

HIOKI E.E. CORPORATION





What is HIOKI?

- Since its founding in 1935, HIOKI has been involved in the development, manufacture, and sale of electrical measuring instruments.
- Today, we are proud to offer more than 200 models in 4 product groups as we continue to evolve in response to our customers' constantly changing needs.



History of HIOKI

- 1935: Commenced manufacture of electrical indicating meters in Minato-ku, Tokyo
- 1946: HIOKI's first tester launched in market
- 1952: HIOKI E. E. Corporation incorporated with capital stock of 1.8 million yen
- 1975: Succeeded in independent development and market launch of internal magnetic taut band meters
- 1991: HIOKI stock registered on over-the-counter market
- 1998: HIOKI USA CORPORATION incorporated



History of HIOKI

- 2003: Listed on Section 1 of Tokyo Stock Exchange
- 2006: Acquired electronic measurement instrument business from DKK-TOA Corporation
- 2007: HIOKI (Shanghai) Sales & Trading Co., Ltd., is established with branch offices in Beijing and Guangzhou.
- 2010: HIOKI India Private Limited and HIOKI Singapore Pte. Ltd. are established



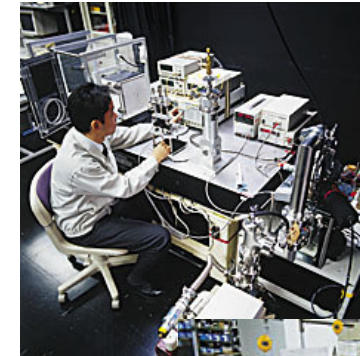
Company Philosophy

- Founded on the dual principles of **Respect for Humanity** and **Contribution to Society**
- Achieve corporate growth by creating a free and vigorous work environment that fosters employee growth
- Commitment to coming together to increase corporate value by developing our business from the customer's perspective
- **Customers Foremost, Quality Foremost**

Headquarters

- Design, manufacturing and warehouse
 - Central Facility

•HIOKI Forest Hills

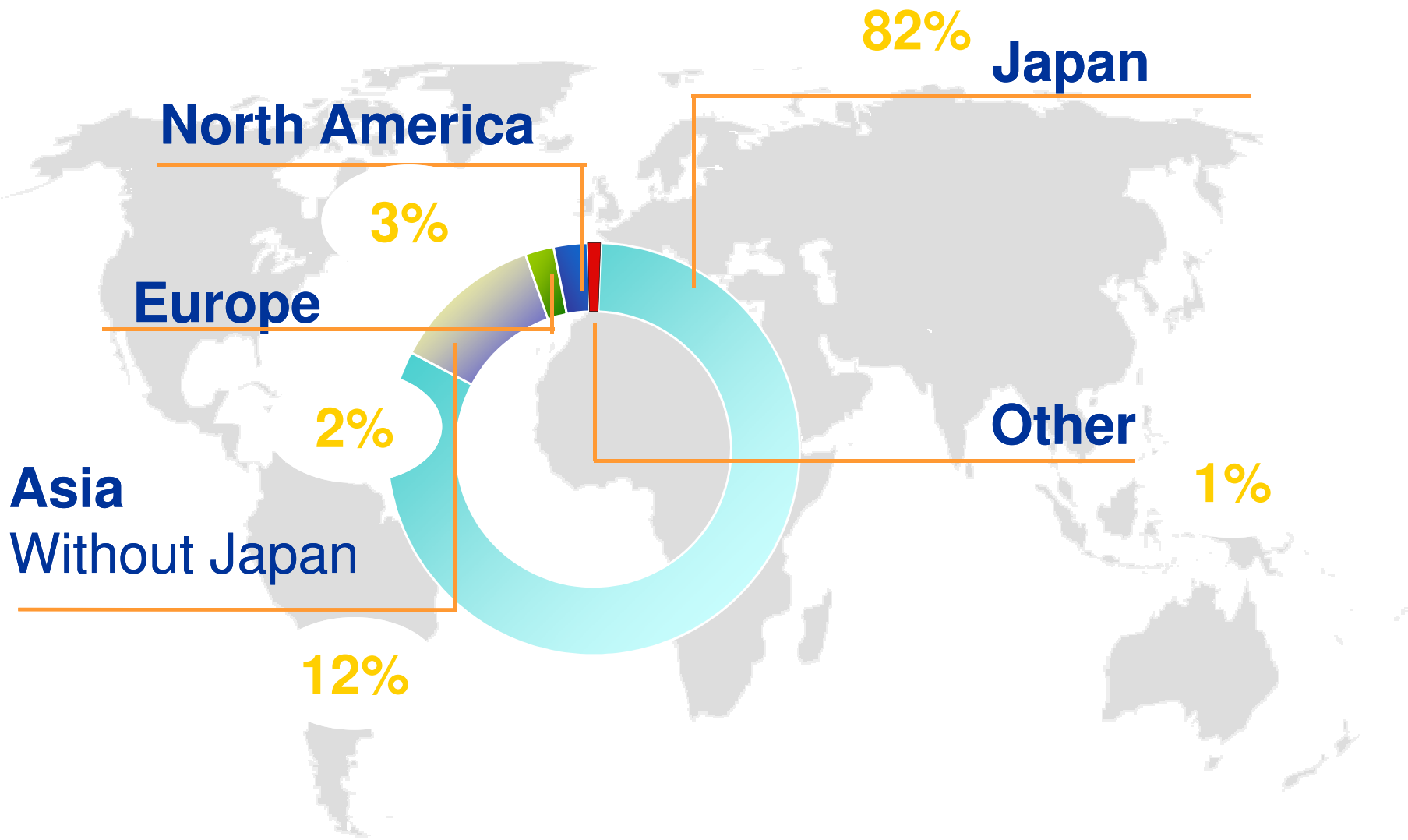


Head Office in Ueda, Japan

- Administrative
- R&D
- Sales & Marketing
 - purchasing
 - sales support
 - marketing
 - communication
- Warehouse and Shipping
- Finance and Controlling
- Personnel
- Repair and Calibration (HIOKI Engineering Services)
- Information Communication Technology

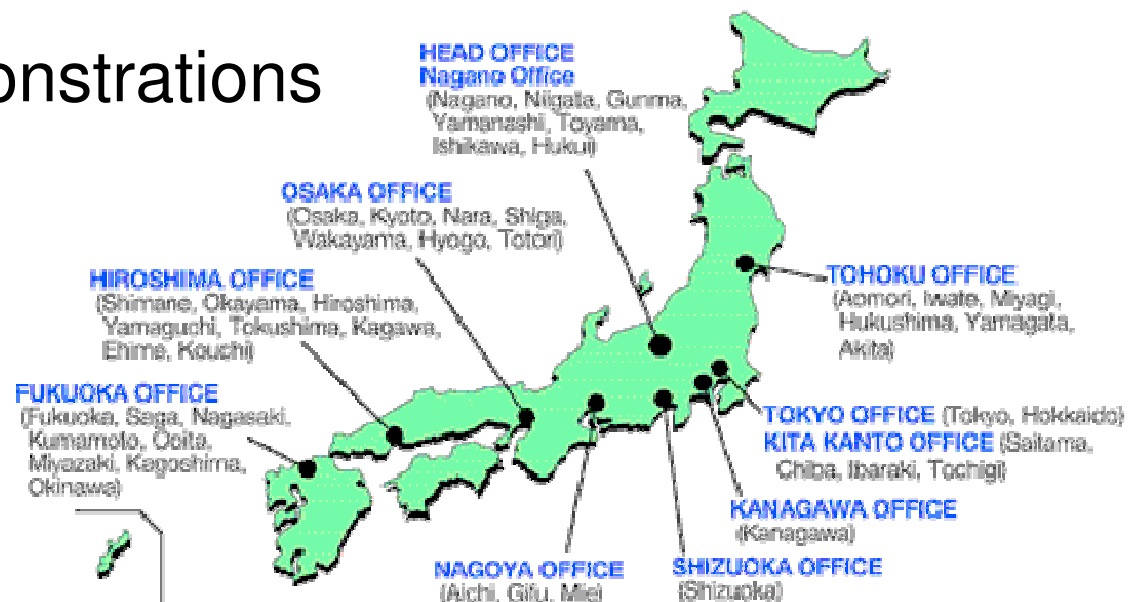


Turnover breakdown
2010: 16.3 Billion Yen



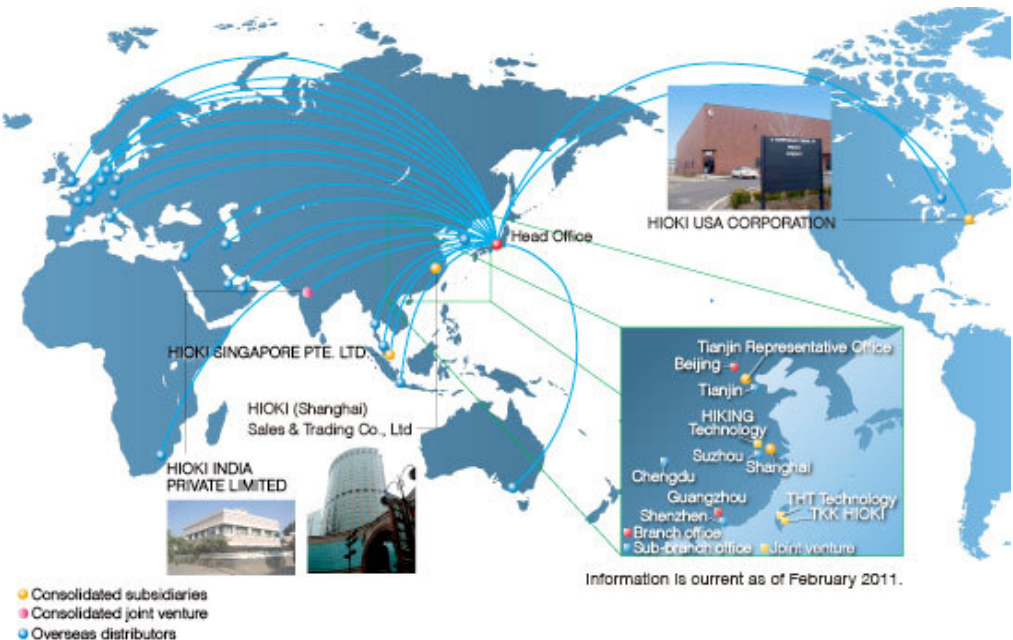
National Sales

- 10 Branch Offices
- 100 Sales Representatives
- Over 200 Trading Houses
- Sales functions
 - Product Demonstrations
 - Training



International Sales

- 4 overseas subsidiaries
- Over 40 Independent Distributors
- Sales functions
 - Product Demonstrations
 - Sales & Marketing
 - Repair & Calibration



Our Markets

- Automotive
- New Energy
- Utility
- Maintenance
 - plants
 - public utilities
 - industry
 - Infrastructure
 - government





Customers

- Automakers
- Power Companies
- Manufacturers
- Service
- Machinery
- Government
- Education



Added value

- Extensive/deep range: more than 200 models in 4 product groups
- Quality of service
 - ISO 9001
 - ISO14001

Product Group 1: ATE

- Equipment for Pass-Fail testing of printed circuit boards and IC packaging used in all kinds of electronic devices



Product Group 2: Recorders

- Dedicated devices for recording electrical changes, temperature and other slowly changing phenomena



Product Group 3: Electronic Measuring Instruments

- Instruments for measuring electrical parameters for testing the behavior of electronic components, and power measuring instruments to determine the power consumption of equipment and facilities



Product Group 4: Field Measuring Instruments

- Instruments for electrical construction and electric system maintenance inspections including equipment to measure electrical noise, magnetic fields, and other quantities



• Thank You

