



EIZO Announces the Establishment of a Sales Subsidiary in the Kingdom of Saudi Arabia

Hakusan, Japan, February 15, 2024 – EIZO Corporation (TSE: 6737) announced the establishment of a wholly-owned subsidiary, EIZO Middle East Ltd., in Riyadh, Kingdom of Saudi Arabia to expand its sales and marketing activities across the Middle East region. The subsidiary is scheduled to set to formally be established in April 2024 with operations to commence in May 2024.

EIZO Middle East Ltd. is EIZO's 12th wholly-owned overseas subsidiary following the establishment of a subsidiary in India in March 2023. These 12 subsidiaries and EIZO distributors will market EIZO products worldwide in more than 120 countries and regions overseas.

In the Middle East region, EIZO has been selling its products through distributors since 2007, and have been strengthening sales since 2014 by hiring employees in Saudi Arabia. Saudi Arabia is the largest market in the region, and the government is strongly driving a national initiative to create diverse and sustainable economy as a strategic goal. The Middle East region is a market where strong economic development is expected to continue and strong demand for EIZO's products and services.

In Saudi Arabia, EIZO has achieved the No. 1 market share in the healthcare market. EIZO will continue to diversify into various industrial markets based on our achievement in the healthcare market. In each of these markets, we will further increase customer confidence through direct sales and marketing activities that leverage our strengths as a manufacturer. In addition, EIZO will expand its business in the Middle East region by investing strongly including human resources and implementing flexible sales measures in response to market changes, aiming to become No. 1 in strategic markets.

Furthermore, as many global EIZO customers are also expanding their investment in the Middle East market, EIZO will strengthen its global sales structure in the Middle East region to expand business.

Mr. Sami M. Alshehri, Company Representative of EIZO Middle East Ltd., states "We are in the most ambitious period we have been in and are taking further steps to achieve EIZO's expansion in the Middle East and enable the company to reach targeted customers. We are confident to achieve the business growth strategy allowing us to fulfill our mission of strengthening our business base."

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About EIZO

EIZO (TSE:6737), which means image in Japanese, is a visual technology company that develops and manufactures high-end visual solutions to enrich people in their professional and personal lives. EIZO offers total imaging solutions with a range of monitors, software, video capture, processing, and distribution solutions, cameras, and advanced integrated technologies, to meet the specialized needs of customers in business, creative fields, healthcare, air traffic control, maritime, security & surveillance, and more. Headquartered in Hakusan, Japan, EIZO has R&D and manufacturing facilities in Japan, China, Germany, and the United States, and representation in more than 120 countries.

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