

## New Businesses

The new business fields that have the potential to be launched during the implementation period of the mid-term business strategy CS B2018

### < Industrial Printing Field >

Develop industrial printing equipment by exploiting the synergy created between Brother and Domino based on the industrial printing technologies and products originated from Brother.

### < Factory Automation Field >

Establish a business which is not an extension of our existing businesses through the synergy of Brother's original technologies used for our industrial sewing machines, industrial equipment and industrial parts, and application of IoT technology, and so forth.

### < Solutions Field >

For OA: Provide total solutions in offices, incorporating All-in-Ones, scanners, and mobile printers, etc.

For special use: Provide solutions to the retail, manufacturing and logistics industries by utilizing labeling systems and label printers.

### < Craft Business >

Expand the product lineup for the craft market, which has already been launched by the Personal and Home business.



### Brother's Value Creation Fuel Cells

Since the Paris Agreement in 2015, the effort toward actualization of a CO<sub>2</sub>-free society has been accelerating around the world.

The Brother Group's fuel cells can contribute to this effort due to their system that emits no greenhouse gases.

They can be used as an emergency power supply at private

companies and municipal organizations, and a cogeneration system supplying electricity and heat, and for various other purposes.

