The Brother Group aims to meet the expectations of customers and society, and continually create value.

**Global Vision 21**—the Medium- to Long-Term Corporate Vision

**Sustainable Society**

**Value Provided**

**Printing & Solutions**
- Achieving energy conservation through compact, power-saving printers
- Achieving resource conservation through recyclable toner cartridge collection boxes
- Improving operational efficiency through use of various identification labels created on label printers

**Printing and Solutions Business**
- Personal & Home
  - Home Sewing Machines, Home Cutting Machines, etc.
    - Providing sewing pleasure to people of all ages with home sewing machines
    - Reducing working hours through automation of embroidery work
    - Reducing the workload of decorative work with home cutting machines

**Personal and Home Business**
- Machinery
  - Industrial Sewing Machines, Garment Printers, Machine Tools,Reducers, Gears, etc.
    - Achieving improved productivity and energy conservation through compact, high-speed machine tools
    - Achieving labor saving through automation of sewing work with high-productivity industrial sewing machines
    - Improving visibility and productivity of sewing work through IoT system-equipped industrial sewing machines

**Machinery Business**
- Network & Contents
  - Online Karaoke Systems, Management of Karaoke Clubs, etc.
    - Improving quality of life for elderly people through such things as providing musical healing content to help prevent dementia
    - Providing singing pleasure through karaoke content

**Network and Contents Business**
- Domino
  - Coding and Marking Equipment, Digital Printing Equipment, etc.
    - Achieving resource conservation through the shift from analogue to digital printing
    - Reducing printing time through high-speed digital printers

**Domino Business**

(As of March 31, 2020)

**Total Assets**
- 731.5 billion yen

**Manufactured Capital**
- Tangible and Intangible Fixed Assets
- 238.6 billion yen

**Human Capital**
- Number of Group Employees
- 37,697

**Social and Relationship Capital**
- More than 40 Countries and Regions

Brother Value Chain Management (BVCM)—the System to Create Brother’s Value
Brother’s Value Creation

The Brother Group aims to meet the expectations of customers and society, and continually create value.

Global Vision 21—the Medium- to Long-Term Corporate Vision

To become a leading global company with high profitability
To become a world-class manufacturer by developing outstanding proprietary technologies
To embody Brother’s motto “At your side.” throughout our corporate culture

Five Business Segments

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Demand Chain

Choosing Value

Creating Value

Supply Chain

Delivering Value

BVCM

Brother Value Chain Management (BVCM)—the System to Create Brother’s Value

Climate Change and Resource Depletion

Dangerous and Harsh Working Environments

Diversified Lifestyles

Women’s Social Advancement

Aging of Society

Productivity Improvement and Efficiency

(As of March 31, 2020)

Total Assets 731.5 billion yen

Financial Capital

Tangible and Intangible Fixed Assets Manufactured Capital 238.6 billion yen

Number of Group Employees 37,697

Human Capital

More than 40

Social and Relationship Capital

Countries and Regions

Talent Development

Flexibility

Technical Capabilities

Global Structure

Cooperation with Business Partners

Brother’s Management Resources

Product Development

Brother’s Unique Management System

To become a world-class manufacturer by developing outstanding proprietary technologies

To embody Brother’s motto “At your side.” throughout our corporate culture

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