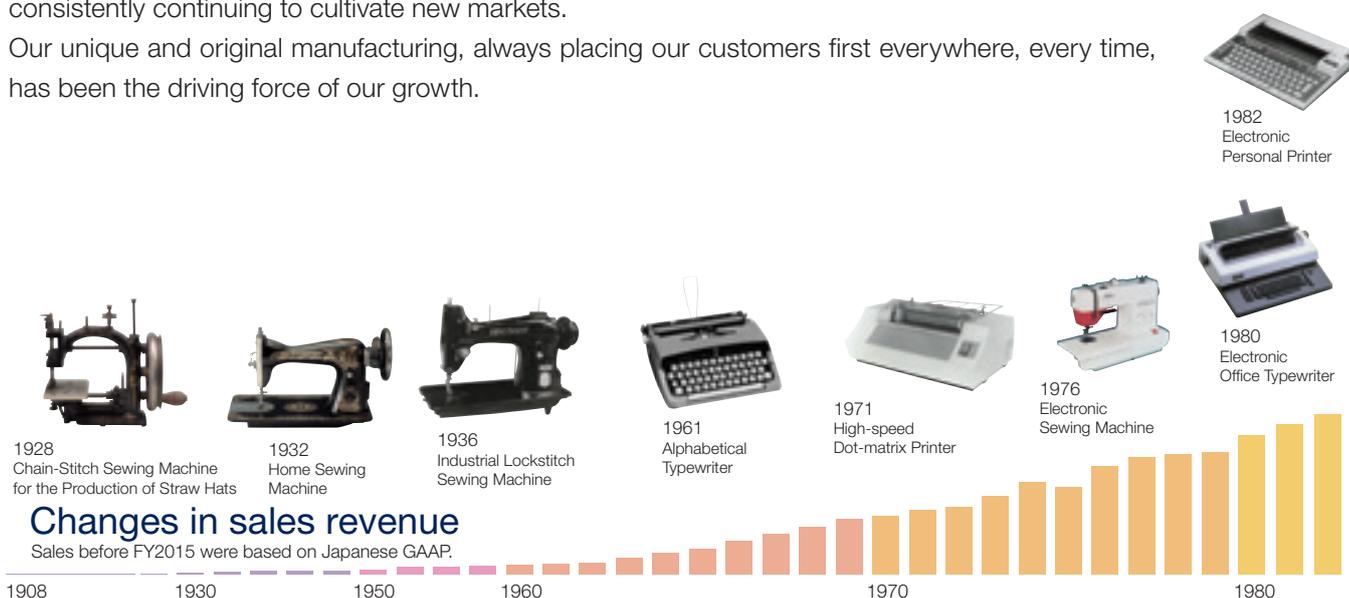


History of the Brother Group

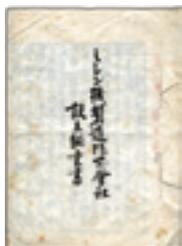
Since its foundation, Brother has been transforming its businesses to meet the needs of the time

The Brother Group started by providing repair services for sewing machines in 1908. Since then, we have been growing by focusing on development of our own technologies, promoting the diversification of our businesses through applying accumulated core technologies, and consistently continuing to cultivate new markets. Our unique and original manufacturing, always placing our customers first everywhere, every time, has been the driving force of our growth.



Foundation - 1940s **Developing an Import-based Industry into an Export-based Industry**

The beginning of the Brother Group dates back to 1908, when Kanekichi Yasui established a sewing machine repair business. Subsequently, Kanekichi's son, Masayoshi, took over the family business and began to develop a great ambition to manufacture sewing machines domestically within Japan to convert the import-based sewing machine industry into an export-based industry. He gained a foothold when he manufactured a chain-stitch sewing machine for the production of straw hats and successfully produced the first home sewing machine in 1932.



Prospectus of Establishment

1950s **Applying Its Core Technologies to Promote Diversification**

After fulfilling his long-cherished ambition of exporting made-in-Japan sewing machines in 1947, Masayoshi Yasui visited the United States to assess the sewing machine market in 1950. The trip led him to make a decision to diversify Brother's business. After that, the company developed such items as knitting machines, washing machines, vacuum cleaners and electric fans by utilizing its technologies, such as the motor development technology, which it had cultivated through manufacturing of sewing machines. Around the same time, Brother launched the development of a portable typewriter. By researching typeset manufacturing and applying the press technology gained through the development of sewing machines and knitting machines, Brother actualized commercialization of the typewriter.

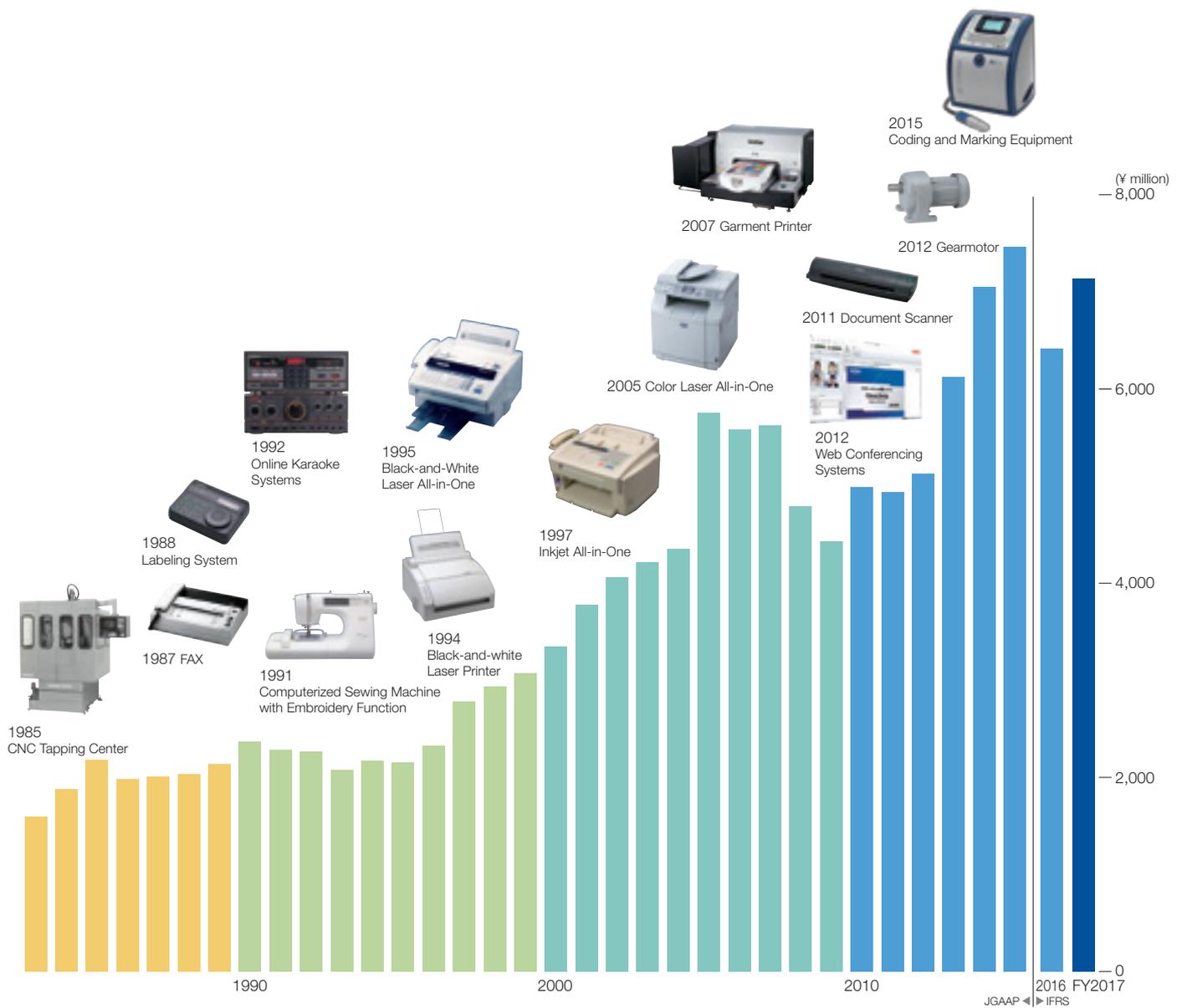
1960s **Advancing into the Global Market**

Brother's global business, which started with the export of sewing machines, began full-scale operations after it established overseas subsidiaries in the United States in 1954 and in Ireland in 1958. Subsequently, Brother continued to increase the number of its sales facilities around the world, mainly in Europe and the Americas, and it acquired a major sewing machine manufacturer in the United Kingdom in 1968.



1970s **Developing a High-speed Dot-matrix Printer and Promoting Electronization**

While popularization of personal computers accelerated computerization, Brother co-developed a high-speed dot-matrix printer for small-size computers with Centronics Data Computer Corp. in the United States in 1971. Later, Brother worked on developing its own in-house electronic control technology and print heads. These technologies were subsequently applied to fax machines and printers. In the 1970s, electronization of various industrial products progressed, and Brother also pursued incorporation of electronic technologies in its existing products, including sewing machines and typewriters.



1980s

Progressing into the Information and Communications Equipment Field and Expanding the Industrial Equipment Business

In 1982, Brother developed an electronic personal printer equipped with thermal printing technology. Later, this technology was applied to label printers, the products with which Brother has high market shares today. In the late 1980s, Brother also developed thermal fax machines and laser printers, entering into the information and communications equipment field. In 1985, Brother released the CNC Tapping Center, a tapping machine equipped with a numerical control system, and advanced its industrial equipment business dramatically.

1990s

Leading in the SOHO Market and Entering into the Online Karaoke Business

Brother developed a fax machine and small All-in-Ones that met the needs of a work-style called SOHO, in which an individual or a group of a few individuals runs a business by using their home, and so on, as their office, and became a pioneer in this market. In 1992, the company entered into the online karaoke business by utilizing self-developed content distribution technologies and infrastructure.



2000s

Developing Business Globally and Integrating Business Management

After the late 1990s, Brother actively shifted its production to China and reconstructed its sales structure. Due to these strategies, Brother's business operation as one united group started heading in the right direction after the 2000s. Subsequently, Brother launched manufacturing operations in Vietnam and the Philippines, and established a manufacturing structure that has multiple facilities for respective businesses.



2010s

Expanding into New Businesses and Strengthening the Business Portfolio

After overcoming the Lehman shock, in the 2010s, Brother has been creating new products with high added value in its existing businesses and expanding into new business fields, such as the services and solutions field, for further growth. In addition, Brother has strengthened the group's business portfolio by continuously conducting M&A in its mobile printer, online karaoke, web conference system, reducer and gear, and industrial printing businesses.