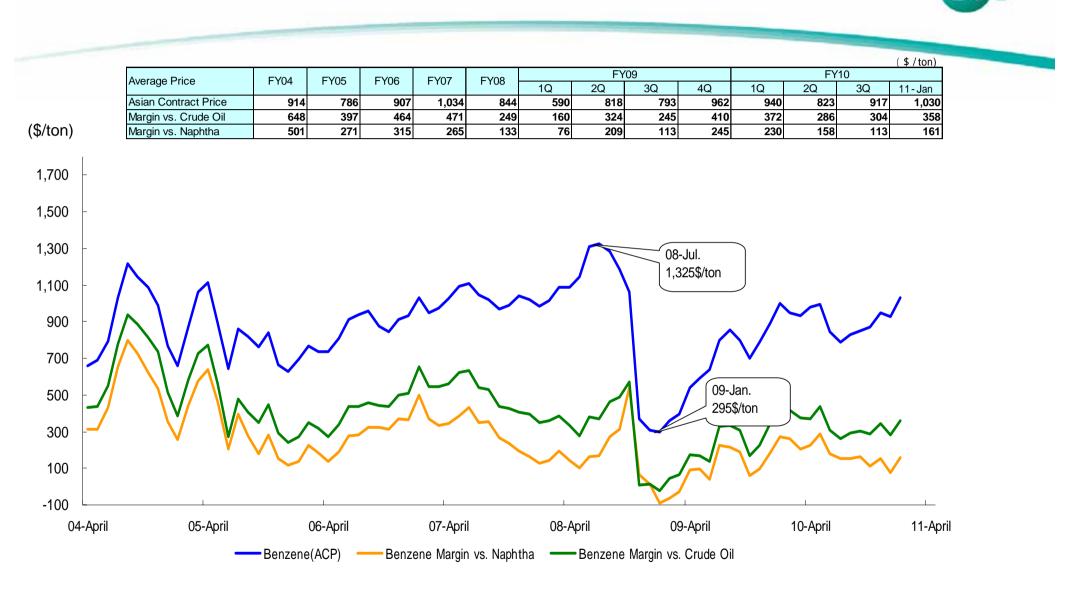
Paraxylene Price and Margin (vs. Crude Oil, vs. Naphtha)



								FY0	0			FY1	0	(\$/ton)	
	Average Price	FY04	FY05	FY06	FY07	FY08	1Q	2Q	3Q	4Q	1Q	2Q	3Q	11-Jan	
	Asian Contract Price	829	903	1,103	1,119	1,020	964	1,013	976	1,043	1,007	913	1,173	1,380	
S/ton)	Margin vs. Crude Oil	563	514		556		533	519	427		439	376	560	708	
, (011)	Margin vs. Naphtha	416	389	511	351	309	449	404	296	327	297	248	370	511	
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				Paraxylene	e(ACP)	Para	xylene Ma	rgin vs. Nap	ohtha	Paraxy	lene Marg	gin vs. Cruc	de Oil		

Note*1. In case of ACP undecided, average price of spot market is adopted.

Benzene Price and Margin (vs. Crude Oil, vs. Naphtha)



Propylene Price and Margin (vs. Crude Oil, vs. Naphtha)



	Average Price	FY04	FY05	FY06	FY07	FY08		FY0				FY1		(\$/ton)
	Far East Spot Price	883		1,138	1,123	1,070	1Q 854	2Q 1,046	3Q 1, 062	4Q 1,237	1Q 1,193	2Q 1,1 40	3Q 1,244	11-Jan(expected)
	Margin vs. Crude Oil	617		695	563	475		552	513	685	625	602	631	1,345 673
/ton)	Margin vs. Naphtha	470	434	550		359		437	382	520	484	474	441	475
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Sales Volume of FY 2009, FY2010 3Q & Forecast of FY 2010



	FY2009 1-3Q V	S. FY2010 1-3Q	
	FY2009	FY2010	Changes vs. FY 2009 1-3Q
	million KL	million KL	
Gasoline	15.20	15.34	0.9%
Premium	2.27	2.18	-4.2%
Regular	12.85	13.08	1.7%
Naphtha	3.23	2.79	-13.7%
JET	1.15	1.09	-5.1%
Kerosene	4.57	4.24	-7.2%
Diesel Fuel	9.09	9.08	-0.1%
Heavy Fuel Oil A	4.80	4.46	-7.1%
Heavy Fuel Oil C	4.84	4.82	-0.5%
For Electric Power	2.51	2.74	8.9%
For General Use	2.33	2.08	-10.7%
Total Domestic Fuel	42.88	41.82	-2.2%
Crude Oil	0.83	1.02	22.3%
Lublicants & Specialities	2.40	2.65	10.9%
Petrochemicals (million ton)	4.30	4.24	-1.5%
Exported Fuel	8.08	7.79	-3.7%
LPG (million ton)	1.43	1.46	1.7%
Coal (million ton)	2.89	4.16	44.1%
Total Excluding Barter Trade & Others	62.81	63.14	0.5%
Barter Trade & Others	19.74	17.44	-11.6%
Total	82.55	80.58	-2.4%

FY2009 V	S. FY2010	Changes vs. FY 2009
FY2009	FY 2010(Forecast as of Feb. 2)	onanges var i 2005
million KL	million KL	
20.02	20.03	0.0%
2.95	2.86	-3.1%
16.96	17.06	0.6%
4.27	3.96	-7.3%
1.56	1.49	-4.5%
7.99	7.61	-4.8%
12.06	12.04	-0.2%
6.82	6.35	-6.9%
6.31	6.32	0.2%
3.25	3.56	9.5%
3.06	2.76	-9.8%
59.03	57.80	-2.1%
1.14	1.45	27.2%
3.32	3.62	9.0%
5.82	5.88	1.0%
10.30	10.76	4.5%
2.01	2.03	1.0%
4.44	5.36	20.7%
86.06	86.90	1.0%
27.05	23.11	-14.6%
113.11	110.01	-2.7%

Notes: Figures for FY 2009 and FY 2010 1Q are pro forma summations of Nippon Oil and Japan Energy.

Number of Service Stations (Fixed-Type)

	FY04	FY05	FY06	FY07	FY08	FY09	Dec'10
JX Group	15,082	14,640	14,076	13,474	13,318	12,687	12,332
EMGK ^{*1}	6,701	6,464	6,044	5,635	5,064	4,761	4,586
Idemitsu Kosan	5,358	5,249	5,059	4,913	4,598	4,338	4,181
Showa Shell Sekiyu	4,808	4,689	4,560	4,481	4,256	4,102	3,948
Cosmo Oil	4,709	4,552	4,359	4,188	3,913	3,768	3,656
Others ^{*2}	1,500	1,439	1,388	1,383	687	683	663
Oil Companies	38,158 (79.5%)	37,033 (78.8%)	35,486 (79.4%)	34,074 (79.2%)	31,836 (77.5%)	30,339 (75.8%)	29,366 (75.9%)
Private Brands and Others ^{*3}	9,842 (20.5%)	9,967 (21.2%)	9,214 (20.6%)	8,926 (20.8%)	9,264 (22.5%)	9,661 (24.2%)	9,334 (24.1%)
Total ^{*3}	48,000	47,000	44,700	43,000	41,100	40,000	38,700

<Number of Company-Owned Service Stations>

	FY09	Dec'10
JX Group	2,893	2,776

<Number of Self-Service Stations>

	FY09	Dec'10
JX Group	2,378	2,401
Total for Japan *4	6,906	6,957

Notes: *1. Figures are total of Esso, Mobil, Tonen General Sekiyu and Kygnus Sekiyu.

*2. Figures are total of Kyushu Oil, Taiyo Petroleum and Mitsui Oil & Gas. (until FY 2007)

*3. Estimated by JX Holdings.

*4. This figures include only self-service retail outlets that are affiliated to oil companies.

Refining & Marketing JX Group's Market Share and Demand in Japan Historical CDU¹Utilization Rate



Domestic Share of Sales

	FY09 1-3Q (%)	FY10 1-3Q (%)
Gasoline	34.7	34.3
Kerosene	42.7	39.5
Diesel Fuel	37.9	37.1
Heavy Fuel Oil A	42.8	41.3
Four Light Oil	37.6	36.6
Total Domestic Fuel	34.0	32.7

Demand in Japan

	FY09 1-3Q (1,000 KL)	FY10 1-3Q (1,000 KL)	Changes against FY09 1-3Q (%)
Gasoline	43,833	44,655	101.9
Kerosene	11,422	11,624	101.8
Diesel Fuel	24,191	24,667	102.0
Heavy Fuel Oil A	11,189	10,768	96.2
Four Light Oil	90,635	91,714	101.2
Total Domestic Fuel	141,539	143,277	101.2

CDU Utilization Rate (Excluding the impact of periodic repair)

	ing the	mpao			opun)			(Unit : mi	llion BD)
	FY04	FY05	FY06	FY07	FY08	FY09	FY10 1H	FY10 3Q	FY10 1-3Q
	('04/4-'05/3)	('05/4-'06/3)	('06/4-'07/3)	('07/4-'08/3)	('08/4-'09/3)	('09/4-'10/3)	('10/4-'10/9)	('10/10-'10/12)	('10/4-'10/12)
JX Group	94%	93%	91%	89%	85%	78%	81%	90%	84%
Total for Japan	84% (4.78)	87% (4.77)	83% (4.39)	83% (4.49)	84% (4.59)	82% (4.41)	-	-	-

* 1.Crude Distillation Unit

* 2. Utilization Rate (JX) excluding Condensate splitter of Mizushima and Kashima.

* 3.All Japan Refining Capacity excluding Condensate splitter of Mizushima and Kashima.

* 4. Considering the impact of long-shut down of 2nd CDU of Mizushima(former NOC), a Utilization Rate is 84% for FY10 1H and 86% for FY10 1-3Q.

Source: Petroleum Association of Japan and Company data

New Energy (Residential-Use Fuel Cell : ENE · FARM)



Cost Down Target of ENE• FARM Merit of ENE• FARM (thousand yen) **Environment Friendly** ENEOS 7,700 Oxygen Water The case using ENE FARM for a year 00 10 **Chemical Reaction** 5,820 ENEOS CO2 amount Reduce (H)H) that 80 Japan about 30% of CO2 cedar absorb 4.810 emission in a year Hydrogen Electricity Heat 3,290 **Conservation of Energy** Conventional System *1 1.200 Energy Efficiency • Power Transmission Loss 5% 500 35-40% • Rejection Heat Loss 55 ~ 60% **ENE**• FARM 2015 2005 2008 2012 **Energy Efficiency** • Power Transmission Loss 0% *1 Using energy of thermal power generation and boiler 80-85% • Rejection Heat Loss 15 ~ 20%

E&P of Oil & Natural Gas JX Group's Reserve Standards



JX Group's criteria for evaluating reserves conforms to the SPE Standards, drafted by the SPE (Society of Petroleum Engineers), WPC (World Petroleum Congress), AAPG (American Association of Petroleum Geologists), and SPEE (Society of Petroleum Evaluation Engineers) and announced in March 2007.

JX Group's reported reserves are in line with reserves as defined by the SPE Standards. The degree of certainty of the reserve values is categorized, in order, as either Proved, Probable, or Possible. Following trends common at other industry firms, JX Group's has used Proven and Probable reserves to arrive at its total reserves.

Definition of Proved Reserves:

Reserves judged to have a high level of certainty from analysis of geoscience and production/petroleum engineering data, based on economic conditions, operational methods and laws and regulations assumed by JX Group in light of discovered reservoirs—there is at least a 90% probability that actual recovered volume will equal or exceed estimates of oil and natural gas deposits reasonably evaluated as commercially recoverable.

Definition of Probable Reserves:

There is at least a 50% probability that additional oil and natural gas reserves will equal or exceed actual recovered volume of the total of estimated proved and probable reserves. While these additional reserves are evaluated in the same manner as proved reserves, the probability of recoverability of probable reserves is lower than proved reserves, but higher than possible reserves.

Outline of E&P of Oil and Natural Gas Projects



Project Name/Company	Sales Volume(JanMar. 2010) (1,000BOED) *1	Reserves (million BOE) *2	
[Gulf of Mexico(U.S.A.)]			
Nippon Oil Exploration U.S.A. Limited	11	48	
(Canada)			
Japan Canada Oil Company Limited	14	280	
(North Sea, U.K.)			
Nippon Oil Exploration and Production U.K. Limited	12	21	
(Vietnam)			
Japan Vietnam Petroleum Co., Ltd.	11		
(Myanmar)			
Nippon Oil Exploration (Myanmar) Ltd.	9		
(Malaysia)			
Nippon Oil Exploration (Malaysia) Ltd.	17		
Nippon Oil Exploration (Sarawak) Ltd.	33		
(Indonesia)			
Nippon Oil Exploration (Berau) Ltd.	12	352	
(Papua New Guinea)			
Japan Papua New Guinea Petroleum Company Ltd.	6		
Southern Highlands Petroleum Co., Ltd.	1		+ 113
(Australia)			(Compared to Dec., 2008)
Nippon Oil Exploration (Australia) Pty Ltd.	1	88	\sim
(United Arab Emirates, Qatar and others) *	3		
Abudhabi Oil Co., Ltd., United Petroleum Development Co., Ltd. and others	14	24	\vee
Total	141	813	

*1 Project company basis .

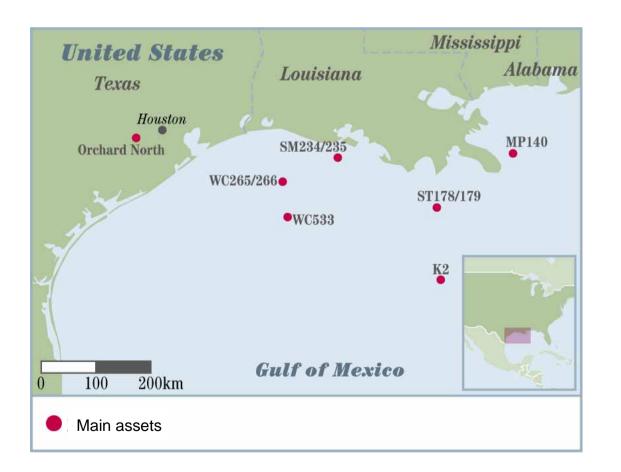
*2 Proved reserves and probable reserves as of end of Dec., 2009, including reserves from projects currently under development.

*3 JX Group's equity basis

Principal Individual E&P Project Overview



Gulf of Mexico



'10 Jan - Sep Sales Volume

10,700 boed (oil: 4,500 b/d, gas: 37mmcf/d)

Project Company

Nippon Oil Exploration U.S.A. Ltd. (NOEX USA) (100%) (%) = JX Group Shareholding

Range Of Interests in Individual Fields 11.6% to 100%

Operators

NOEX USA, Anadarko, ConocoPhillips, others

In 1990, NOEX USA began exploration, development, and production operations at an onshore field in Texas and offshore blocks in both deep as well as shallow waters in the Gulf of Mexico.

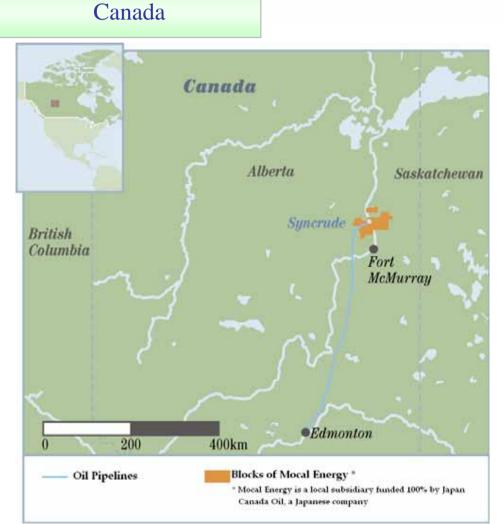
In addition to continuing such existing operations as those in the Orchard North Gas Field, Aconcagua Gas Field, and Virgo Gas Field, NOEX USA purchased interests in certain producing assets in the Gulf of Mexico from Devon in 2005 and from Anadarko in 2007.

In January 2010, NOEX USA made a gas discovery on the Davy Jones prospect.

In September 2010, NOEX USA sold some assets of shallow water and deep water area.

Principal Individual E&P Project Overview





'10 Jan - Sep Sales Volume 14,300BOED (Oil 14,300b/d)

Project Company

Japan Canada Oil Co., Ltd. (100%) (%) = JX Group Shareholding

Interest in Individual Fields 5%

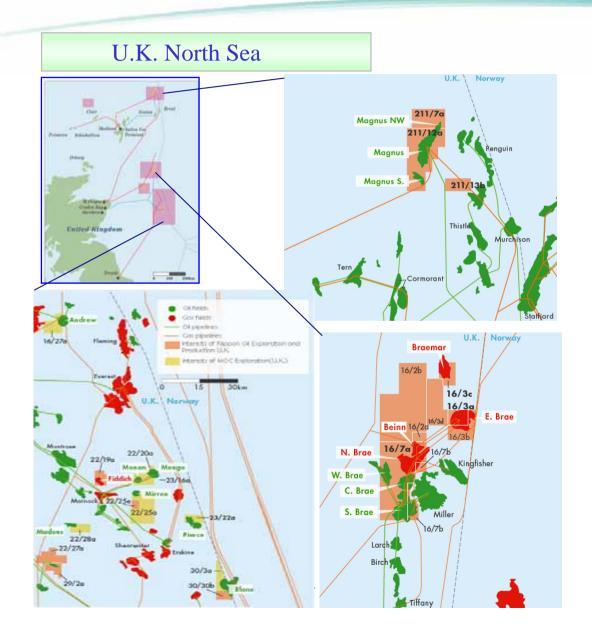
Operator Syncrude Canada

In 1992, NOEX acquired a 5% stake in the Syncrude project from PetroCanada. Subsequently, this stake was transferred to Mocal Energy Limited (a wholly owned subsidiary of NOEX).

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Principal Individual E&P Project Overview





'10 Jan - Sep Sales Volume 11,700BOED (oil: 7,000b/d, gas: 28mmcf/d)

Project Company

JX Nippon Exploration and Production (U.K.) Ltd. (100%) (%) = JX Group Shareholding

Range of Interests in Individual Fields 2.1% to 38.2%

Operators

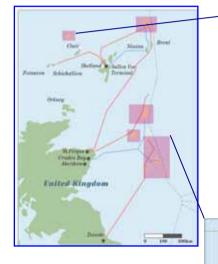
BP, Shell, Marathon, others

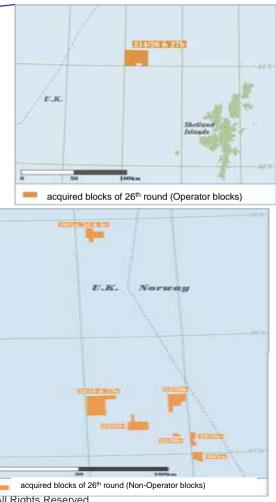
In 1994, acquired a working interest in blocks, including those in the Andrew Oil Field, the Mungo/Monan Oil Fields, the Pierce Oil Field, the Mirren/Madoes Oil Fields, and the Blane Oil Field. It is currently expanding its exploration, development, and production operations. In 1996, acquired an interest in the Magnus Oil Field, in 2002, it acquired interests in the Brae Gas Fields and the Fiddich Oil Field, and in 2004, it acquired an interest in the West Don oil field. Exploration, development and production activities are progressing.

Principal Individual E&P Project Overview



U.K. North Sea





New blocks are acquired in 26th round in 2010.

Project Company

JX Nippon Exploration and Production (U.K.) Ltd (100%)

Operator blocks

Interests of individual Fields 40%

the west of Shetland Islands 214/26, 214/27b

Non-Operator blocks

Range of Interests of individual Fields 10-25% Operators

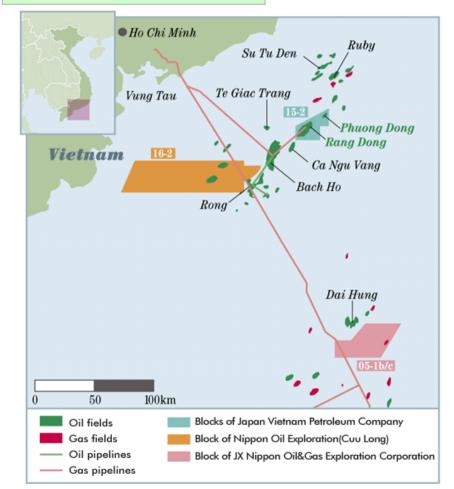
GDF Suez, BP, Maersk, TAQA

middle North Sea 22/16, 22/17b, 22/20b, 22/23c, 22/30e, 23/26e, 30/1a, 16/1a, 16/2d, 16/6c

Principal Individual E&P Project Overview



Vietnam (Block 15-2)



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'10Jan - Sep Sales Volume 11,000BOED (oil: 7,700b/d, gas: 20mmcf/d)

Project Company

Japan Vietnam Petroleum Co., Ltd. (JVPC) (97.1%) (%) = JX Group Shareholding

Interest in Individual Fields

Rang Dong : 46.5% Phuong Dong : 64.5%

Operator

JVPC

In 1992, JVPC acquired a working interest in block 15-2 offshore Vietnam.

In 1994, JVPC discovered the Rang Dong Oil Field within block 15-2, and it began production in that field from 1998. In February 2008, Rang Dong CDM Project received CER (Certified Emission Reductions) issuance approval under the Kyoto Protocol.

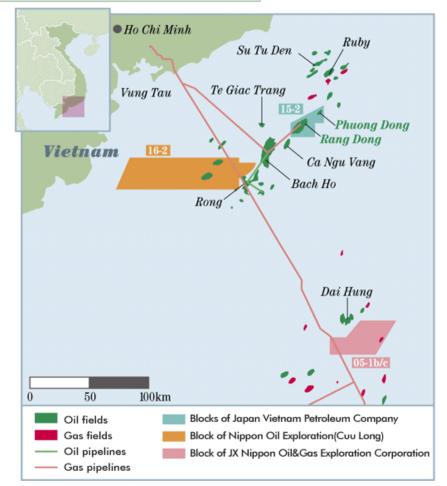
In July 2008, Rang Dong Oil Field achieved a cumulative production volume of 150 million barrels.

In August 2008, JVPC began production in the Phuong Dong Field. 51

Principal Individual E&P Project Overview



Vietnam (Block 16-2)



Project Company

Nippon Oil & Exploration (Cuu Long) Co., Ltd. (35.0%) (%) = JX Group Shareholding

Interest 40%

Operator PVEP

In November 2007, acquired a working interest in block 16-2 offshore Vietnam.

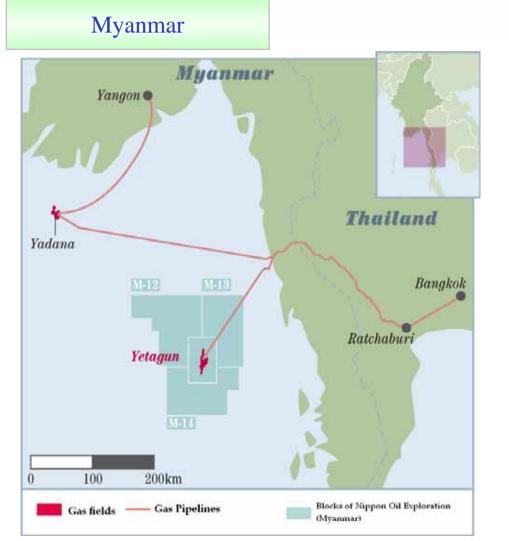
In November 2009, using test well No,1, made a gas and condensate discovery.

In August 2010, using test well No,2, made a gas and condensate discovery.

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Principal Individual E&P Project Overview





Project Company

Nippon Oil Exploration (Myanmar), Limited (NOEX Myanmar)(50%) (%) = JX Group Shareholding

Interest in Individual Fields 19.3%

Operator

PETRONAS Carigali

In 1991, NOEX Myanmar acquired a working interest in blocks M-13/14 offshore Myanmar.

The following year, it acquired a working interest in block M-12 and discovered the Yetagun Gas Field in that block.

In 2000, production at the Yetagun Gas Field commenced, with the produced gas supplied to the Ratchaburi power plants in Thailand.

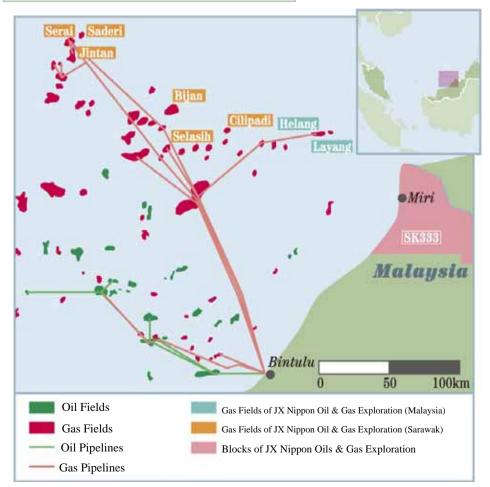
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^{&#}x27;10Jan - Sep Sales Volume
 8,900BOED
 (oil: 900b/d, gas: 48mmcf/d)

Principal Individual E&P Project Overview



Malaysia (Block SK-10)



'10 Jan - Sep Sales Volume 17,100BOED (oil: 3,100b/d, gas: 84mmcf/d)

Project Company

JX Nippon Oil & Gas Exploration (Malaysia), Limited (78.7%) (%) = JX Group Shareholding

Range of Interest in Individual Fields 75%

Operator

JX Nippon Oil & Gas Exploration (Malaysia), Limited

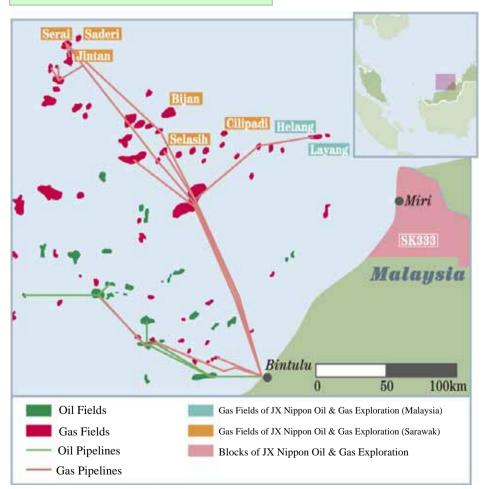
In 1987, acquired a working interest in Block SK-10 offshore Sarawak, Malaysia. In 1990, discovered the Helang Gas Field, where production commenced in 2003. In 1991, discovered the Layang Gas Field.

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Principal Individual E&P Project Overview



Malaysia (Block SK-8)



'10 Jan - Sep Sales Volume 32,900BOED (oil: 2,600b/d, gas: 182mmcf/d)

Project Company

JX Nippon Oil & Gas Exploration (Sarawak), Limited (76.5%) (%) = JX Group Shareholding

Interest in Individual Fields 37.5%

Operator

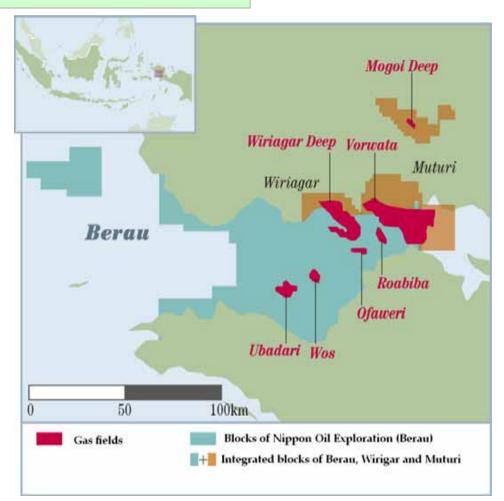
Shell

In 1991, acquired a working interest in Block SK-8 offshore Sarawak, Malaysia. From 1992 through 1994, the Jintan and Serai Gas Fields were discovered in that block, and production there commenced in 2004. In 2008, the Saderi Gas field commenced production.

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Principal Individual E&P Project Overview

Indonesia



'10 Jan - Sep Sales Volume 12,200BOED (oil: 500b/d, gas: 70mmcf/d)

Project Company

Nippon Oil Exploration (Berau), Limited (NOEX(Berau)) (51%) (%) = JX Group Shareholding

Interest in Individual Fields 12.2% (after unitization)

Operator BP

From 1990, using three test wells natural gas was discovered in the area. Subsequently, the Vorwata Gas Field, Wiriagar Deep Gas Field, and other gas structures were discovered.

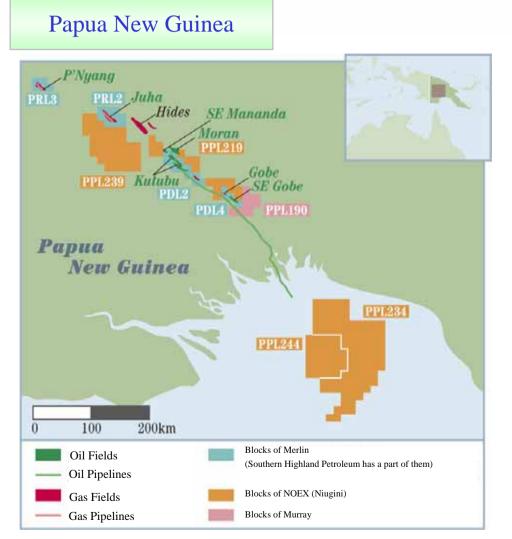
From December 2002, those with interests in the Berau, Wiriagar, and Muturi blocks agreed to become partners in unitizing the blocks and undertake development work cooperatively.

Production commenced in June 2009, and the first cargo of LNG has lifted in July 2009.

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Principal Individual E&P Project Overview





'10 Jan - Sep Sales Volume 6,800BOED (Oil : 6,800b/d)

Project Company

Japan Papua New Guinea Petroleum Co., Ltd. (36.4%) Nippon Oil Exploration (PNG) Pty. Ltd. (100%) Nippon Oil Exploration (Niugini) Pty. Ltd. (25%) Southern Highland Petroleum Co. Ltd.(80%) Murray Petroleum Co., Ltd. (29.6%) (%) = JX Group Shareholding

Range of Interests in Individual Fields 4.7 to 73.5%

Operator

Oil Search, Exxon Mobil, others

In 1990, Japan Papua New Guinea Petroleum acquired exploration rights in Papua New Guinea from Merlin. And, acquired original exploration rights.

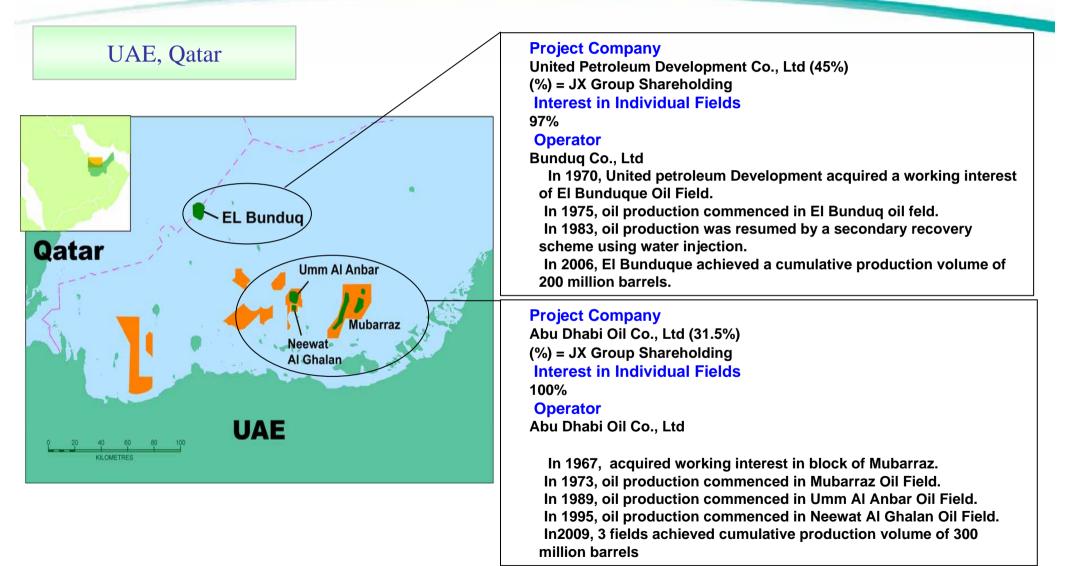
Subsequently, exploration, development, and production activities have been undertaken in the Kutubu, Moran, Gobe, SE Gobe, and SE Mananda oil fields.

In December 2008, Merlin, Japan Papua New Guinea Petroleum's 100% subsidiary, acquired the PNG LNG Project equity and oil field equity that AGL Energy owned.

In December 2009, PNG LNG Project was made a final decision to proceed with the development.

Principal Individual E&P Project Overview

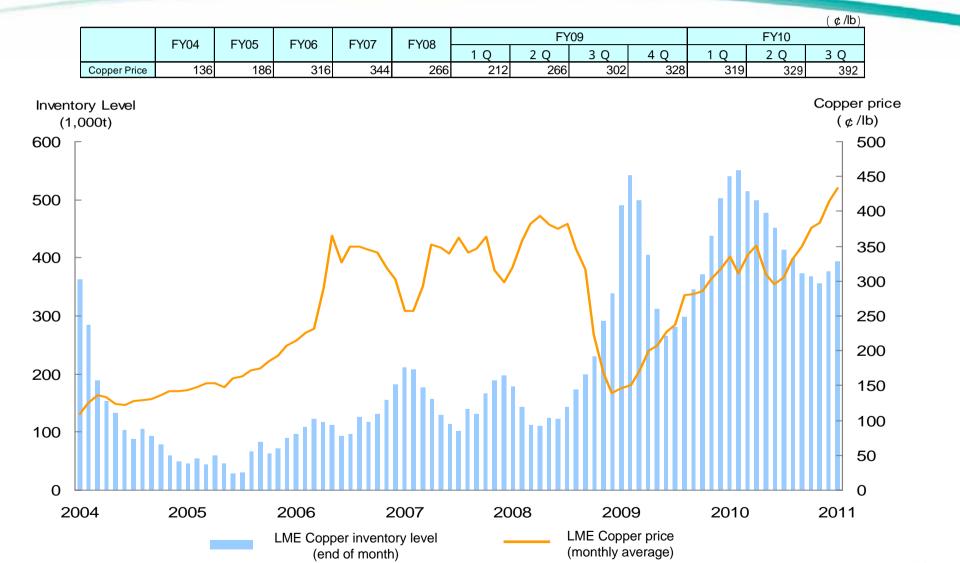




Metals

Copper Price and Inventory Level

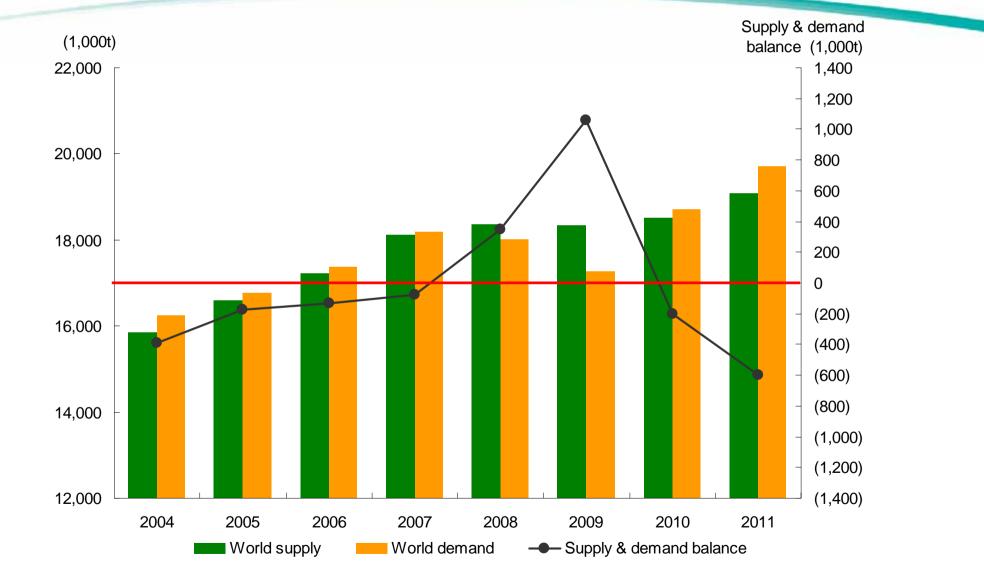




Metals

World Copper Cathodes Supply & Demand

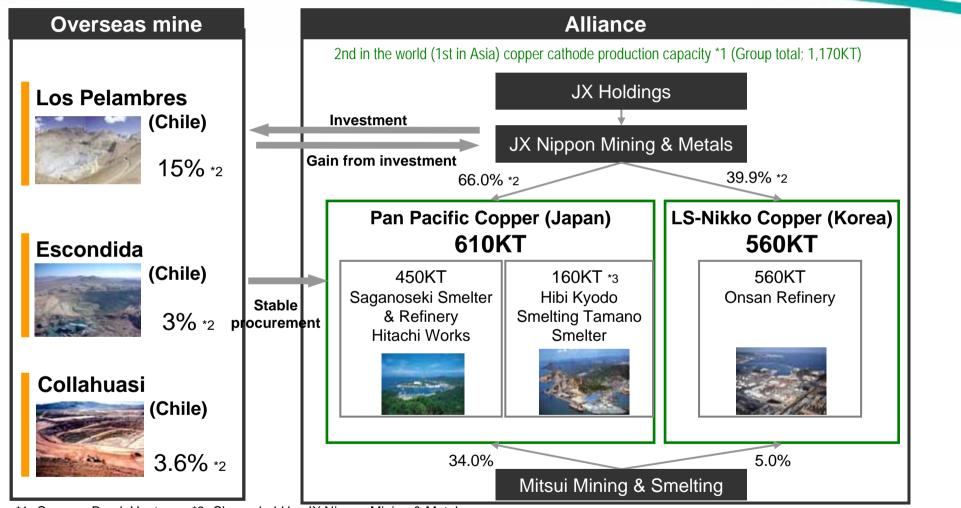




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Copper Smelting & Refining





Notes: *1 Source: Brook Hunt. *2 Shares held by JX Nippon Mining & Metals *3 Total Capacity is 260KT. PPC has 63.51% equity.

Metals

Nikko-Chloride Process (N-Chlo Process)

N-Chlo Process

Structure of N-Chlo Process

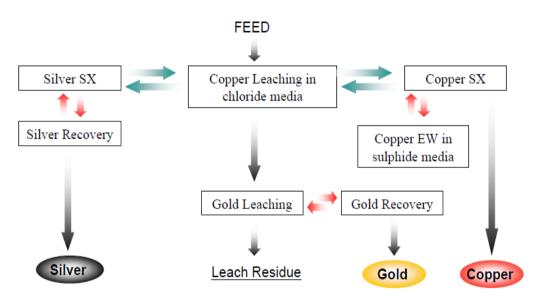
The N-Chlo Process is a new hydro-metallurgical process that we have uniquely developed.

The process enables the effective recovery of not only copper from low-grade copper concentrate, but also such precious metals as gold and silver .

This process does not generate sulfur oxides (SOX), and it is possible to substantially reduce energy consumption and Co2 emissions, compared with pyro-metallurgical smelting which is the most commonly used method in the copper smelting industry.

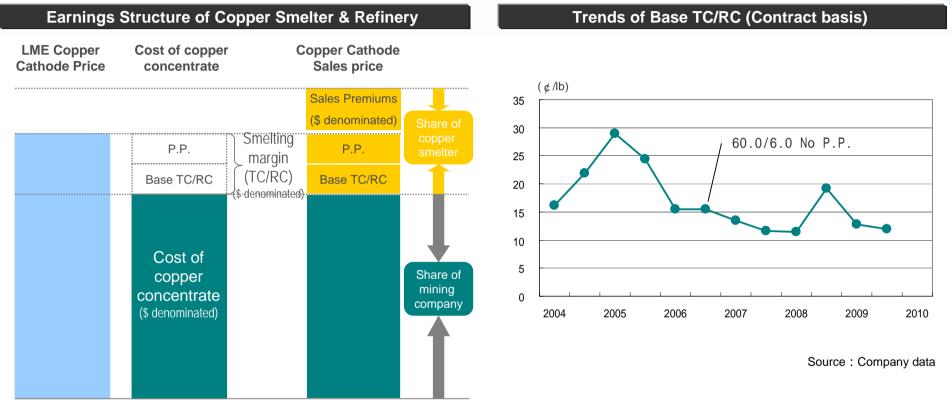
We constructed a pilot plant in Australia and have been conducting demonstration test since latter half of 2009. (Copper Content : about 100 ton/year)





Earnings Structure of Copper Smelter & Refinery / Trends of Base TC/RC





Cost of copper concentrate : The price of copper concentrate, which custom smelters pay to mining companies, is LME copper cathode price less TC/RC, which is smelting margin.

TC (Treatment charge) + RC (Refining charge) : Consisting of "Base TC/RC" and "P.P."

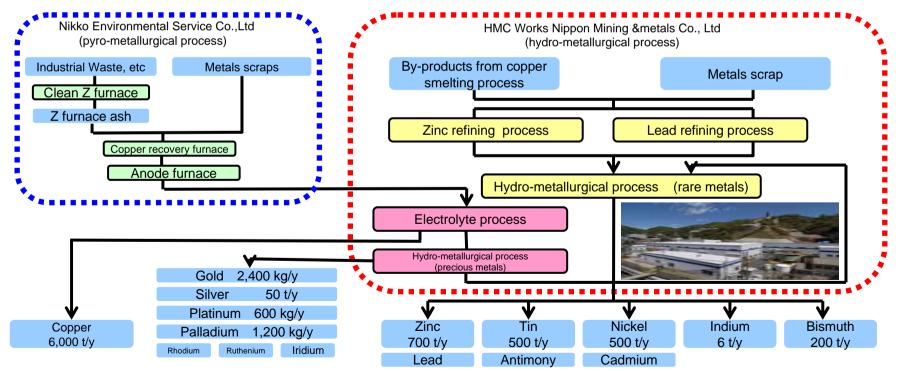
P.P. (Price participation) : The system under which mines and smelters share margins when LME copper price exceeds benchmark price. **Sales price** : LME price plus sales premiums, which is established by reference to various factors including importation costs, import tariffs, and others

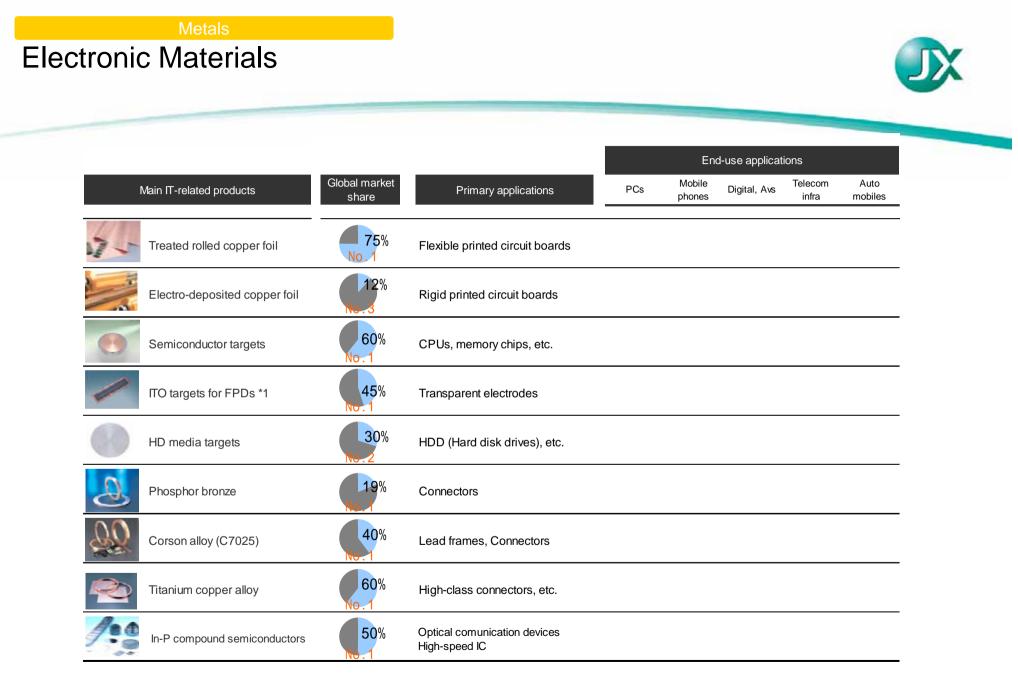
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Metal's Recycling Complex in Hitachi

- Recovering 16 kinds of metals efficiently by hydrometallurgical process
- An original zero emission process that combines with pyro-metallurgical process of Nikko Environmental Services Co., Ltd at adjacent site.
- Favorable location adjacent to the metropolitan area the biggest urban mine in Japan
- The role as a raw material (indium, nickel, etc) supplier to Electronic Material Business







This notice contains certain forward-looking statements. These forward-looking statements may be identified by words such as "believes", "expects", "anticipates", "projects", "intends", "should", "seeks", "estimates", "future" or similar expressions or by discussion of, among other things, strategy, goals, plans or intentions. Actual results may differ materially in the future from those reflected in forward-looking statements contained in this notice, due to various factors including but not limited to: (1) macroeconomic condition and general industry conditions such as the competitive environment for companies in energy, resources and materials industries; (2) regulatory and litigation matters and risks; (3) legislative developments; and (4) changes in tax and other laws and the effect of changes in general economic conditions.