

The Brother Group aims to meet the expectations of

# At your side.

Social Issues

Management Resources

Brother's Unique Management System

Climate Change and Resource Depletion

Dangerous and Harsh Working Environments

Diversified Lifestyles

Women's Social Advancement

Aging of Society

Productivity Improvement and Efficiency



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**Financial Capital**

Total Assets  
**731.5 billion yen**

**Manufactured Capital**

Tangible and Intangible Fixed Assets  
**238.6 billion yen**

**Human Capital**

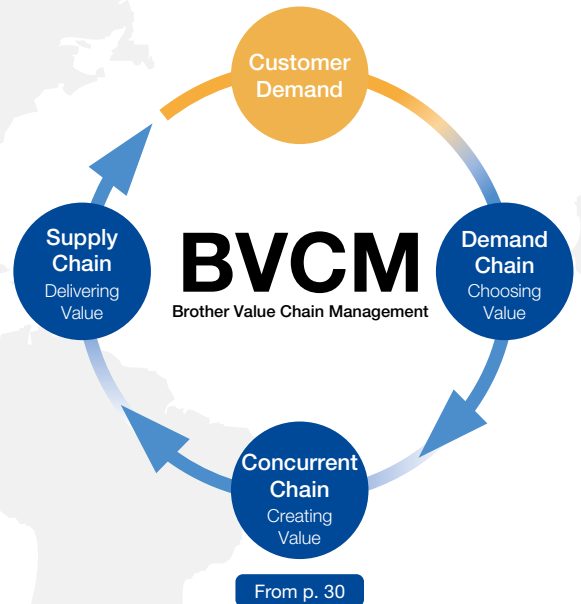
Number of Group Employees  
**37,697**

**Social and Relationship Capital**

**More than 40**  
Countries and Regions

(As of March 31, 2020)

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



# customers and society, and continually create value

## Global Vision 21 – the Medium- to Long-Term Corporate Vision

<p>To become a leading global company with high profitability</p>	<p>To become a world-class manufacturer by developing outstanding proprietary technologies</p>	<p>To embody Brother's motto "At your side." throughout our corporate culture</p>
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### Five Business Segments

### Value Provided

### Sustainable Society

#### Printing & Solutions

Printers, All-in-Ones, Labeling Systems, Scanners, etc.

##### Printing and Solutions Business

- 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

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#### Personal & Home

Home Sewing Machines, Home Cutting Machines, etc.

##### Personal and Home Business

- 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

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#### Machinery

Industrial Sewing Machines, Garment Printers, Machine Tools, Reducers, Gears, etc.

##### Machinery Business

- 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

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#### Network & Contents

Online Karaoke Systems, Management of Karaoke Clubs, etc.

##### Network and Contents Business

- 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

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#### Domino

Coding and Marking Equipment, Digital Printing Equipment, etc.

##### Domino Business

- Achieving resource conservation through the shift from analogue to digital printing
- Reducing printing time through high-speed digital printers

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