

Brother Group New Medium-Term Business Strategy



CS B2021

TOWARDS THE NEXT LEVEL

February 28, 2019

Brother Industries, Ltd.

Representative Director & President

Ichiro Sasaki

Business areas		Business segments		Main products & service portfolio			
Consumer area	Printing	P & S	Communications & Printing Equipment				
			Electronic Stationery	Printer	All-in-One	Labeling system	Mobile printer
Consumer area	Home & Culture		Personal & Home				
			Network & Contents	Home sewing machine	Home cutting machine	Online Karaoke system/ Karaoke club	Music contents
Industrial area	Machinery/FA	Machinery	Industrial Equipment				
			Industrial Parts	Machine tool	Programmable electronic pattern sewing machine	Reducer	Gear
	Industrial Sewing Machines		Industrial Sewing Machines				
	Industrial Sewing Machines		Garment Printing				
Industrial area	Industrial Printing		Domino				
			Industrial Printing	Coding and marking equipment	Digital printing equipment	Garment printer	Laser marker

P&S=Printing & Solutions

FA=Factory Automation: Automation of various factory work and processes by using machines and information systems



Review of CS B2018

Outline of CS B2021

Management targets of CS B2021

CS B2018
Transform for the Future



Our aspiration for Brother

A multi-business enterprise with resilient DNA and a track record of success that continually evolves to deliver profitable growth by meeting the challenges of changing times and environments

Business transformation

Transition from a printing-focused business to a portfolio-based multi-business enterprise

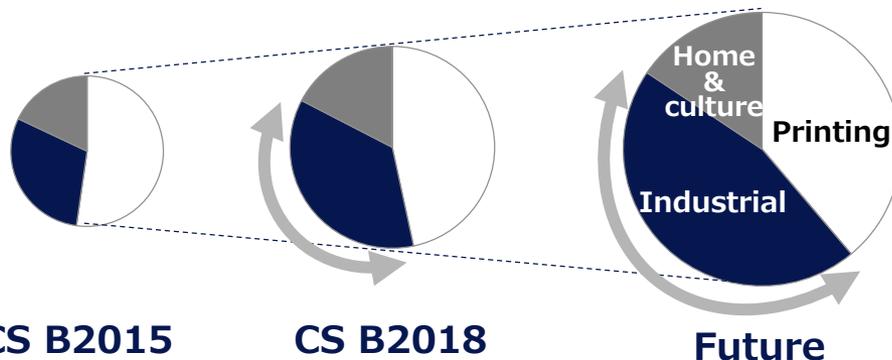
Operational transformation

Reinforce customer value creation capability for the future by optimizing use of limited resources and focusing on efficiency

Talent transformation

Cultivate the next generation of leadership talent in the context of Brother's unique DNA and optimize talent deployment across the group

[Image of transition in business areas;
Expanding business in the industrial area]



CS B2015

CS B2018

Future

Financial targets*¹/plan

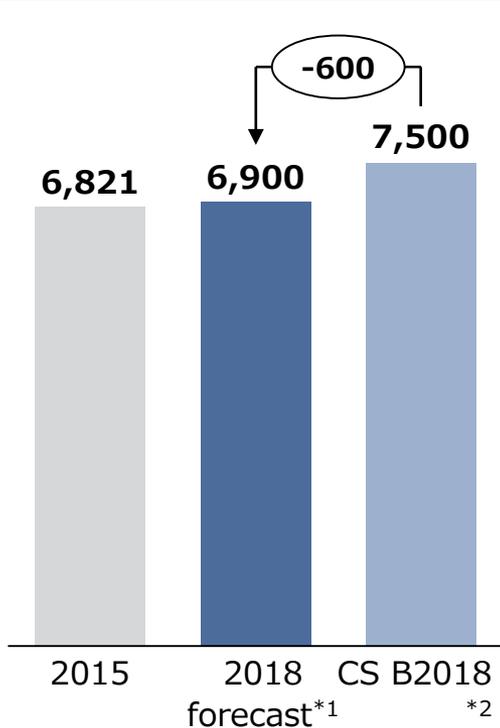
Sales revenue	750B yen
Operating profit	60B yen
Operating profit ratio	8.0%
ROE (plan)	9%+α

*1:Original targets announced on March 2, 2016

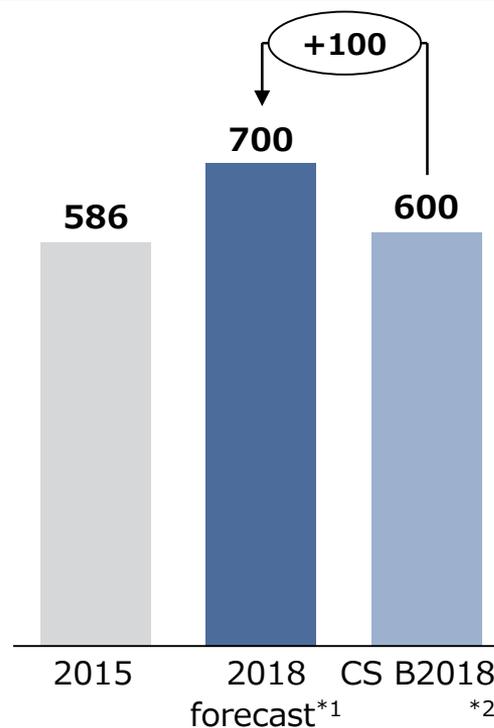
FY2018 sales revenue/operating profit/ROE (forecast)

Outperformed operating profit/ROE target, whilst sales revenue resulted in a shortfall

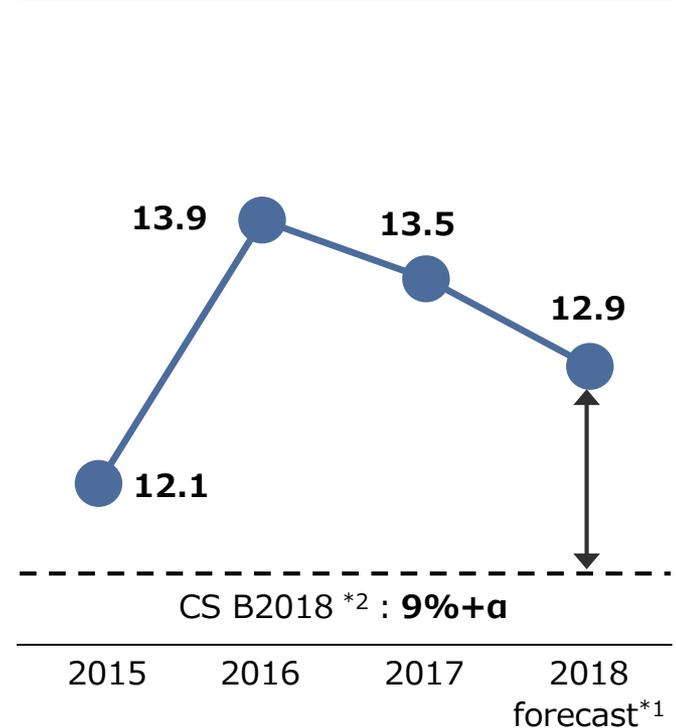
Sales revenue [100M yen]



Operating profit [100M yen]



ROE [%]



[Exchange rate]

USD	120yen	109yen	115yen
EUR	132yen	129yen	130yen

Operating profit ratio

2015	2018 forecast ^{*1}	CS B2018 ^{*2}
8.6%	10.1%	8.0%

*1: Full-year financial forecast as of the end of the third quarter of FY2018 *2: Original target/plan announced on March 2, 2016

Review of three transformations

Made certain progress in business, operational, and talent transformation, but further transformation and optimization are critical

Achievements of CS B2018

Challenges for CS B2021

Business transformation

- Significantly improved profitability of Communications & Printing Equipment
- Achieved sales growth in the next core business areas, Industrial Equipment and Domino business



- Accelerate growth in the industrial area
- Incubate and develop new businesses
- Enforce further discipline on selection and concentration

Operational transformation

- Established functional center of excellence and began providing effective support to business units
- Initiated operational transformation by utilizing IT such as RPA, AI, etc.



- Establish speed and cost advantage by thorough operational transformation
- Drive a shift from back-office operations to value generating activities for customers

Talent transformation

- Reallocated approx. 400 employees from Communications & Printing Equipment/HQ
- Introduced deputy-manager system, succession plans, and next generation leader development programs



- Further cultivate Brother group's talent pool by offering training and growth opportunities
- Accomplish optimal talent deployment across the board to expand the industrial area while promoting lean organization

RPA=Robotic Process Automation: Automation of business operations by leveraging digital labor

Review of CS B2018

Outline of CS B2021

Management targets of CS B2021

Business environment for strategy formulation

Recognize business environment becoming increasingly severe

Printing area



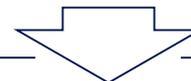
Industrial area



Home & Culture area



- **Genuine consumables ratio** continues its **downward trend**, in addition to the **printing volume decrease** under digitalization
- **Service needs diversification** will keep **accelerating** amid **drastic customers' behavior changes** from ownership to usage
- **Stable growth** is to continue
 - Machinery market to expand with a surge in demand for labor-saving and automation as well as for automobile parts processing
 - Industrial printing market to grow with increased needs for traceability and customization
- Meanwhile, **macroeconomic environment** will **change** due to country policy revisions etc.
 - Recession risk owing to US-China trade friction, Brexit, and so forth
 - Tightening regulations in response to stricter security policies
- While the market is maturing, **customer needs are shifting** due to growing customization demand in embroidery and craft etc., and to diversified entertainments



Further drastic transformation is essential in CS B2021

Brother's unique strengths

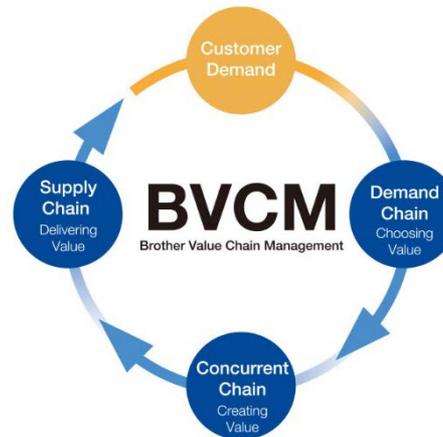
Define Brother's unique strengths as flexibility, agility, and cost competitiveness based on "At your side." spirit

Flexibility



- Spirit that has continued to address challenges courageously and flexibly respond to changing times and technological innovation

Agility



- Ability to promptly deliver products and services that are fine-tuned to customer needs with their opinions positioned as the starting point of a series of actions
 - Quick iteration of Brother Value Chain Management (BVCM)* system

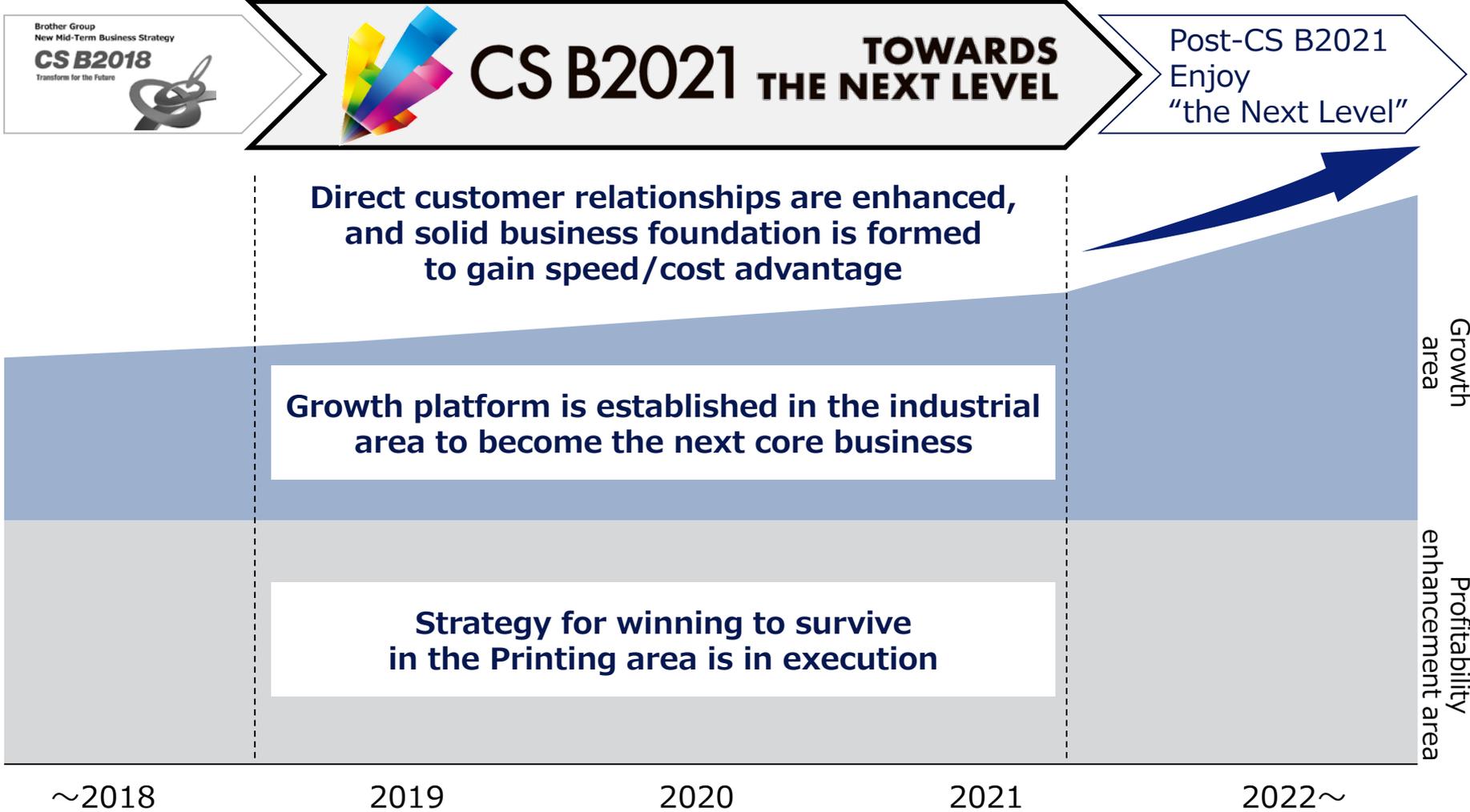
Cost competitiveness



- Brother-style development of cost competitive products through unique value proposition and optimized integral architecture
- Efficient global network in development, manufacturing, sales, and service

*Brother's unique management system that regards customer demands and expectations as our guide for all business operations including product planning, development, design, manufacturing, sales, and service to respond best to the needs

Establish a firm ground "TOWARDS THE NEXT LEVEL" to realize Global Vision 21, and carry out transformation by focusing on the critical few and utilizing unique strengths



CS B2021 "TOWARDS THE NEXT LEVEL" ~ Establish a firm foothold for the future~

① Printing - win to survive

- Maintain scale and raise profitability by acquiring high-PV users and improving hardware profitability
- Accelerate shift to new business models to secure stable profits and closer customer relations

② Machinery/FA - accelerate growth

- Achieve significant growth in Industrial Equipment with focus on auto/general machine market
- Increase FA business through capturing a surge in labor-saving/automation needs

③ Industrial Printing - develop a growth platform

- Re-accelerate Domino's growth with synergy realization/reinforcement
- Expand Industrial Printing area by inkjet-centered printing technologies

④ Form a solid foundation to gain speed/cost advantage

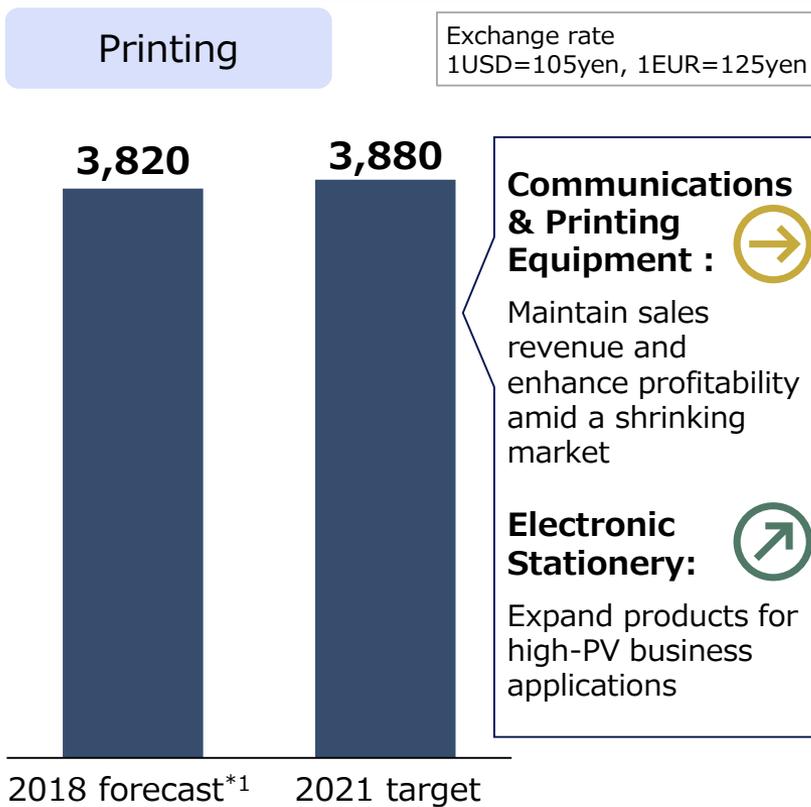
- Thorough operational transformation across the board by leveraging IT
- Maximize organizational performance by cultivating talent pool and optimizing talent deployment
- Revitalize unprofitable/low-profit businesses

PV = Print Volume

1 Printing - win to survive: Keep scale and raise profitability by acquiring high-PV users and improving hardware profitability

Win a leading place even under the challenging market, by maintaining scale with high-PV users acquisition etc. and enhancing profitability via further cost reduction

Sales revenue [100M yen]



Key initiatives

Acquire high-PV users
Improve hardware profitability

- Accelerate transition to new Brother-style business models (detailed in the next page)
- Promote further shift to high-end hardware
- Increase OEM supply including high-end models
 - Fully leverage Brother's unique position as an A4 printer manufacturer
- Expand specific business applications
 - Reinforce label printing business for electrical/communication wiring marking, manufacturing setting, etc.
 - Make a full-scale entry into Auto-ID market (barcode printers, etc.)



Further reduce cost

- Reduce production cost
 - Promote automation at manufacturing plants, etc.
- Optimize manufacturing sites
- Streamline back-office operations

*1: Reference value for comparison purpose with 2021 target at the same exchange rates. Note this figure does not correspond to the full-year forecast as of the third quarter of FY2018

Accelerate transition from box-moving business to new Brother-style business models that nurture customer relationships to provide unique values

For SOHO

- Improve hardware profitability by proposing superior TCO products
 - High-capacity ink/toner models and consumables-bundled models
- Expand services that allow customers to easily purchase consumables
 - Auto-fulfillment service, monthly subscription model
- Develop applications to enhance customer relations
 - Improved printing/labeling user experience, new use cases suggestions




For SMB

- Reinforce subscription business (MPS) that includes printers, service, and consumables by closely collaborating with channels
- Enhance direct customer relationships by providing light solutions sought by SMB customers






Security solution Document management solution Printer LCD customization, etc.



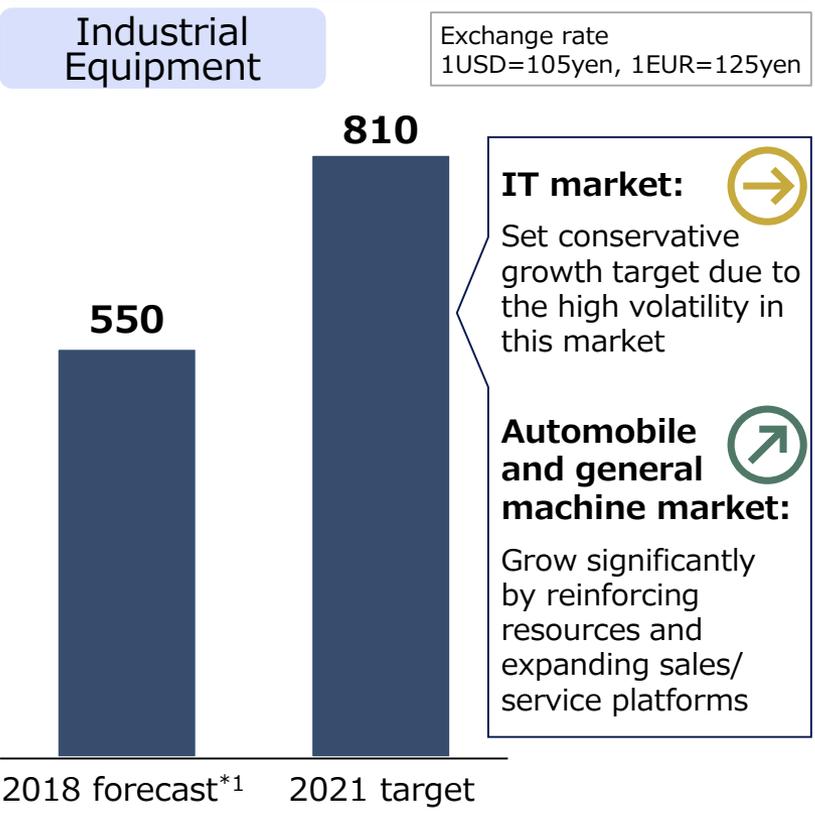
SOHO=Small Office Home Office: Workstations at home or small offices
 TCO=Total Cost of Ownership: Total cost necessary for installation, use, and maintenance of a product

SMB=Small and Medium Business: Small and medium-size offices and companies
 MPS=Managed Printing Service: A service that offers cost reduction and productivity improvement through central management of office printing equipment

2 Machinery/FA - accelerate growth: Achieve significant growth in Industrial Equipment with focus on auto/general machine market **brother** at your side

Expect significant growth in the automobile and general machine market, while setting conservative growth target in the highly volatile IT market

Sales revenue [100M yen]



Key initiatives

Launch competitive products and peripheral devices

- Enhance product lineups
 - Increase the lineup of SPEEDIO series, such as models with multiple processing functions or additional tools, for process integration needs
 - Enhance peripheral devices around machining centers to respond to automation needs (loading robots, etc.)

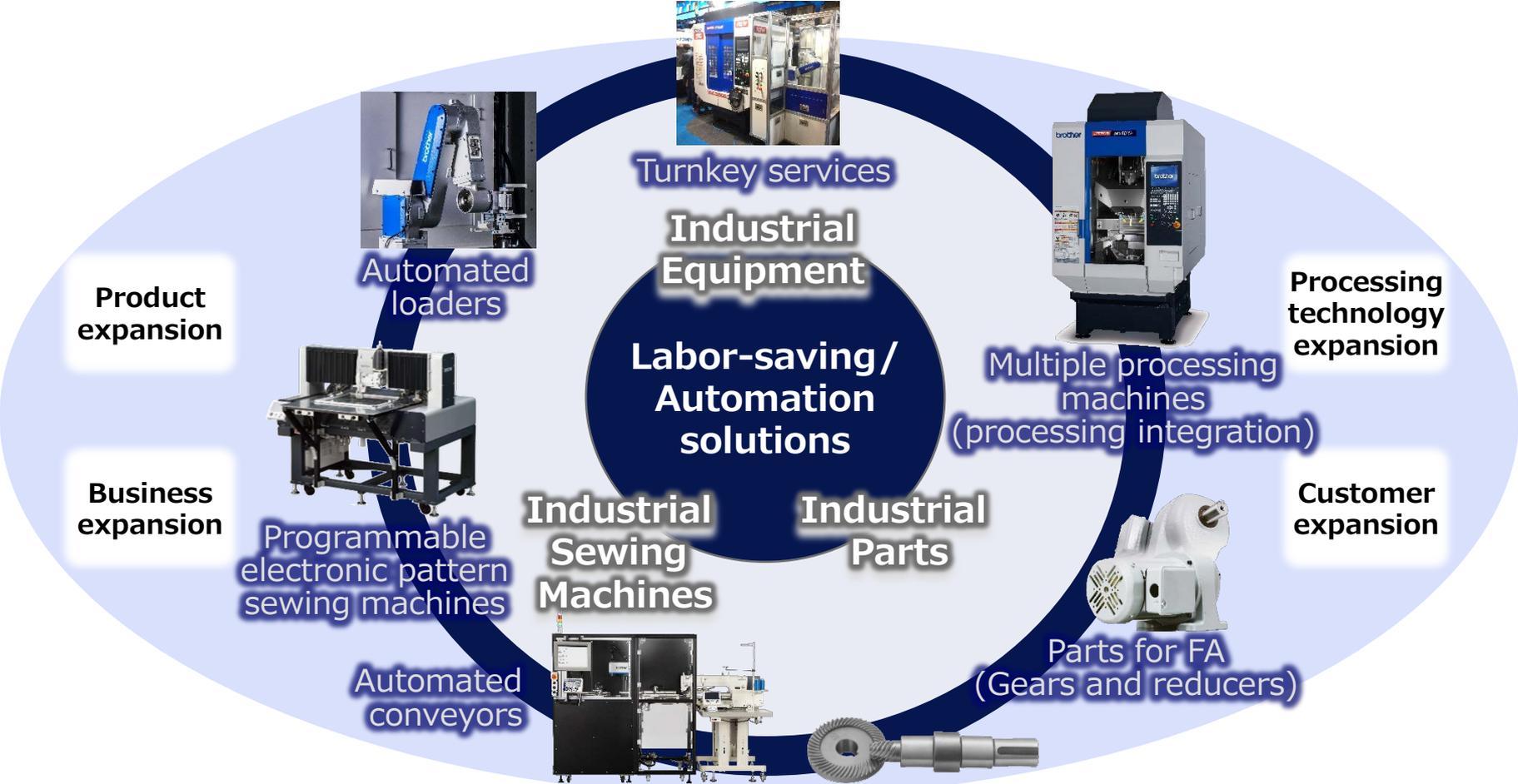
Further reinforce sales/service platforms

- Reinforce sales/service personnel and expand facilities in and outside Japan
 - Set up new platforms in Japan
 - Expand and set up overseas service platforms, mainly in Asia
- Allocate more resources to solution sales

*1: Reference value for comparison purpose with 2021 target at the same exchange rates. Note this figure does not correspond to the full-year forecast as of the third quarter of FY2018

2 Machinery/FA - accelerate growth: Increase FA business through capturing a surge in labor-saving/automation needs

Develop FA business across the Machinery organization by offering labor-saving and automation solutions centered on process integration

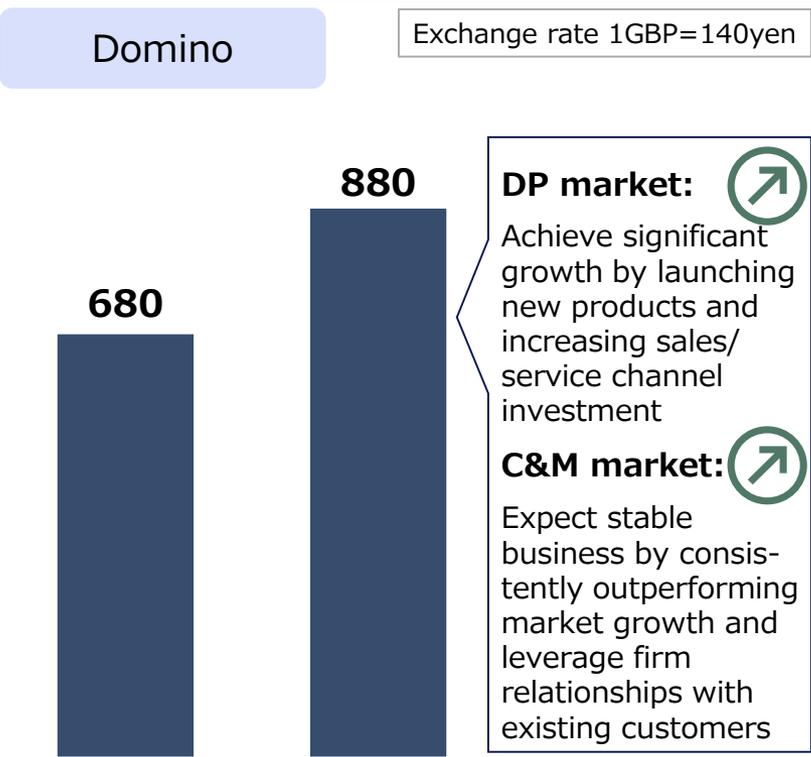


Turnkey: A type of contract to deliver plug-and-play products by integrating Brother products with peripheral equipment and facilities/devices for preceding/following work processes

3 Industrial Printing - develop a growth platform: Re-accelerate Domino's growth with synergy realization/reinforcement

Complete planned new products development by closely collaborating with Brother, and fully utilize Domino's competitive products/services to accelerate growth

Sales revenue [100M yen]



2018 forecast*1 2021 target

DP = Digital Printing
C&M = Coding and Marking

*1: Reference value for comparison purpose with 2021 target at the same exchange rates. Note this figure does not correspond to the full-year forecast as of the third quarter of FY2018

Key initiatives

Re-accelerate new products development by enhancing synergy

- Form a foundation for rapid development
 - Introduce and promote agile development processes and tools
 - Utilize Brother's development infrastructure
- Enhance product development capabilities
 - Increase developers' touch points with customers to captures and better respond to customer needs

Establish best-in-class "customer experience"

- Build a stronger sales and service platform
 - Continue investment on channels
 - Improve customer experience by providing highly professional specialized solutions
- Expand aftermarket products and services
 - Improve customers' productivity by promoting monitoring tool, remote service, etc.

Agile development: an approach to develop products that satisfy specifications and quality required by customers, through iteration of short-term development cycle (of development, implementation, testing and modification)

3 Industrial Printing - develop a growth platform: Expand Industrial Printing area by inkjet-centered printing technologies

Expand business in Industrial Printing, where digitalization has been prevailing, by leveraging Brother's printing technologies

Industrial printing market

Source: Research vendor, Brother

Market size: **Approx. 50T yen**

Adjacent area

Mass customization market

Existing area



Garment

Packaging area
Corrugate
Cartons
Flexible packaging



Package label



Barcode label



管理番号
12345
形式
AR-123
納入年月
2017年8月29日

Lock Washer
1/4 - 20 NF Thread Size
0 1250205400 9

**Logistics/
manufacturing industry**

Secondary coding area
Label printing + auto attachment
Direct print on corrugate



Coding & Marking



Mass customization: Mass production of products/services that have been customized to respond to customers requests

4 Form a solid foundation to gain speed/cost advantage: Operational transformation by IT × talent cultivation/deployment

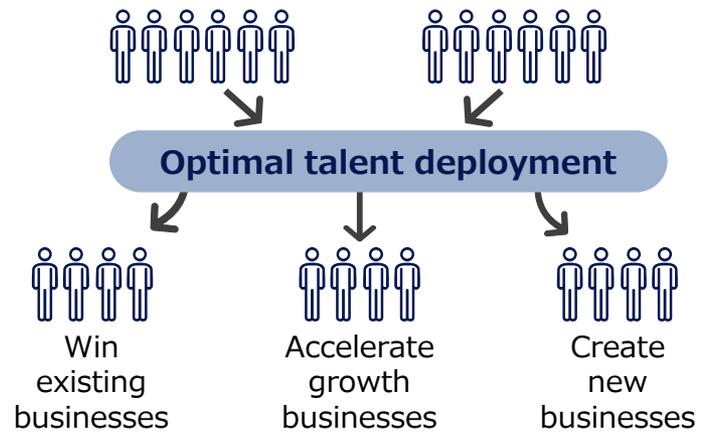
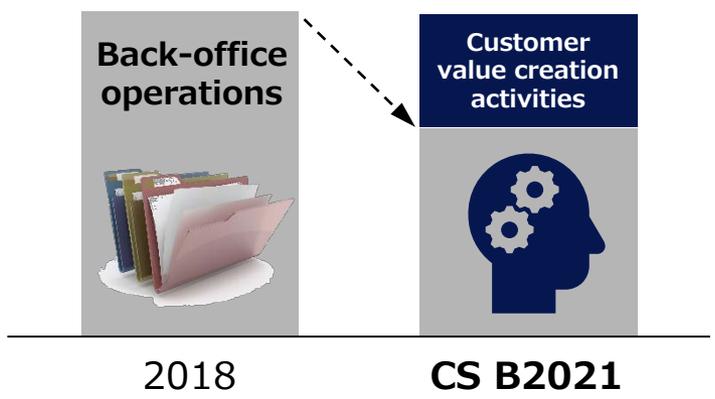
Reallocate resources to customer value creation activities and maximize organizational performance by operational process review and talent cultivation/optimal deployment

Shift resources to customer value creation activities via operational transformation × **Maximize organizational performance with talent cultivation and optimal deployment**

- Streamline business operation through fundamental review across Brother group
- Allow “individual” to focus on customer value creation activities by automating routine work with IT tools such as RPA, AI, etc.

- Cultivate talents across the organization
 - Prompt individuals’ growth and maximize the performance by providing challenging environments (accelerated promotion opportunities, etc.)
- Realize a lean and optimal talent deployment
 - Assign personnel based on individuals’ competency
 - Accelerate resource shift to growth and new business areas

Workload image



**4 Form a solid foundation to gain speed/cost advantage:
“Strong and lean” global HQ**

Reinforce global HQ’s (Brother Industries, Ltd.) function while accelerating the resource shift to customer value creation activities

Vision

Realize “strong and lean” global HQ that generates larger outputs with smaller inputs by reinforcing capabilities to promote global strategies as well as driving resource shift from back-office operations to customer value creation activities

Key initiatives

- Streamline operational processes by thorough review, and promote automation with digital tools
- Realize optimal talent deployment across the board

Target

- Improve operational productivity of Brother Industries, Ltd. by 10%
 - Generate approx. 700 thousand hours, equivalent to 10% of total operation hours

**4 Form a solid foundation to gain speed/cost advantage:
Revitalize unprofitable/low-profit businesses**

Exercise tighter profit and loss management on a sub-business segment basis and revitalize unprofitable/low-profit businesses

Vision

Reinvigorate unprofitable/low-profit businesses by enforcing tighter management of profitability on a sub-business segment basis while promptly implementing drastic turnaround measures

Key initiatives

- Enforce stricter profitability management by sub-business segment
- Implement drastic transformation to improve profit margin
 - Consider withdrawal from the business if the chance of profitability improvement is remote from long-term time perspective

Target

- Increase operating profit by more than 8B yen (vs. FY2018)

Sub-business segment = More granular business segment than that of publicly disclosed. Internal management is conducted on sub-business segment basis; e.g. Home Sewing Machines and Craft are the sub-business segments of Personal & Home

Review of CS B2018

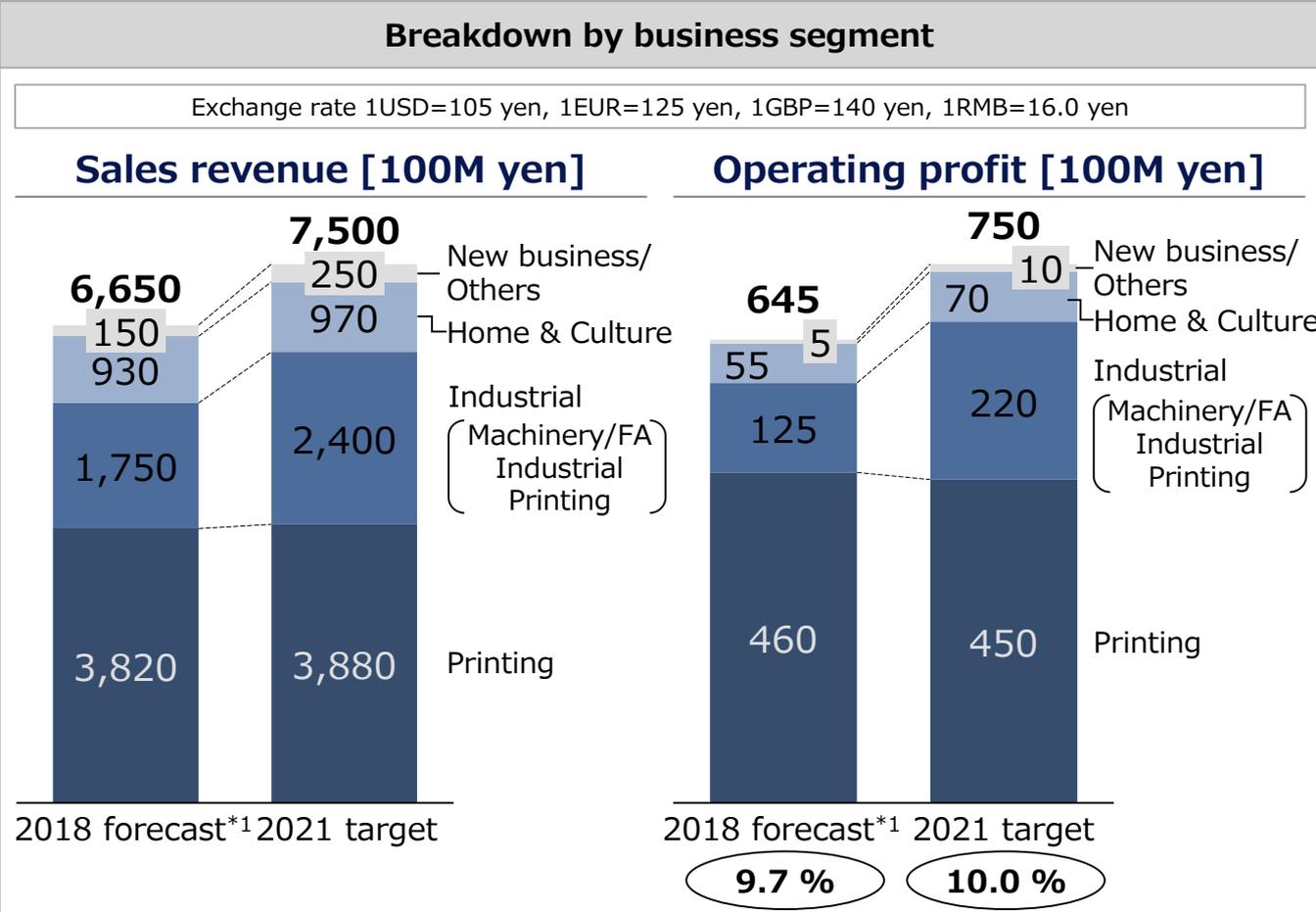
Outline of CS B2021

Management targets of CS B2021

Financial targets

Target 750B yen sales revenue and 75B yen operating profit by expanding the industrial area and fostering speed/cost competitiveness

CS B2021 financial targets	
Sales revenue	750B yen
Operating profit	75B yen
Operating profit ratio	10.0 %



*1: Reference values for comparison purpose with 2021 target at the same exchange rates. Note these figures do not correspond to the full-year forecast as of the third quarter of FY2018

Set up 50B yen growth investment fund to expand the industrial area, create/develop new businesses, etc.

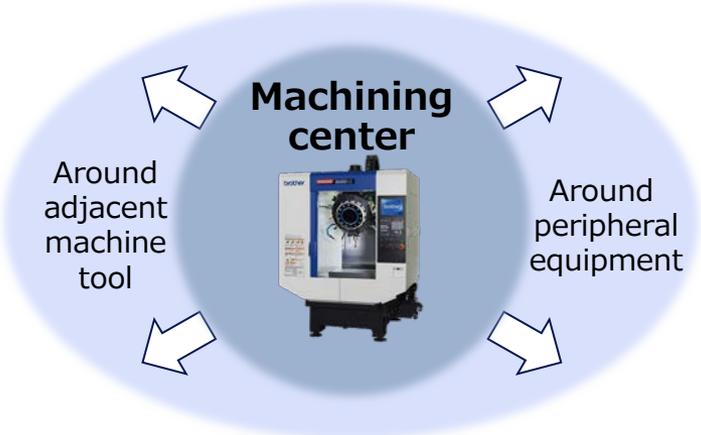
Investment policy

Accelerate growth investment including M&A to further expand the industrial area, create/develop new businesses, and reinforce inkjet-related facilities

Industrial area

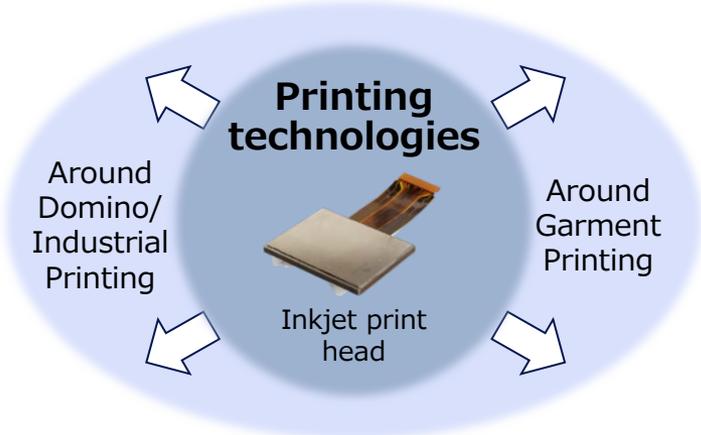
Machinery/FA

- Enter the market adjacent to machining center such as machine tools for preceding/following processes or peripheral equipment



Industrial Printing

- Expand the adjoining area from the existing business by leveraging Brother's printing technologies featured by inkjet



Financial policy | Shareholder return/ROE

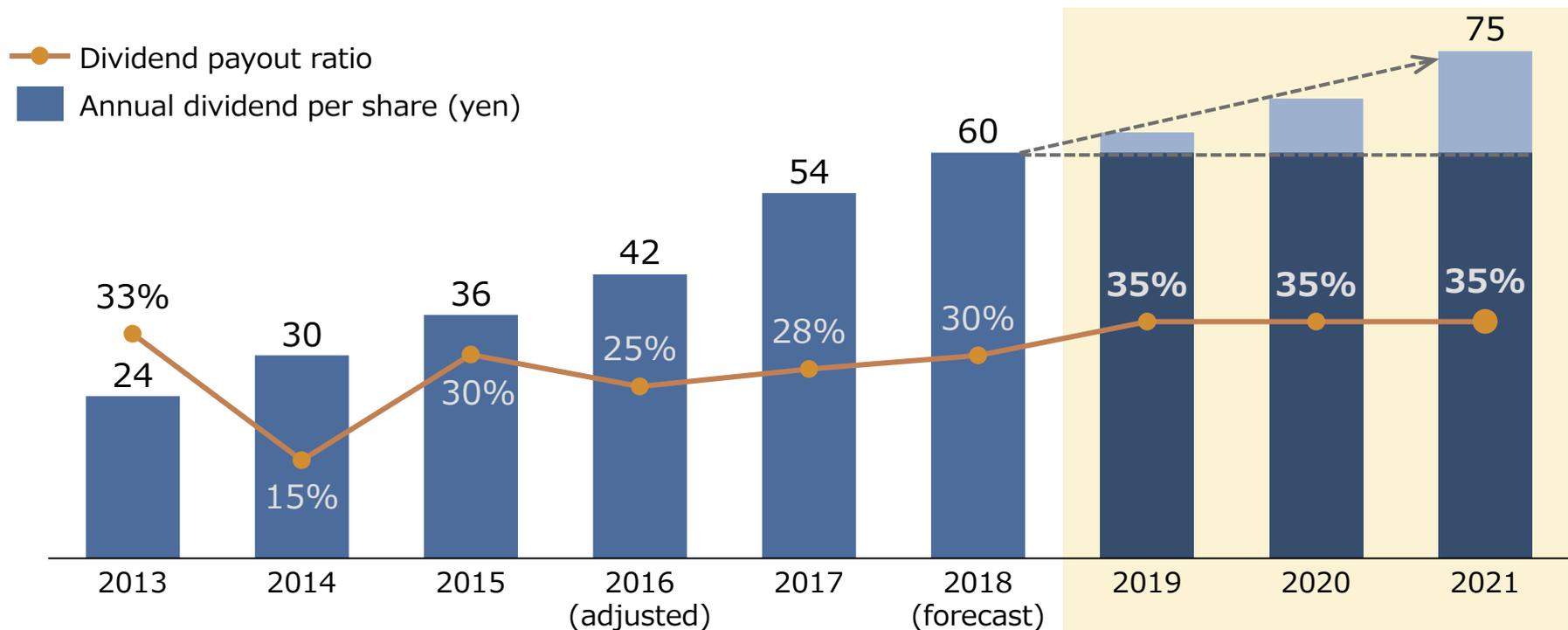
Maintain stable returns to shareholders aiming for a consolidated dividend payout ratio of 35% while making essential strategic investments

Shareholder return

- **Raise the target of consolidated dividend payout ratio to 35%**
- **In principle, prioritize maintaining a constant dividend amount even under severe circumstances**

ROE

- **Maintain around 12%**



CSR management policy | Contribution to SDGs

Achieve social value creation through business activities, envisioning CS B2021 and beyond

Seek to provide innovative products and services that make our customers happy



3 GOOD HEALTH AND WELL-BEING



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Continue to make efforts to help the global environment



7 AFFORDABLE AND CLEAN ENERGY



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



15 LIFE ON LAND

Continuously promote social contribution activities



3 GOOD HEALTH AND WELL-BEING

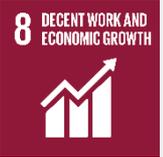


4 QUALITY EDUCATION



11 SUSTAINABLE CITIES AND COMMUNITIES

Enhance collaboration with business partners on ways to address social demands quickly



8 DECENT WORK AND ECONOMIC GROWTH



12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Fuel cell



Total health care support device/ contents



Examples of social value creation linked to business activities in light of SDGs



“Environmental Vision 2050” initiatives



Enhanced CSR at supply chain

Brother Group New Medium-Term Business Strategy



CS B2021

TOWARDS THE NEXT LEVEL

brother
at your side

Glossary of terms (1/2)

Acronym	Official term	Explanation
BVCM	Brother Value Chain Management	Brother's unique management system that regards customer demands and expectations as our guide for all business operations including product planning, development, design, manufacturing, sales, and service to respond best to the needs
C&M	Coding and Marking	Printing and marking of expiration dates, lot numbers and so forth on plastic bottles, cans, and food packaging materials, etc.
DP	Digital Printing	A printing method to print directly from digital-based typesetting data generated on a PC onto a substrate
FA	Factory Automation	Automation of various factory works and processes using machines and information systems
MPS	Managed Printing Services	A service that offers cost reduction and productivity improvement through central management of office printing equipment
PV	Print Volume	Printing volume
RPA	Robotic Process Automation	Automation of business operations by leveraging digital labor
SDGs	Sustainable Development Goals	Seventeen global environmental and development goals for the world to achieve between 2016 and 2030, which were unanimously adopted by 193 countries in the UN General Assembly in Sep 2015
SMB	Small and Medium Business	Companies or entities with 10 to 500 employees (Small and medium-sized offices and companies)
SOHO	Small Office Home Office	Companies or entities with 1 to 10 employees (Home or small offices)
TCO	Total Cost of Ownership	Total cost necessary for installation, use, and maintenance of a product

Term	Explanation
Agile development	An approach to develop products that satisfy specifications and quality required by customers, through iteration of short-term development cycle (of development, implementation, testing, and modification)
Global Vision 21	Medium to long-term vision of Brother Group's further growth
Sub-business	More granular business segment than the disclosed segment. Internal management is conducted on sub-business segment basis; e.g. Home Sewing Machines and Craft are the sub-business segments of Personal & Home
Turnkey	A type of contract to deliver plug-and-play products by integrating Brother products with peripheral equipment and facilities/devices for preceding/following work processes
Mass customization	Mass production of products/services that have been customized to respond to customers requests

Information on this report, other than historical facts, refers to future prospects and performance, and has been prepared by our Management on the basis of information available at the time of the announcement. This covers various risks, including, but not limited to, economic conditions, customer demand, foreign currency exchange rates, tax rules, regulation and other factors. As a result, actual future performance may differ from any forecasts contained on this report.