

Corporate Profile

EXCEL CO., LTD.

Excel is an electronic device trading company focused on LCD components and semiconductor integrated circuits

As a trading company with over 50 years in the business, Excel uses its network to support domestic and overseas manufacturers by supplying advanced products, information, technologies and services.



We support clients by helping them develop the best solutions For today's changing global electronics sector

Solution

Excel Co., Ltd. does not only sell electronic devices. It takes part in its clients' planning and designing of products, as well as manufacture and procurement, and provides technical support in relation to the issues concerning development or designing, in close cooperation with the supplying manufacturers, so that it will provide solutions of various kinds such as customization. Furthermore, it carries out inventory control or order placement on behalf of the clients, as well as the Electronics Manufacturing Service (EMS) support in which the manufacture of modules (semifinished products) is entrusted, among others. In this way, we continue supporting the actual sites of manufacturing both at home and abroad.



We supply a wide range of high-quality electronic devices by leveraging our partnerships with world-class manufacturers

Partnership

Excel has built a network of partnerships with a large number of electronic device makers, including some of the world's top manufacturers. Through our tie-ups with Sharp, ALPSALPINE and other device makers, we have access to technologies and information that allow us to offer a wide choice of different solutions to our clients.



We have powerful supply network in Japan and in Asia, where much of the sector's manufacturing capacity is based

Excel is actively expanding its overseas network to complement existing sites in Japan's major cities. We have created a global supply chain by establishing bases in important global manufacturing centers in Asia, such as Hong Kong, Taiwan and Shanghai. This network allows us to provide rapid and dynamic support to our clients. Our goal is to supply clients with the electronic devices they want, when they want. Guided by this thinking, we use our international network to gather information and procure products that address the diverse needs of our clients.

Global Supply Chain





President Executive Director
Mitsuhiro Ikeda

Since the company's establishment in 1961, we at Excel Co., Ltd. have been promoting our business by arranging the system that enables us to consistently provide our clients with the state-of-the-art technology and information along with the most advanced, excellent products and solutions.

We made a new start in April 2020, when we carried out the business integration scheme with Kaga Electronics Co., Ltd. In the electronics industry, which is changing rapidly as globalization progresses, all of our officers and employees are determined to endeavor to provide all its stakeholders including the clients with satisfaction and to realize the sustainable society, under the Kaga Electronics group's managerial philosophy, "everything we do is for our customers."

Corporate Philosophy - Ex21

Our goal is to realize our corporate philosophy Ex21 to launch a new era and continue to make further progress.

Vision

With the understanding that enterprises are public organs, we will provide satisfaction to all customers, suppliers, employees, society, and shareholders through continual corporate growth.

Mission

We will contribute to development of society through harmonization between advancement in electronics and improvement in lifestyle culture.

Policy

- We aim to pursue mutual prosperity and build trustful relationship for customers and suppliers.
- We will provide employees with fair opportunities, support their growth, and evaluate them properly, and treat them in accordance with results of such evaluation.
- We will fulfill our social responsibility as a social member, including environmental conservation and legal compliance.
- We will perform highly transparent management for shareholders and promptly provide them with accurate information.

Business Conduct

- We will continue positive challenge for innovations with pioneer spirit.
- We will constantly improve operations and strive to enhance productivity.
- We will act in a free, open, and fresh manner.
- We will act fairly in compliance with laws and rules.
- We will act in a responsible manner on our own initiative with a sense of involvement.
- We will value fairness and dignity with awareness as a member of society.
- We will care for customers at all times and quickly respond to them.



Basic Information

| | |
|--------------------------------------|--|
| Company Name | EXCEL CO., LTD. |
| Head Office | 20, Kandamatsunagacho, Chiyoda-ku, Tokyo, 101-0023, Japan |
| Capital | ¥400 million |
| Representatives | President Executive Director : Mitsuhiro Ikeda |
| Founded | July 25, 1961 |
| Fiscal Year-end | March 31 |
| Number of Employees | 123, as of March 31, 2021 |
| Amount of sales (FY2020) | ¥12,896 million |
| Businesses | Sale, import and export of LCD devices, integrated circuits, semiconductor devices and other electronic components and equipment |
| Directors, And Executive Officers | Chairman Executive Director Shintaro Kakei President Executive Director Mitsuhiro Ikeda Director and Senior Executive Officer Shinichi Wakai Shiro Ogawa Director and Executive Officer Toshihiro Tomita Director Isao Tsukamoto Ryoichi Kado Auditor Eiji Kawamura Executive Officer Alex Huang Hideki Sugahara |
| Main Banks | Sumitomo Mitsui Banking Corporation Mizuho Bank, Ltd. MUFG Bank, Ltd. |

Electronic Device Sales Business

Delivering the latest technology, information and electronic devices to Japan and the world

Excel has won trust from clients thanks to its extensive experience and technological capabilities. As a result, we now supply electronic devices for numerous everyday products made by key industries such as the automotive and electrical equipment sectors.

We reliably supply LCD components and other electronic devices to our clients through distribution and exclusive distribution agreements with leading manufacturers in Japan and overseas. We also develop solutions for clients tailored to their global requirements, from product development right through to planning, technological support and customization.



■ Main Products Handled

- LCD Device
- Power Supply Module
- Semiconductors / Integrated Circuits /
Electronic Devices

■ Main Operations

- Sales of devices sourced from Sharp, ALPSALPINE and other leading manufacturers
- Identifying and proposing new suppliers
- Addressing needs for device modularization and customization
- Just-in-time parts supply using a global network
- Developing optimized solutions covering planning and development through to volume production by combining technologies and information

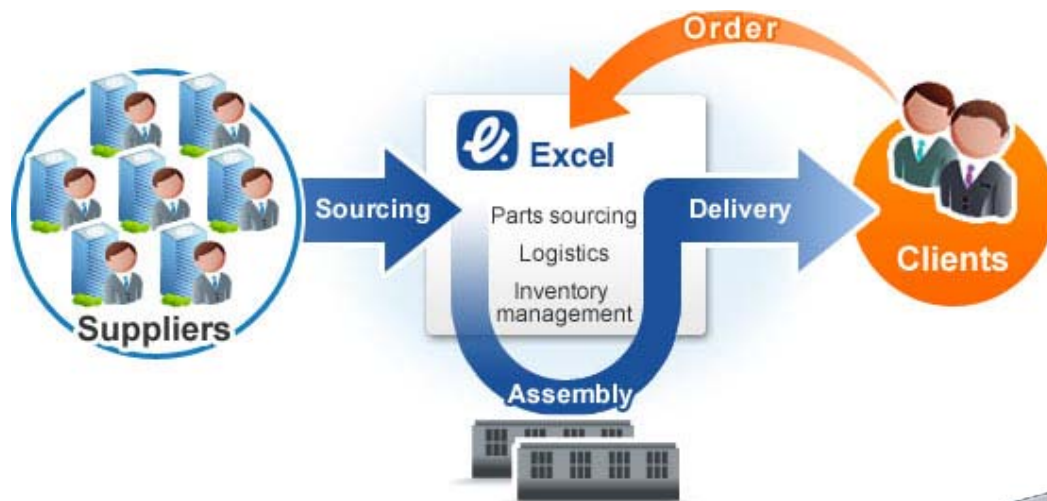


EMS Support Business

Using our extensive experience to revolutionize business models in the electronics sector

Leveraging our expertise in procurement, inventory management and delivery scheduling acquired through device sales and purchasing services, we offer clients electronics manufacturing services (EMS) using our partner plants in Japan and overseas.

Our services help clients to rationalize their businesses and reduce costs by refocusing their operations on core functions and by introducing outsourcing.

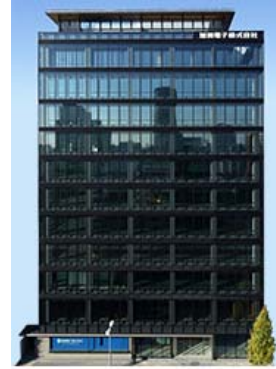


■ Main Operations

- LCD module EMS
 - Mobile devices
 - Car dashboard monitors
 - Medical monitors
 - Amusement equipment
- Parts circuit mounting EMS
- Low noise block converter (LNB) EMS
- Wafer handling



Domestic Network



Head office



Distribution Center

Main Office

| | | | |
|-------------|--|----------------------|----------------------|
| Head Office | 9F 20, Kandamatsunagacho, Chiyoda-ku, Tokyo, 101-0023, Japan | TEL. +81-3-5657-0160 | FAX. +81-3-3258-3810 |
|-------------|--|----------------------|----------------------|

Sales Office

| | | | |
|------------------------|--|----------------------|----------------------|
| Mito Sales Office | 3-2-23, Shiraume, Mito-shi, Ibaraki, 310-0804, Japan | TEL. +81-29-224-4235 | FAX. +81-29-231-8231 |
| Saitama Sales Office | 1950, Niizo, Toda-shi, Saitama, 335-0021, Japan | TEL. +81-48-498-8121 | FAX. +81-48-498-8124 |
| Numazu Sales Office | 74-3, Shimotogari, Nagaizumi-cho, Sunto-gun, Shizuoka, 411-0943, Japan | TEL. +81-55-988-7650 | FAX. +81-55-988-7652 |
| Matsumoto Sales Office | 2F,Nakata Bldg.,12-57, Futaba, Matsumoto-shi, Nagano, 390-0833, Japan | TEL. +81-263-24-2421 | FAX. +81-263-24-2428 |
| Nagoya Sales Office | 2F, KAGA Building, 1-7-2 Osu Naka-ku, Nagoya-shi, Aichi, 460-0011, Japan | TEL. +81-52-265-9481 | FAX. +81-52-212-2061 |
| Osaka Sales Office | 702, Dai6Shin-osaka Bldg., 6-7-3, Nishi-nakajima, Yodogawa-ku, Osaka-shi, Osaka, 532-0011, Japan | TEL. +81-6-7662-9030 | FAX. +81-6-7662-9033 |

Distribution Center

| | | | |
|---------------------|---|----------------------|----------------------|
| Distribution Center | 1950, Niizo, Toda-shi, Saitama, 335-0021, Japan | TEL. +81-48-498-8255 | FAX. +81-48-498-8266 |
|---------------------|---|----------------------|----------------------|

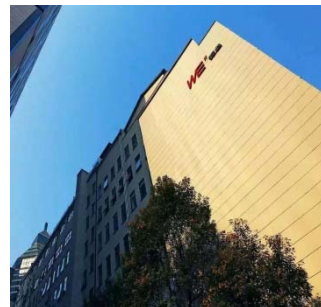
Associated Company

| | | | |
|-------------------------|--|----------------------|----------------------|
| ALFA BUS JAPAN CO.,LTD. | 9F 20, Kandamatsunagacho, Chiyoda-ku, Tokyo, 101-0023, Japan | TEL. +81-3-5657-0485 | FAX. +81-3-3258-3812 |
|-------------------------|--|----------------------|----------------------|

Overseas Network



EXCEL ELECTRONICS (HONG KONG) LTD.



EXCEL INTERNATIONAL TRADING (SHANGHAI) CO., LTD.

TAIWAN

| | | | |
|------------------------------|--|-----------------------|-----------------------|
| EXCEL ASIAN TAIWAN CO., LTD. | 11F-3, No.171, Song De Rd., Sin Yi Dist., Taipei, Taiwan, R.O.C. 11085 | TEL. +886-2-2726-9139 | FAX. +886-2-2726-9078 |
|------------------------------|--|-----------------------|-----------------------|

HONG KONG

| | | | |
|------------------------------------|---|---------------------|---------------------|
| EXCEL ELECTRONICS (HONG KONG) LTD. | Units 7, 7/F, Enterprise Square Three, 39 Wang Chiu Road, Kowloon bay, Kowloon, HONG KONG | TEL. +852-2750-1728 | FAX. +852-2736-9937 |
|------------------------------------|---|---------------------|---------------------|

CHINA

| | | | |
|--|---|------------------------|------------------------|
| EXCEL ELECTRONICS TRADING (SHEN ZHEN) LTD. | 1404A, 14/F, Jingdi Building, NO.3, Fuhua 3rd Road, Futian District, ShenZhen, CHINA 518048 | TEL. +86-755-8253-7357 | FAX. +86-755-8253-7354 |
| EXCEL INTERNATIONAL TRADING (SHANGHAI) CO., LTD. | 201RM, 2/F, No.501 Jiujiang Road, Huangpu District, Shanghai, CHINA 200001 | TEL. +86-21-6339-0620 | FAX. +86-21-6339-0621 |
| EXCEL INTERNATIONAL TRADING (SHANGHAI) CO., LTD. WUXI BRANCH | 708 Room C Building, Wuxi Wangzhuang Technology Innovation Center No.4, Longshan Road, Wuxi National High and New Tech Industrial Development Zone, Wuxi, Jiangsu, CHINA 214028 | TEL. +86-510-8119-2319 | FAX. +86-510-8119-2577 |

THAILAND

| | | | |
|--|---|---------------------|---------------------|
| EXCEL ELECTRONICS TRADING (THAILAND) CO., LTD. | 399 Interchange 21 Bldg., 23rd Fl., Sukhumvit Rd., Klongtoey Nua, Wattana, Bangkok Thailand 10110 | TEL. +66-2-611-2670 | FAX. +66-2-611-2672 |
|--|---|---------------------|---------------------|

Products Handled

Connecting people with technologies

In partnership with leading world-class electronic parts suppliers, Excel offers a wide array of products that precisely meet current trends. Our offerings range from device parts to solution proposals.

LCD Device



Large LCDs

◎ Application :
Bus Destination Information



Bar LCDs

◎ Application :
Destination Display



Passive LCDs

◎ Application :
Ink Jet Printer

AC Adapter (GaN Small size, PD, QC) 、 SW Power Supply (Open Frame, ACDC, DCDC)



Adapter

◎ Application :
Computer and Smartphone



SW Power Supply

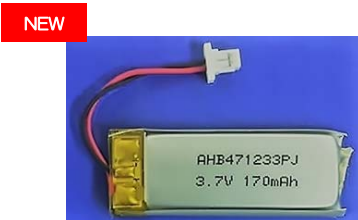
◎ Application : Copier , etc.



Motherboard

◎ Application : Copier , etc.

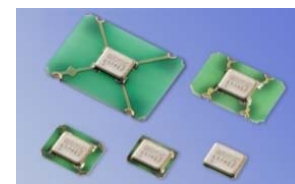
Semiconductors / Integrated Circuits / Electronic Devices



Lithium Ion Battery



One-way clutches



Crystal oscillators



Switches / sensors



Optical semiconductors
(proximity sensors)



Connectors

Products Handled / Main Suppliers / Main Clients

- CCDs
- CMOS sensors / modules
- Flash memory
- LSIs / ICs for LCD devices
- Analog ICs
- System LSIs
- Regulators
- Optical semiconductors (photo-couplers, photo-interrupters, photo-transistors, OPICs etc.)
- LEDs
- LED drivers
- Semiconductor lasers
- Hologram lasers
- CPUs
- Chip sets
- Communication ICs
- Network ICs
- Optical disk drive controllers
- Heat sinks
- Tuners
- Fluorescent display tubes
- Bearings
- Controller products
- System module products
- Relays
- Modules
- Condensers

Main Suppliers / Clients

Main Suppliers

- ALPSALPINE CO., LTD.
 - OTAX Co., Ltd.
 - Origin Company, Limited
 - Cantech INC.
 - KEL CORPORATION
 - KYOCERA Corporation and its group companies
 - Sharp Corporation
 - SUSUMU CO., LTD.
 - DESIGN Incorporated
 - TOKYO COSMOS ELECTRIC CO., LTD.
 - Fenwal Controls of Japan, Ltd.
 - NKK SWITCHES CO., LTD.
 - Panasonic Corporation and its group companies
 - Matsuo Electric Co., Ltd.
 - RICOH Industrial Solutions Inc.
 - Ryosan Company, Limited
 - Compeq Manufacturing Co., Ltd. (Taiwan)
 - Darwin Precisions Corporation (Taiwan)
 - Himax Technologies, Inc. (Taiwan)
 - iBASE Technology Inc. (Taiwan)
 - Jet-One Technology CO., LTD. (Taiwan)
 - Novatek Microelectronics Corp. (Taiwan)
 - OPTO TECH CORPORATION(Taiwan)
 - PHIHONG TECHNOLOGY CO., LTD. (Taiwan)
 - Leader Electronics Inc. (Taiwan)
 - UNIVERSAL MICROELECTRONICS CO., LTD. (Taiwan)
 - Truly Semiconductors Ltd. (Hong Kong)
 - Winmate Inc. (Taiwan)
 - Wistron Corporation (Taiwan)
- etc.

Main Clients

- Asahi Corporation
 - ALPSALPINE CO., LTD.
 - Anritsu Electric Corporation
 - ICHIKOH INDUSTRIES, LTD.
 - EIZO Corporation
 - SMC Corporation
 - NTT DOCOMO, INC.
 - Endo Lighting Corp.
 - Oki Electric Industry Co., Ltd. and its group companies
 - Oriental Motor Co., Ltd.
 - Canon Inc.
 - KDDI CORPORATION
 - KONAMI CORPORATION and its group companies
 - SAXA, Inc.
 - SEGA SAMMY HOLDINGS INC.
 - JVC Kenwood Corporation
 - Jeco Co., Ltd.
 - Citizen Holdings Co., Ltd. and its group companies
 - Sharp Corporation and its group companies
 - Seiko Instruments Inc.
 - Seiko Epson Corporation
 - SoftBank Group Corp.
 - DAITO GIKEN, INC.
 - TOTOKU ELECTRIC CO., LTD.
 - TOSHIBA TEC CORPORATION
 - NIKKISO CO., LTD.
 - NISSIN KOGYO CO., LTD.
 - NIPPON ANTENNA Co., Ltd.
 - NIHON KOHDEN CORPORATION
 - THE NIPPON SIGNAL CO., LTD.
 - NIPPON SEIKI CO., LTD.
 - NEC Corporation and its group companies
 - NIDEC CORPORATION
 - Panasonic Corporation and its group companies
 - BANDAI NAMCO Entertainment Inc.
 - Hitachi, Ltd. and its group companies
 - FUJIKURA SHOJI CO., LTD.
 - FUJITSU GENERAL LIMITED
 - FUJI ELECTRIC CO., LTD.
 - FUJIFILM Corporation
 - BROTHER INDUSTRIES, LTD.
 - Heiwa Corporation
 - Hochiki Corporation
 - HOYA CORPORATION
 - MITSUI KINZOKU ACT CORPORATION
 - Mitsubishi Electric Corporation and its group companies
 - MinebeaMitsumi Inc.
 - YASKAWA Electric Corporation
 - Yamasa Company, Limited
 - YAMAZEN CORPORATION
 - Yokogawa Electric Corporation and its group companies
 - Ricoh Company, Ltd. and its group companies
- etc.

The Excel Group's Corporate History

1961-2000

| | |
|----------|---|
| Jul 1961 | OK Shokai Co., Ltd. established in Chiyoda-ku Tokyo with capital of ¥500,000 Becomes distributor for Origin ELECTRIC CO., LTD. |
| Dec 1963 | Company name changed to OK Denki Shokai Co., Ltd. |
| Mar 1965 | Becomes distributor for Matsushita Electric Works, Ltd. (now Panasonic Industrial Devices Sales Japan Co., Ltd.) |
| Mar 1966 | Becomes distributor for Sharp Corporation |
| Nov 1968 | Head Office moved to Shinagawa-ku, Tokyo |
| Jan 1969 | Becomes exclusive distributor for Matsushita Electric Industrial Co., Ltd. (now Panasonic Corporation) |
| Nov 1977 | Company name changed to OK Denki Co., Ltd. |
| Apr 1992 | Company name changed to Excel Co., Ltd. |
| May 1993 | Singapore branch office opened |
| Jun 1994 | Subsidiary Excel Asian Taiwan Co., Ltd. established in Taipei, Taiwan |
| Oct 1994 | Hong Kong branch office opened |
| Dec 1995 | Shanghai office opened |
| Sep 1998 | Shares registered with Japan Securities Dealers Association for OTC trading |

2001 – present day

| | |
|----------|---|
| Jun 2001 | Subsidiary Easepro Consultants Ltd. (now Excel Electronics (Hong Kong) Ltd.) established in Hong Kong |
| Dec 2001 | Fiscal year-end changed from September 30 to March 31 |
| Dec 2002 | Company listed on the 2nd Section of the Tokyo Stock Exchange |
| Jul 2003 | Hong Kong branch office closed after transferring operations to Excel Electronics (Hong Kong) Ltd. |
| Sep 2003 | Head Office moved to Minato-ku, Tokyo |
| Mar 2004 | Company listing transferred to the 1st Section of the Tokyo Stock Exchange |
| Apr 2004 | Head Office and Tokyo Minami Sales Branch awarded ISO 14001 certification |
| Jul 2005 | Subsidiary Excel International Trading (Shanghai) Co., Ltd. established in Shanghai, China (integrated with Shanghai office) |
| Jul 2007 | Nideco Co., Ltd. absorbed through a merger Becomes distributor for Alps Electric (now ALPSALPINE CO.,LTD.), KEL Corporation, KYOCERA Corporation and other companies Nideco Electronics (Singapore) Pte. Ltd. renamed Excel Singapore Pte. Ltd. (integrated with Singapore branch) |
| Feb 2009 | Subsidiary Excel Electronics Trading (Shenzhen) Ltd. established in Shenzhen, China |
| Jul 2010 | Subsidiary Excel International Trading (Shanghai) Co., Ltd. established in Wuxi, China |
| May 2012 | Subsidiary WiseOps Co., Ltd. (now Advanced Display Solutions (HONG KONG) Ltd.) established in Hong Kong |
| Feb 2014 | Subsidiary Excel Electronics Trading (Thailand) Co., Ltd. established in Bangkok, Thailand |
| Dec 2016 | Subsidiary Advanced Display Solutions Limited established in Minato-ku, Tokyo |
| Apr 2020 | Started as a member of the KAGA ELECTRONICS Group (subsidiary of KAGA ELECTRONICS) |
| Sep 2020 | Merged with Advanced Display Solutions Ltd. Transferred the operations of Advanced Display Solutions (HONG KONG) Ltd. to Excel Electronics (HONG KONG) Ltd. Transferred the operations of Excel Singapore Pte. Ltd. to KAGA (SINGAPORE) ELECTRONICS PTE LTD |
| Mar 2021 | Head Office moved to Chiyoda-ku, Tokyo |



20, Kandamatsunagacho, Chiyoda-ku, Tokyo, 101-0023, Japan
<https://www.excelweb.co.jp>

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