

The Brother Group formulates the Brother Group Vision, “At your side 2030”

Brother Industries, Ltd. (President: Ichiro Sasaki) today announced that it has formulated a new Brother Group Vision, entitled “At your side 2030.” Running from fiscal 2022 to 2030, the Vision aims at further growth and sustainable improvements in corporate value.

At your side 2030

1. Formulating the Brother Group Vision, “At your side 2030”

The Brother Group was founded in 1908 as a sewing machine repair company. For more than 110 years, it has adapted in line with changes in its environment, and continued to provide value that meets the needs of its customers. In recent years, the business environment has significantly and rapidly changed: the increasing pace of digitalization and automation has led to customers altering their purchasing behavior, while the spread of COVID-19 has resulted in changes to society.

In order to grow sustainably in the midst of these major environmental changes, the Brother Group has formulated a new Group Vision, entitled “At your side 2030.”

2. Overview of “At your side 2030”

In “At your side 2030,” the Brother Group outlines what sort of value it ought to provide its customers between now and 2030. Based on a redefinition of its *raison d’être* (Our Purpose), the Vision outlines both how the Brother Group intends both to provide value (Our Approach), and what values it intends to realize (Our Focus Areas.) The Group intends to establish and execute its next medium-term business strategy by backcasting from these 2030 goals; it plans to announce its next medium-term business strategy around spring 2022.



1) Our Purpose

The Brother Group Vision faces up to the key questions: why does it exist, and what are its raison d'être? It provides the following answer: "By being 'At your side,' we enable people's productivity and creativity, contribute to society, and help protect the earth."

The Group's goals are to fulfill the manifold dreams of people, which include its customers, namely to maximize productivity and creativity, create new values, and continue to develop. The Group will also fulfill its responsibilities to the global environment, by helping society develop in a sustainable manner.

2) Our Approach

The Brother Group has defined "Our Approach" as follow: "We identify and eliminate barriers to customers' success by utilizing our unique technologies and global network."

Since its foundation, the Brother Group has established various businesses and expanded globally; it possesses unique strengths as a global conglomerate, which are rooted in its networks of production, sales, service, and development facilities that stretch across more than 40 countries and regions worldwide. The Brother Group will continue to learn from its customers, suppliers, and other external parties, and swiftly deliver superior value across national, regional, and business borders. It will

understand its customers' value chain, identify their core challenges, and provide unique products and solutions that help them achieve their goals.

3) Our Focus Areas

The Brother Group has specified that the industrial and printing sectors will comprise its focus areas until 2030, and intends to strengthen them using the values outlined above. The Group intends to transform its business portfolio through rapid growth in the industrial area and changes to the printing area, and thereby continue its growth as a conglomerate.

In the industrial area, in fields where it possesses great strengths, the Group intends to improve customer productivity and resolve issues related to human resources and the global environment; in this way, it will gain the trust of its customers and become an invaluable solutions partner to them. In the printing area, significant changes are taking place both in "office work" and the printing environment; the Group will continue to exceed customers' expectations, and build new business pillars that straddle existing business boundaries.

Based on its "At your side." policy, going forward the Brother Group will continue to realize sustainable growth for people and society, fulfill its responsibilities to the global environment, and so contribute to an even better future.

*Further materials related to the "At your side 2030" Vision is scheduled to be made available at the Brother Group website from midday, October 6, 2021(JST):

<https://global.brother/en/corporate/vision>