

face the NEXT™

Boldly going forth with vision fixed on the future, working together with and constantly evolving with customers to realize an age of abundance that places emphasis on friendliness to the environment and respect for life.

Every facet of our lives and business has been changed by advances in IT and digital technologies. The photograph industry is similarly facing an age of transformation, where there is seamless integration of industries. As competition among businesses intensifies, we have reached a time that demands creative ideas like never before.

Amidst this environment, Noritsu Koki is coming up with ways to further penetrate domestic and overseas markets with the Noritsu Koki brand. Our brand statement, "face the NEXT," incorporates the ideas of "boldly going forth with vision fixed on the future while continuing to evolve" and "a next generation of abundance that places emphasis on friendliness to the environment and respect for life." We have utilized our abundance of management resources and robust technical abilities for production/development, high quality service and global market network to the fullest to build a solid reputation in the market in order to contribute higher corporate value.

Each and every member of our management team and each and every employee will strive to reach his or her maximum potential, as we aim to offer high value-added services and products that answer the needs of our customers all over the world.



Noritsu Koki Co., Ltd.
President, CEO

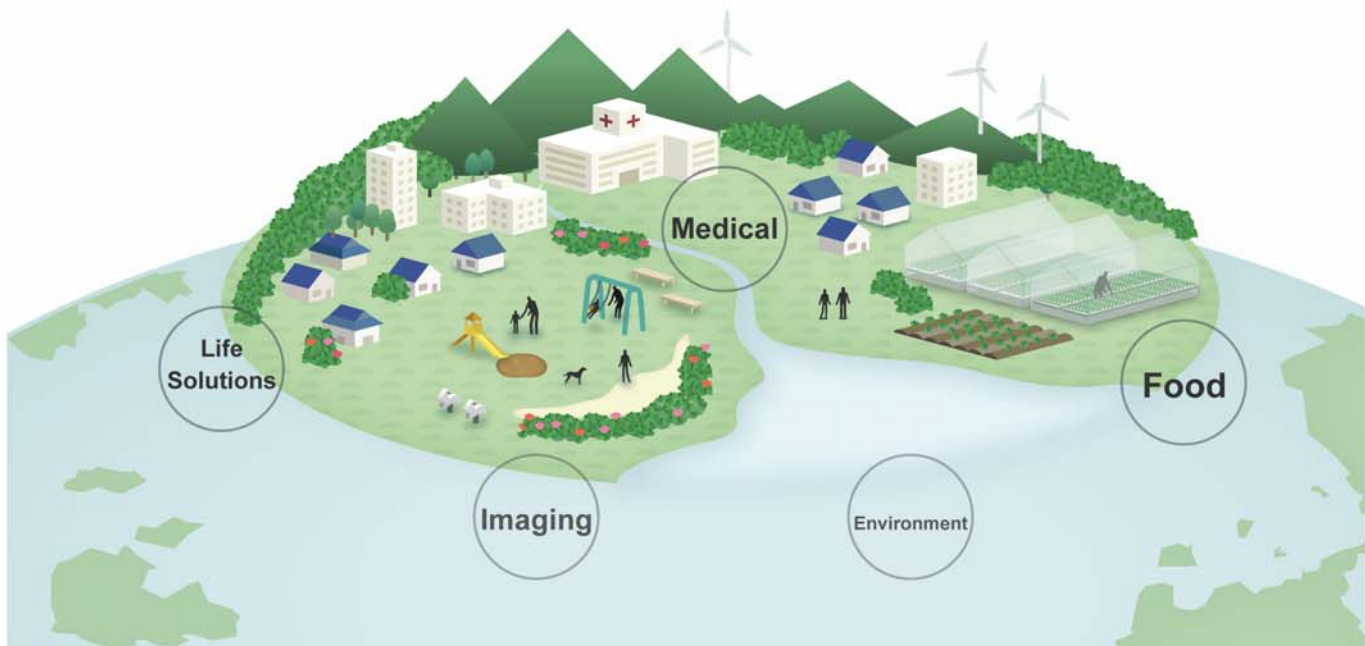
Hirotsugu Nishimoto

Business Philisophy

Provide reliable products and services that are supported by customers.

Vision

Under the grand goal of making society safe and secure, we are staking challenges to converting all of the possibilities of the "environment," "food," "medical care" and "imaging" industries into corporate strengths and new business. Not only that, but rather than connecting the dots of each separate business line, we are seeking synergy that at times transcends the individual domains and links them to each other in a bigger picture. We want to further ignite business and grow as a company that broadly contributes to society by investing in new areas as needed without contenting ourselves with our current corporate value.



CSR

Corporate Social Responsibility

CSR and environmental conservation

Companies have a social responsibility so they can continue to be valued by individual people and society.

Corporate social responsibility, or CSR, generally refers to the act of fulfilling responsibility for society and the global environment and initiatives for doing so, rather than putting profit first.

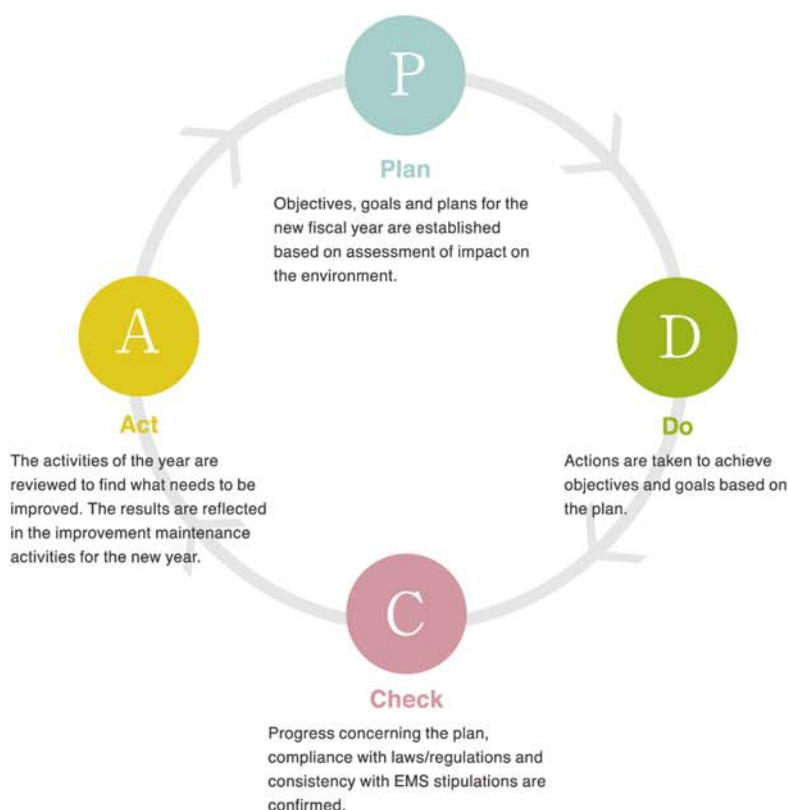
From the perspective of locating the company headquarters in Wakayama, which is rich in natural beauty, along with acquiring ISO14001 certification in 1999, the Noritsu Koki Group has been involved in product manufacturing and maintenance that are friendly to the environment based on our own environmental policy and green procurement guidelines. We plan to continue to vigorously pursue this policy.

Environmental management system (EMS)

In compliance with ISO14001, all departments work together to establish an environmental management system called "the PDCA cycle"

ISO14001 acquisition

Noritsu Koki obtained ISO14001 certification on October 20, 1999. Life cycle assessment is carried out and the company is striving to make our product manufacturing as safe as possible.



We do everything we can for the earth and the people who inhabit it. Noritsu Koki continues to work for the benefit of all.

As part of its CSR, the Noritsu Koki Group is actively involved in all sorts of activities to contribute to society and environmental conservation, so we can contribute to a "sustainable society." Each and every employee continues to cooperate with a high awareness of the company's commitment to CSR.

Main environmental conservation activities



Construction of solar power station

Noritsu Koki built a large-scale solar power station within the company headquarter grounds in November 2012, and thereby entered the renewable energy business. The maximum capacity is 2 MW, and it produces approximately 2.3 million kWh per year, bringing an annual reduction of approximately 950 tons of CO₂.



Utilization of wind-power generation equipment

A wind mill was installed at the company in 2003 as a measure to prevent global warming. Using the power for the company factory in place of conventionally generated electricity contributes to reduction of CO₂.



Various activities for promoting greenery

Noritsu Koki is involved in activities to plant greenery on the company grounds, and uses employees to take care of the plants to promote preservation and conservation of the global environment.



Use of LED illumination

The company is promoting the use of LED illumination in company facilities to reduce CO₂ emission and control utility costs.

Main activities that contribute to society



Opening our facilities to the community

With the goal of putting our facilities to good use and contributing to the community, we make our athletic grounds and gymnasium available to be used by local soccer and little league baseball teams, and also for special events.



Local area cleanup

The company voluntarily participates in the large scale cleanup conducted by the city of Wakayama each year; the company works together with the local community to clean the central portion of the city and area around the Noritsu Koki facilities.

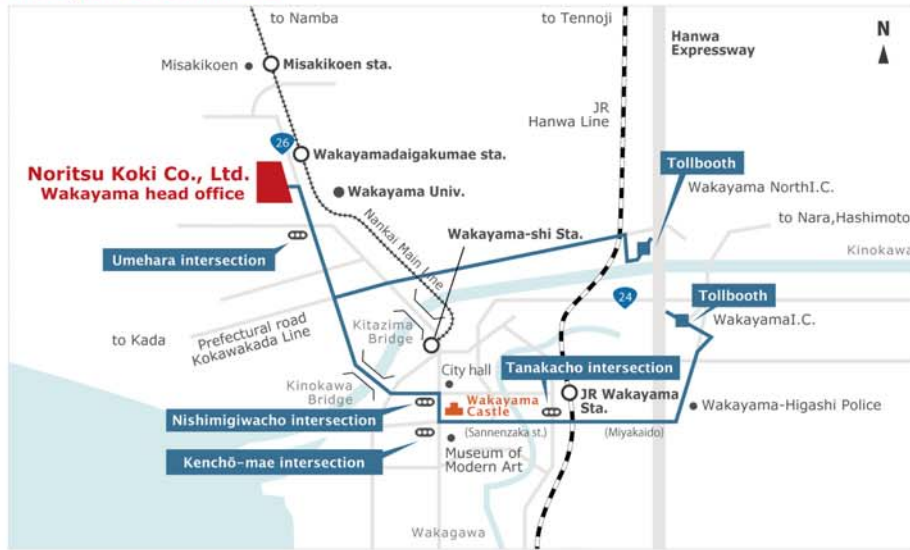


Access to company facilities in case of disaster

Noritsu Koki has offered the police and fire department the use of its main office facilities equipped with a heliport as base for security activities in the event of a major disaster. The company also conducts training for a major earthquake.

Access

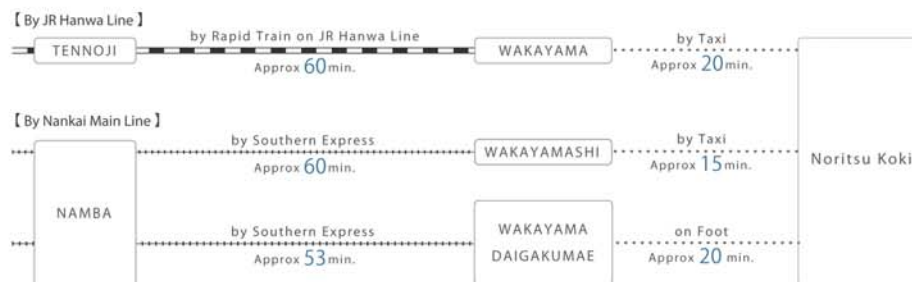
Wakayama Head Office



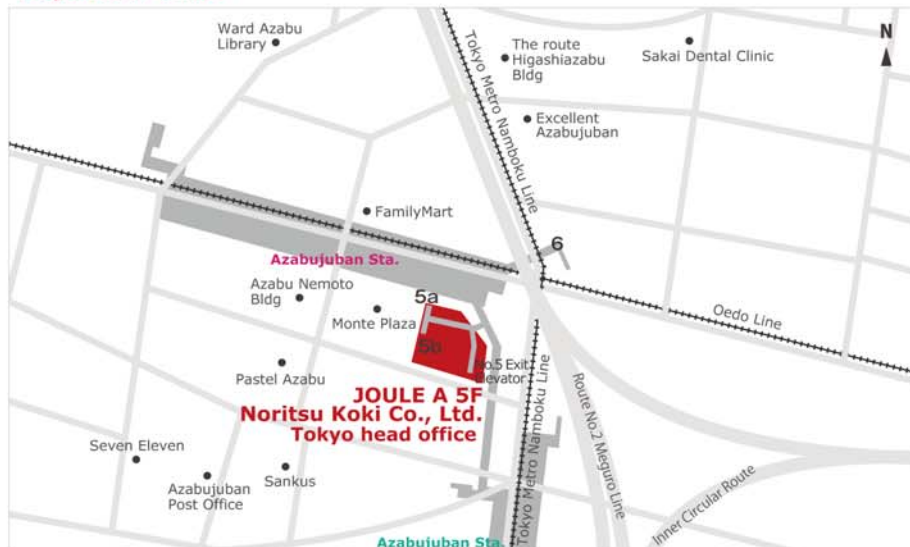
● By car from Wakayama IC



● By train



Tokyo Head Office



● By train

Azabujuban Station on the Subway Toei Oedo Line or Tokyo Metro Namboku Line (Exit, 5a)

Site plan of Wakayama Head Office

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0 50m Scale of bottom part of the image

Land area 655,000m² (Approx. 162acres)

Corporate Profile

Name	Noritsu Koki Co., Ltd.			
President, CEO	Hirotsugu Nishimoto			
Founded	June 1951			
Incorporated	June 1956			
Capital	¥7,025,302,000			
Headquarters	579-1 Umehara, Wakayama-shi, Japan TEL: +81-73-406-5678 FAX: +81-73-406-5679 JOULE A 5F 1-10-10 Azabujuban, Minato-ku, Tokyo, Japan 106-0045 TEL: +81-3-3505-5053 FAX: +81-3-3505-5907			
Subsidiaries/Affiliates	NK Works Co., Ltd. NK RELATIONS Co., Ltd. NK Agri Co., Ltd. NK Medico Co., Ltd. Doctor Net, Inc. IKIIKI Co., Ltd. ZENKOKUTSUHAN Co., Ltd. Japan Medical Data Center Co., Ltd. FEED CORPORATION Ai-Medic Co., Ltd. MMT Co., Ltd. N&F Techno Service Co., Ltd. Partenaires Maintenance Services & Solutions SAS, VERITEK GLOBAL LIMITED			
Directors & Auditors	President, CEO	Hirotsugu Nishimoto	Audit & Supervisory Board Member (Full-Time)	Kazumasu Shimode
	Executive Vice President, COO	Yosuke Matsushima		
	Director	Michi Yamamoto	Audit & Supervisory Board Member	Munekazu Kontani
	Director	Kiyoaki Ikoma	Audit & Supervisory Board Member	Motoaki Ibane
	Director	Kazuyuki Kuramori		
	Director	Hidetoshi Shibata		

Japan

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International network

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⑦ Noritsu Near East Branch

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⑩ NORITSU KOKI AUSTRALIA PTY. LIMITED

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Environment



Aspiring to be a trusted environmental solution business

Maintaining our productivity while protecting the environment, we seek environmental solutions that support a prosperous coexistence.

Reducing the impact on the environment is something that has come to be expected from all companies. But this is no easy task, as maintaining high standards of environmental friendliness can become a burden to the company, and in the worst-case scenario, threaten its ability to carry on with its operations. At Noritsu Koki, we have worked hard to run our factory and office buildings in a manner that is both productive and friendly to the environment.

With this in mind, we began our Environment business using our technology, manufacturing know-how and worldwide network.

We are promoting products such as LED lighting systems, energy-efficient solutions, and LED-UV curing systems.

And we will continue to propose solutions that contribute to both the protection of the environment and industrial prosperity.

Joining hands with other companies to provide value-added products

Energy-efficient solutions

We formed a project group "Re:ray" (Brand name for Japanese market) from multiple corporations to ensure an abundant global environment for future generations. Through this we are able to offer excellent value from diverse perspectives, and thereby provide energy-efficient solutions by combining an array of environmental technology / services, including LED lighting, LED vision, and digital LED sign / display devices.



Automatically controlling the air conditioning to save electricity and reduce costs

Eco Demand System

Our eco demand system automatically controls the air conditioners in buildings, enabling you to save energy year-round while keeping the building at a comfortable temperature. It automatically cuts peak-consumption levels during peak periods to keep the energy consumption levels within the allotted thresholds. Furthermore, you can confirm the effectiveness of this system with a visual display.

A monitor shows how the electricity is being used and how much energy is being saved. Office buildings, hotels, hospitals, leisure/recreation facilities and other buildings can all benefit from the cost reduction this system brings.



■ Demand Control System

Enabling environmental friendly printing without CO₂, mercury or ozone emissions

LED-UV Curing System

Using our world-renown optical technology cultivated over the years as a leader in the imaging business, we developed LED-UV curing systems, which are designed to replace traditional UV lamps in printing systems.

LED-UV curing systems enable eco friendly printing without emitting CO₂, mercury or ozone. They have excellent heat dissipation, thus preventing potential problems related to excessive heat. LED-UV curing systems are good for the environment and they also enhance the printing experience.



■ LED-UV Curing System Product Line

 NK Works Co., Ltd.



Food

Food that nurtures human life, for a brighter future

With our healthy vegetables and our reliable kitchen equipment, we are helping people live healthy lives and making contributions to the environment.

Food gives us life and is the source of our health and well-being.

Its abundant varieties bring joy to our lives.

Recently more people are paying closer attention to the food they eat because of an increased interest in health.

Everyone is seeking food that is safe, reliable and delicious.

Also, problems like Japan's fall in food self-sufficiency, and chronic food shortages in various regions throughout the world will continue to become even greater problems in the future.

With this as a backdrop, we set up our " Food " business as one of our core businesses and began the in-house production and stable provision of healthy vegetables.

We also have our eyes on the restaurant industry and we have developed kitchen equipment that helps to reduce the impact on the environment and also promote more healthy lives.

We believe it is our mission to grow these businesses even further and improve the food condition of the world today.

With our in-house production and stable provision of healthy vegetables, we help people live healthy lives.

Producing / Selling Fresh Vegetables

We operate one of the largest hydroponic facilities in Japan, a 10,000 square meter (approx. 2.5 acre) vegetable factory. We keep track of the history for each step of the process, from planting the seeds, to raising saplings, cultivating the plants, and finally harvesting them and shipping them out. The plants we grow are sold under our "Aqua Leaf" brand. Furthermore, we are aiming to develop plants that are compatible with stable production in overseas countries as well as Japan.



■ AQUA LEAF



■ Hydroponic Facilities



NK Agri Co., Ltd.

Contributing to the restaurant industry with our environmentally friendly kitchen equipment that promotes health and safety.

Manufacturing / Selling Kitchen Equipment

When speaking of food in this modern age, restaurants are an important topic. We are contributing to the restaurant industry with kitchen equipment that promotes health and environmental friendliness.

One example of this is our water circulation fryer "AQTAS", which keeps the oil fresh for a much longer time than traditional fryers. Food particles are removed automatically with our unique circulation system, and this results in less frequent oil replacement. As you can see, "AQTAS" is the perfect solution for cooking healthy food and minimizing the effect on the environment

 **AQTAS**



■ Water Circulation Fryer "AQTAS"

 **NK Works Co., Ltd.**



Medical

Supporting a healthy life from the standpoint of preventive medicine

Changing the way health care is provided so as to protect more lives and keep more people healthy.

Medical care is imperative for a healthy life.

But there are many problems with health care in Japan and other countries, including chronic shortages of medical workers, and rising medical expenses triggered by the aging population.

Keeping these issues in mind, we are focusing on developing and spreading methods for preventative care.

We are investigating exciting possibilities in a new type of medical care in which health risks are diagnosed in advance, and emphasis is placed on having a healthy body that does not get sick, and certain medical conditions are predicted in advance and prevented before corrective medical attention becomes necessary.

Furthermore, we are using the Noritsu Koki network to contribute to the health of many people in a variety of ways including a remote radiology diagnosis service, the development / production / sales of medical supplements, and the effective utilization of big data.

Going a step beyond early discovery, we make it possible to predict the probability of future illnesses and prevent them

Preventative Medicine

We are focusing on preventative medicine, in which medical conditions are predicted and prevented before a health problem occurs, rather than waiting until after the patient has become ill before receiving medical attention.

Through tie-ups with universities and pharmaceutical companies, we are investigating the possibilities in preventative medical care, such as the "LOX-index" blood examination, which predicts the risk of cerebral infarctions & cardiac infarctions, an anti-aging examination that judges the physical condition of the patient in relation to the actual age, and a supplement recommended by doctors. With products and services like these, we will continue to demonstrate our preventative health care technology to wider audiences, undertaking such things as evaluating the health effects of certain food and performing clinical tests.



■ Doctor-Recommended Supplement

 **NK Medico Co., Ltd.**

Comprehensive medical support from our Group Network

Remote Medical Support

We support a remote diagnosis service by connecting radiologists and hospitals suffering from a shortage of specialists.

This enables radiologists to diagnose CT, MRI and PET images from remote areas and it opens the door for future possibilities in developing countries and sparsely populated areas that don't have access to specialists.



Doctor-NET Inc.

Medical Statistics Data Service

As a result of adding the Japan Medical Data Center to the Noritsu Koki Group, we have access to the data from up to 4,000 medical receipts throughout Japan, which can be analyzed and used effectively. These receipts have the diagnosis and treatments recorded on them for each case, and therefore are very valuable as Big Data.



Japan Medical Data Center Co.,Ltd

Manufacturing / Selling Medical Equipment

Utilizing technology from our group companies "Ai-Medic" and "MMT", we design and develop implants, such as artificial joints and artificial bones, jointly with universities and research institutions in the orthopedic field. Using our manufacturing know-how and our strong network in the medical field, we are manufacturing and selling medical equipment.



Ai-Medic Co., Ltd.

MMT Co., Ltd.

Mail-Order Service for Medical Equipment

"Feed" is a pioneer in catalog mail-order sales to dentists, and its services are provided to about 100,000 institutions including medical / nursing care institutions and veterinarian clinics.


We plan to use the scale of the sales network to our advantage as we go forward with services for medical institutions and medical professionals.



FEED Corporation



Imaging



Exceeding the scope of conventional photography, Putting imagination into a tangible form

As we pursue the joy photographs bring,
we are also pushing our way across the boundaries of
photography as we once knew it.

We live in an age when anyone can go to a nearby minilab shop and expect to get their pictures printed within one hour, but it has not always been this way.

It was Noritsu's QSS (Quick Service System) that made this possible. But with digital camera / smart phone media cards, the photo print trends have become more diversified.

Noritsu continues to produce top-quality photo equipment, but at the same time we are also applying our industry-leading technology to new value-added ideas such as next-generation Internet services and security management.

We will go beyond the bounds of "photo" and produce better products and services that help people live more secure and comfortable lives.

We will surprise society with our flexible ideas and our high-level of technology.

As a leading manufacturer in the photofinishing equipment business, we support the worldwide photo print business.

Developing / Manufacturing / Selling Photofinishing Equipment

Noritsu Koki's rich history began with the invention of the automatic print washer in 1951. As an industry leader, Noritsu manufactures products that support the photo print business worldwide. With our silver halide QSS digital printers and "DRY" inkjet printers, we provide everything photo retailers need to offer a wide variety of high quality print services. We also provide many additional unique photofinishing products that allow you to customize for improved efficiency and functionality, including peripheral equipment and software. With Noritsu Koki, it all began with the imaging business, and our passion for this will never fade.

Commercial Photo Print Systems



■ QSS Green Series



■ QSS-38G Series



Using our image processing technology to benefit society

Developing / Selling Image Processing Systems

We have developed many advanced technologies over the years as a leading manufacturer of photofinishing equipment. In addition to our print technology, we have also developed various technologies in machine control, optics, IT, and networks etc. And we are now putting these technologies to good use in new developments. AccuSmart Vision, image clearing software for law enforcement/criminal investigation institutions, is one such development. This proprietary software uses the top-notch image processing technology we developed in the photo industry and separately developed image clearing technology to make security camera images clear. And with an efficient workflow that was designed specifically to fulfill the needs of law enforcement specialists, this software helps to speed up investigations and it contributes to crime prevention, with a comprehensive set of functions including super resolution, moving object extraction, and deinterlacing. AccuSmart Vision helps to speed up investigations and it contributes to crime prevention.

AccuSmart Vision™



■ Image Clearing Software for Law Enforcement / Criminal Investigation "AccuSmart Vision"

 NK Works Co., Ltd.



Life Solutions

Delivering products and services that truly enrich people's lives

Proposing a vibrant and fulfilling way of life for people of all generations.

With our "environment", "food" and "medical care" businesses, Noritsu has laid the foundation for a society in which everyone can live safe and healthy lives.

And our "imaging" business and "life solutions" business build upon this foundation by providing even more value, adding variety and bringing fun and joy to our lives.

In our "life solutions" business, we are aiming to provide this kind of abundant life.

We are offering audience-specific publications and a catalog sales service dealing with choice food, clothes and everyday commodities. Japan is said to be an aging society, in which the birth rate is declining and the average age of its citizens continues to climb.

Noritsu aims to be a company that helps the growing elderly portion of the population and people from other generations as well to live active and happy lives.

Proposing a fun and active lifestyle

Publications / Catalog Sales (Japan only)

We provide a magazine "Ikiiki" that has approximately 200,000 subscribers and is ranked number one in Japan among female readers who are in their fifties or older. We also provide catalogs such as "FukuFuku" and "SUMURILA", which deal only with select food, health care and clothing products. In this way, we offer a lifestyle that is a cut above the rest.



いきいき IKIIKI CO.,LTD.

Using our nationwide network to enrich
the lives of many people

Catalog Sales (Japan only)

Noritsu has begun a catalog sales service, in which we offer many useful products to people throughout Japan, including food items, products for the elderly, and everyday commodities. We plan to expand our service even further, especially among the growing elderly population, upon the strengths of our large customer base and excellent product development / procurement.



ZENKOKUTSUHAN Co., Ltd.