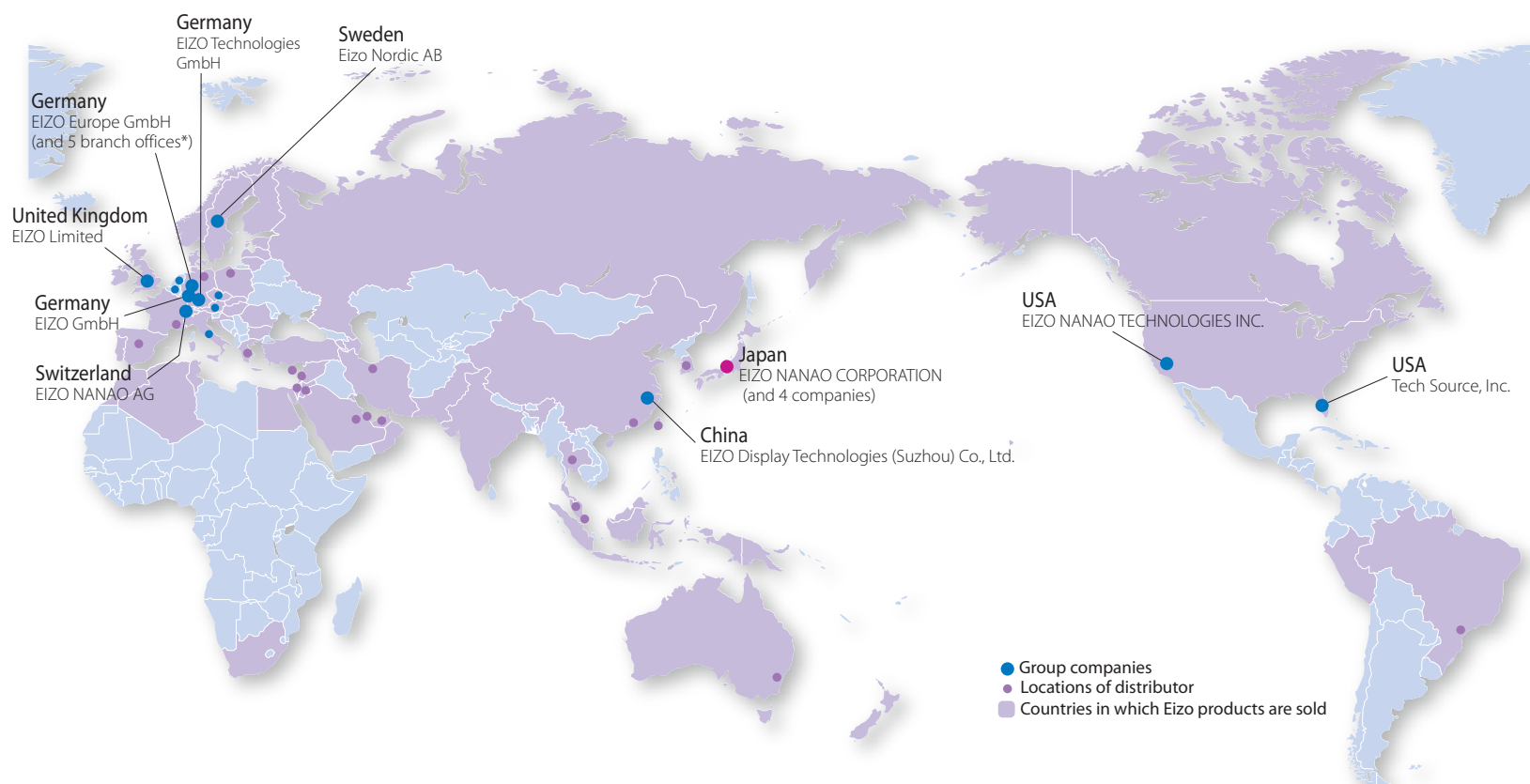


**We will take on  
the role of being  
an international  
corporation with a  
global outlook  
and mindset.**

In order to ensure the delivery and ongoing worry-free use of our products worldwide, our group companies in Japan and abroad, and distributors in various countries, maintain strong mutual relationships to support customers and achieve sound corporate growth.

### EIZO Group Global Network

The EIZO Nanao Group comprises 14 companies in Japan, Europe, the United States and China. We generate synergies in development, production and sales among our Group companies and utilize our comprehensive, worldwide capabilities to meet the needs of the market while enhancing our product lineup and expanding our market share.



Our products are well received around the world, with current sales in 67 countries and territories through our Group companies and 17 global distributors. (As of September 2012)

\* EIZO Europe GmbH is composed of the head office in Germany and five branch offices in Austria, Belgium, Czech Republic, Italy and the Netherlands.

## Globalization of Development and Production

The EIZO Group has three production sites in Japan, two in Germany and one in the United States and China, forming a network that maintains a coherent development and production system throughout the Group. This system enables us to apply stringent quality control from development to production, promote the creation of development synergies that maximize the strengths of each base, and construct an optimal production system for each market and customer. In addition, we promptly share information obtained in the course of development and production along with opinions and requests obtained from markets and customers to incorporate into product development and customer support.

### ◆ Efforts in the Chinese Market

China represents a priority market that is expected to continue growing. We are particularly focusing on expanding into the Chinese medical market. Our basic approach is "local production for local consumption," in which products sold in the Chinese market are produced by our Group company in China. Our business expansion plans call for introducing products into the medical equipment market and building a competitive advantage through aggressive product development and parts procurement at that company.

## Overseas Sales Network

### ◆ One Country/Territory, One Distributor System

From the very beginning of selling proprietary products in overseas markets, we have adopted a one country/territory, one distributor system in which a single subsidiary or distributor is responsible for all sales within a given country or territory. This unique system enables us to accurately discern customer needs in each country or territory by distributors who fully understand the culture and values of their respective regions and share information more smoothly. It also allows us to offer products through sales methods that are appropriate for each country or territory.

### ◆ Transition to a Direct Sales System in Europe and Reinforcement of Sales

In addition to general-purpose monitors, we have expanded into vertical markets encompassing medical, graphics, industrial and air traffic control monitors. These vertical markets require close, ongoing communication with customers as well as solid global support. We established sales subsidiaries in the United Kingdom and Germany in August 2011 to more effectively respond to these specific market environments and diversified sales channels. This decision required terminating our contracts with local distributors to initiate direct sales through our Group company in Europe starting in 2012. We plan to reinforce regional sales for further business growth with the two sales subsidiaries and five branch offices showing the way.

### ◀ EIZO United ▶

Group companies and distributors in each country periodically visit EIZO Nanao Corporation headquarters to tour the production site, directly exchange information with the planning and development departments, and participate in product study sessions to deepen their understanding of EIZO and its products and quality. In addition, annual EIZO United meetings gather Group companies and distributors to exchange information and broaden their collective base of knowledge.

