

Building on a Tradition of Innovation

Mimaki Engineering is a market-oriented company dedicated to developing new products based on inkjet and cutting plotter technologies.

Research & Development Sign Graphics Sales & Marketing Customer Engineers Company Outline

Mimaki is a development oriented company supporting on-demand business and creating innovations in three market segments.



- (1) MIMAKI ENGINEERING aims at creating new business in the market by developing various products which boost our customers' competitiveness with our original ink jet technology and cutting technology.
- (2) Our company consists of several business units in order to meet customers' needs in various markets. We regard each unit as a single grape, and aim to shape the entire company like the cluster of grapes.

Now that digitalization has been rapidly progressed in a sign and graphic (SG) market which is the main target for us, they are demanding strongly more and more environment-conscious and energy-efficient products. We have been an industrial leading company as a creator of eco-solvent market and will always maintain our leading position with epoch-making inkjet products including Latex ink and Solvent UV ink. Our product development philosophy is to continually offer "New and Different" products to customers. On the basis of such philosophy, we also attempt to globally expand the market share of digital on-demand printing system with our inkjet printers, which have the capability to reduce power consumption and ink waste for not only SG market but also an industrial product (IP) and a textile and apparel (TA) markets. Our overseas sales ratio is over 70%, and it is further increasing despite the severe exchange environment. In addition to existing bases in advanced countries including the United States and Europe, we have established subsidiaries in fast-growing emerging countries such as China, India, Brazil, and Indonesia for expanding our business. For the future, we will launch market-oriented products suited to emerging countries with a view to a much wider range of customers.

For production, we will strengthen our total cost competitiveness by reinforcing the production scale of our manufacturing subsidiary in China established in 2008, while maintaining our domestic production scale. Our company went public in March 2007. We will meet our social responsibilities and pursue improved quality in all business areas, aiming at an excellent company which can play an active part on a global basis.

Management Vision

- 1. We aspire to become a "Development-oriented Enterprise" holding our own technology and supplying our own brand products throughout the world.
- 2. We aim to become a company that can adapt and quickly provide the products that will satisfy the customers.
- 3. We strive to become an innovator always providing "something new, something different" in the market.
- 4. We aim at creating a corporate culture where our individual employees can exploit their personal characters and capability to the fullest extent.

Markets for our products

With our inkjet and cutting technology, we will support the production of images rich in creative design in 3 fields.



Innovative, creative applications drive the evolution of our sign graphics products.

The worldwide standard for "Speed" and "Brilliance" in inkjet imaging is our goal.

In our main market, i.e. the signage and graphics market, our company fulfills market requirements and leads the industry in supplying creative products. Also more affordable machines for the developing countries and new ink developments will enable us to expand our global operations.

New challenges will drive yet more innovation in inkjet applications. Digital on-demand industrial production with enhanced inkjet technology.

For the high growth potential industrial markets we have developed both a high resolution UV-curable inkjet printer for small batch on demand production, and complementary large-sized cutting plotters.

Digital creative power that stimulates the fashion industry has generated firm trust in digital printing from the European fashion industry.

Our pioneering work in the textile and apparel markets will continue with the development of new products to increase productivity and image brilliance. We also provide a total solution including pre-treatments and post-treatments to bring on-demand printing closer to the consumer.

Through these activities, we will propose new low-cost manufacturing harmonized with environmental concerns, where all necessary resources and energies will be used only at the time and in the amount they are needed. And we strive to become a development focused global corporation known for our own brand worldwide.

Mimaki develops a new corporate image

In order to remain as a group of innovators and to fully exploit personal characteristics and capability of our individual employees, we commenced a new GIPS management to pursue departmental profitability in small groups. We adopted a staff division system in which the division has responsibility and authority to manage their activities from product planning, development to sales planning for each group of products.

In GIPS (Group Independent Profitability management System), each group will have clear roles and responsibilities and will perform activities voluntarily as if each of them is an independent small factory. The added value as the fruit of the activities of each group will be made clear, and in order to improve the profitability of its own department, all members of each group centered on its leader will share the issues and try to resolve them. Through such activities, all employees will participate in the management and each of them will have efficiency in mind. Thus, we are looking to make our company an aggregate of small fruits like a cluster of grapes.

The Future

Sign Graphics

Industrial Products

Textiles & Apparel

Products

Faster and even more brilliant! Inkjet technology is evolving continuously.



We have developed cutting plotters and inkjet printers that many professionals have selected for their use. Mimaki Engineering aims to sell Mimaki products wherever high-qua lity signs are produced.

In order to realize the kind of speed and

quality that are required by users, we have developed original functionalities for cutting plotters such as half-cut function and crop mark detection. In developing new inkjet printers, we keep always ahead one step of the competition. Our ecologically friendly UV LED technology, aqueous Latex ink & solvent UV ink, precise array of staggered heads, automatic change of double ink cartridges and environmentally friendly inks are just one example.

Currently, inkjet printing is expanding even to developing countries. Taking into consideration planned overseas lower-cost production, we will expand the range of high-performance and more affordable products, meeting the needs of the respective regions. We will also strengthen our service channels to meet these regional needs and to promote further global development. Also by combining inkjet and cutting technologies, we will continue to develop products to enable more expressive sign art at lower costs.

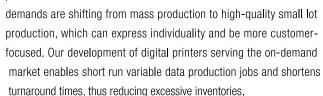


High light-resistant pigment inks, fine solvent inks...
 New concepts for the Sign Graphics industry are being developed continuously.

Digital on-demand production systems for fast response small batch production.



"Any screen printing in all industries can be replaced with inkjet technology..." According to this concept we are proposing a new business model utilizing our inkjet and cutting technologies from competitors is to provide value-added products with a short lead-time. Users'



Additionally, UV-curable ink enables direct printing on non-coated plastics or acrylics. Adoption of UV-inkjet printers is increasing in industrial markets such as automotive industries, home electric appliances, furthermore gift and novelties.

By offering print stations which can be incorporated into conventional systems, Mimaki's inkjet technology will be considered to be a great innovation in numerous industrial fields in the near future.



ndustrial Products

A flexible technology for any kind of industry expands business opportunities.

Designer's ideas will be more vividly expressed with powerful easy-to-use digital tools.



Mimaki's digital textile printer won quick acceptance internationally soon after its launch. Customers in Europe have come to rely on our technology. This is because it can minimize the manufacturing process



turned into products in a few steps, and patterns and color variation that traditional textile printing could not produce are now achievable. Digital printing eliminates the need for screens, so that custom-made production is quick and easy.

Since textile printing requires more refined expression and uses various materials, new technology is also required in the pre/post-treatment processes. Together with Graphic Creation, a subsidiary engaging in print services, Mimaki will include know-how on the pre/post-treatment processes to provide users with a total solution. We will also promote

> on-demand print business like T-shirts near high consumption areas and develop textile printers with high productivity for existing end user retention. In this way we will help to create more digital innovation in the traditional printing industry.

Textiles & **Apparel**

Inkjet technology, which is supporting the modern fashion scene, can also respond flexibly to traditional cultures.

Compelling new products to fit the various needs of more and more industries. That is the innovative spirit of Mimaki.



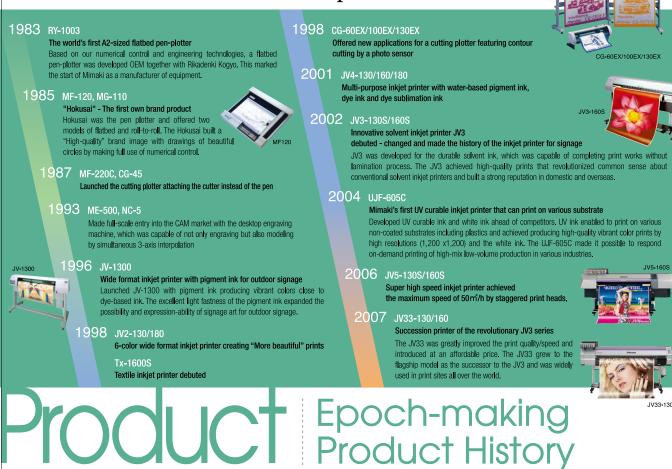
Some of the products mentioned above may not be exported. Please contact us for further details.

Products



A wide range of superior productivity high-quality products.

Mimaki's development recaptures the history of innovation that has enabled it to be one step ahead.



008 CJV30-60/100/130/160 The CJV30 offered value-added prints with the combination of Print & Cut in one printer 2009 JFX-1631 UV LED flatbed inkjet printer that opened up a new stage for large-sized printing on rigid substrates 010 UJF-3042 Affordable & Compact-size UV printer for everyone UJF-3042 was introduced at an affordable price and redefined the idea that the investment for the UV inkjet printer was very high. Additionally, its compact design only needed small installation site, and thereby accelerated the penetration rates of UV inkiet printer. 2012 JV400 Series TS500-1800 Latex ink model The world fastest printing speed 150m²/h * The fastest printing speed for transfer paper - World's First Latex White Ink - Eco-friendly water-based ink - Excellent usage for outdoor and indoor applications Solvent UV ink model SWJ-320S2/320S4 - World's First Solvent UV ink 3.2M wide grand format inkjet - Never-before-seen glossiness and scratch resistance printer on to emerging markets - High ink dry-ability enables immediate processing after the print

Products



The Mimaki Style

Research & Development

Manufacturing

Sales & Marketing

Customer Engineers A collection of top engineers is the heart of Mimaki.



Engineers who thrive on the challenge to create new products gather at Mimaki's Research & Development department to form the core of our company. R&D consists of more than one



hundred eighteen members who specialize in mechanics, hardware, firmware, software, and chemicals. Around 7% of total revenue is dedicated to R&D providing the necessary support to create innovative new products every year.

For each development theme, a project team is organized to bring the market demand into focus. Mimaki's development style is to reach the final goal by maximizing each engineer's specialty. We also develop our businesses as close to our users as possible. We put extraordinary emphasis on "Market-oriented" thinking. By doing so, we identify the various needs of our customers and continue to be innovative so delivering cutting edge technology.

We also opened an Inkjet Laboratory as a new business. Mimaki aims at developing new applications for inkjet technology in collaboration with different industries through pattern formation or coating of liquid.

Research & Development

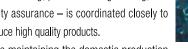
• El is more respected than IQ here. Emotional Intelligence is necessary to create user-friendly products.

Research & Development

Mimaki's machines enable customers to make their own high-quality products.



In the Manufacturing Department, each section of production - management, purchasing, manufacturing, production engineering, and quality assurance - is coordinated closely to produce high quality products.



While maintaining the domestic production

scale, Mimaki is increasing manufacturing volume by the plant in China and it is contributing to enhance Mimaki's total cost competitiveness.

The essential theme of Production Department is "Placing top priority on product quality". Focusing on 4 themes "Q(quality), C(cost), D(delivery), S(speed)" we produce large format and high performance products. Even though many different machines are in the product line, each machine is considered an important work tool for a customer. Our priority is to manufacture our products with responsibility and pride in our brand.

We are working to establish a 'One Week Production and Inventory Cycle', OWPIC, a production system that can immediately respond to fluctuations in worldwide demand by executing assembly and inventory planning on a weekly basis.

In our daily production, we emphasize 'Visual Production Management' whereby a problem is promptly discussed in related work section teams. This speedy approach is one of Mimaki's strong points and is a result of 100% in-house development and production. It creates confidence in our customers.







The sales department plays a vital role in communicating customers' needs in order to develop new products quickly. Their task includes marketing, product planning, and proposals for products that can be utilized



by customers. Our products are basically for B-to-B, not for B-to-C. Considering products' applications, sales staff approach new fields or industries and propose new business opportunities. We propose our products as manufacturing systems, so our sales style is highly technical. In addition, personal follow-up to end-users is necessary.

In domestic sales, Mimaki has established Close-to-Customer sales channels through regional sales companies having direct contact with end users. We have opened Test centers where customers can evaluate our products with their own materials before purchase. In international sales, we are expanding the Mimaki brand by conducting marketing and customer support through our subsidiaries in Worldwide (USA, EU, etc) and distributors. As global expansion proceeds, international communication is becoming very important for us.

Sales & Marketing

Sales & Marketing

Approach new fields with a customer-focused attitude and a sense of urgency.

Support users by quick response and high-level techniques.

Share real information from customers' and bring feedback into the next product development



The Customer Engineers department plays an indispensable role for installation, set-up, user education, maintenance, and repair. Their main task is service & support for machine operators at the customer



sites. It is necessary to deal with individual situations promptly. This calls for the ability to understand what the trouble is and to take action immediately to solve it. Calmness, the sense to grasp things calmly, and good service skills are necessary qualities for customer engineers. They also play an important part in gathering facts from customers and feeding them into product development.

To respond more promptly to increasing demands for support, we have the Technical Call Center. Our full time specialists take calls and guickly answer enquiries, extend maintenance services, fix issues and offer consultation on the purchase of supplies based on our customer database. Our one-stop support service enhances our customers' convenience, thereby improving customer satisfaction. We have established a fine-tuned service network in Japan, independent of outside servicing agents, and are providing safe and fast services.

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Customer Engineers



Company History

1975	August Founded as a private limited company	2004	May Built new headquarters building
1979	March Opened Tokyo sales office at Ueno		June Acquired WIZTEC CO.,LTD.
1981	May Reorganized as MIMAKI ENGINEERING Co.,Ltd.		September Opened MIMAKI USA Chicago sales office
1983	December Started development of A2 flatbed pen plotter	2005	April Opened Technical Call Center
	[RY-1003] for OEM	2006	April Acquired Graphic Creation
1985	February Started sales of A2 flat pen plotter		August Relocated head office to Shigeno-Otsu, Tomi-city
	under "Hokusai" brand-name		August Moved MIMAKI PRECISION CO.,LTD.
1986	March Started operation of Kazawa factory		to Shigeno-Otsu, Tomi-city
	June Opened Osaka sales office	2007	March Listed on JASDAQ Securities Exchange, Inc.
	September Opened Nagoya sales office		April Moved Mimaki Taiwan to Tanzih Township, Taichung
1988	June Built an additional building to Kazawa factory,		December Founded MIMAKI IJ TECHNOLOGY (ZHEJIANG) CO.,LTD.
	moved head office into it	2008	J <mark>uly</mark> Acquired Mimaki-nbn GmbH
1990	April)	2009	January Received ISO 14001 certification
(Opened sales offices at Fukuoka,		March Consolidated sales office in Kumamoto into Fukuoka
,	Hiroshima, Sendai, Sapporo and Kanazawa		June Founded Shanghai Mimaki Trading Co.,Ltd.
1995	October J		July Founded MIMAKI BRASIL COMERCIO E IMPORTACAO LTDA
1994	January Moved Tokyo branch office to Kitashinagawa(Osaki),		September Acquired MIMAKI KANPHOR INDIA PRIVATE LIMITED
	Obtained a showroom		September Moved Nagano Development Center to Kitanagaike, Nagano-City
1995	July Founded MIMAKI ENGINEERING (TAIWAN) Co.,Ltd.	2010	August Founded MIMAKI PINGHU TRADING CO., LTD.
1999	January Received ISO 9001 certification	2011	November Founded PT. MIMAKI INDONESIA
	September Founded MIMAKI USA, Inc. in Duluth, Georgia	2013	April Founded MIMAKI AUSTRALIA PTY LTD
2003	January Opened a showroom at Osaka sales office		April Founded MIMAKI SINGAPORE PTE. LTD.
	February Moved MIMAKI USA, Inc. to Suwanee, Georgia		April Opened Kyoto sales office
	June Opened MIMAKI USA Boston sales office		June Opened Kobe sales office
	October Opened Nagano Development Center		July Trade name Mimaki-nbn GmbH has changed to Mimaki Deutschland GmbH
2004	February Opened MIMAKI USA Los Angeles sales office		September Opened Shikoku sales office
	April Founded MIMAKI PRECISION		September Moved Osaka sales office
	April Opened sales offices at Saitama, Kumamoto	2014	October Opened Yokohama sales office
	April Founded MIMAKI EUROPE B.V. in Amsterdam, The Netherlands	2015	March Changed the listing of our stock market to the first section of the Tokyo Stock Exchange
			May Opened Hachioji Development Center





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