



## 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 approaches For today's changing global electronics sector

## Solution

At Excel, we do more than simply sell electronic devices. We offer our clients optimum solutions by linking up product planning and design, manufacturing and procurement activities. When clients face hurdles in product development and design, we work closely with them and our suppliers to provide technological support, helping them to develop customized solutions if required.

We also handle device inventory management and ordering for our clients, provide EMS support for module (semi-finished products) manufacturing and offer a wide range of other solutions to them overcome the challenges they face.



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, Alps Electric 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. After opening our first overseas office in Singapore in 1993, 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



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



Nobuaki Ohtaki  
President and CEO

EXCEL CO., LTD., has always held that “an enterprise is a public organ.” Dispelling family-run management, it has practiced highly healthy and transparent management, and worked positively to improve management efficiency. This philosophy, advocated since its foundation in 1961, has been the basis for the business operations of EXCEL up to now.

EXCEL is a specialized trading company of electronic devices that has developed a system to supply cutting-edge technology and information, and superior advanced products and services to customers, and continues to promote this business today.

For our company to continue to be trusted by the society into the future, we have dedicated ourselves to the execution of “Ex21”, and we aim at “contributing to society and improving the value of our company” by sharing the sense of values, mission and objectives among all officers and employees, as well as by working actively on activities in consideration of the environment toward global environmental protection.

### Corporate Philosophy - Ex21

#### 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.

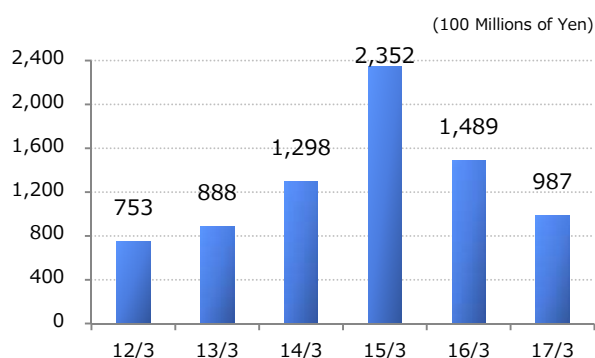


## Basic Information

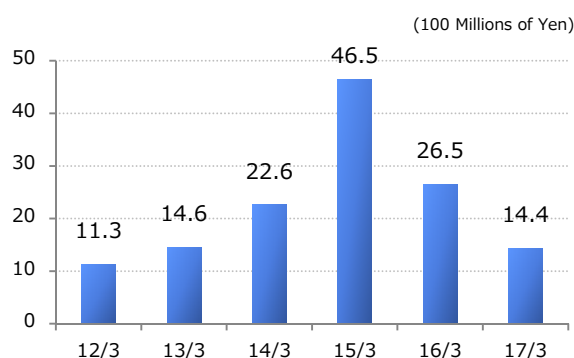
Company Name	EXCEL CO., LTD.	
Head Office	3-12-10, Nishi-Shinbashi, Minato-ku, Tokyo, Japan 105-0003	
Capital	¥3,086 million	
Representatives	President and CEO: Nobuaki Ohtaki	
Founded	July 25, 1961	
Fiscal Year-end	March 31	
Stock Exchange Listing	1st Section of the Tokyo Stock Exchange (Code: 7591)	
Number of Employees	158(Consolidated: 253), as of September 30, 2017	
Businesses	Sale, import and export of LCD devices, integrated circuits, semiconductor devices and other electronic components and equipment	
Directors, And Executive Officers	President and CEO Nobuaki Ohtaki Director and Senior Executive Officer Isaku Tanimura Shiro Ogawa Yukie Tominaga Director Masahiko Sada*2 Kazuyuki Togo *1*3 Takehiko Omiya *1*3 Hideyo Takasu *1*3	Executive Officer Alex Huang Toshihiko Egashira Hideki Sugahara Nobuyoshi Tejima Tsutomu Iwata  *1 Outside Director *2 Full-time Audit and Supervisory Committee Member *3 Audit and Supervisory Committee Member
Main Banks	Sumitomo Mitsui Banking Corporation Mizuho Bank, Ltd. The Bank of Tokyo-Mitsubishi UFJ, Ltd.	

## Financial Highlights (Consolidated)

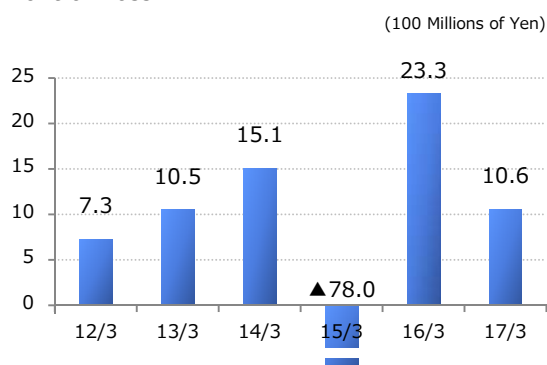
Net Sales



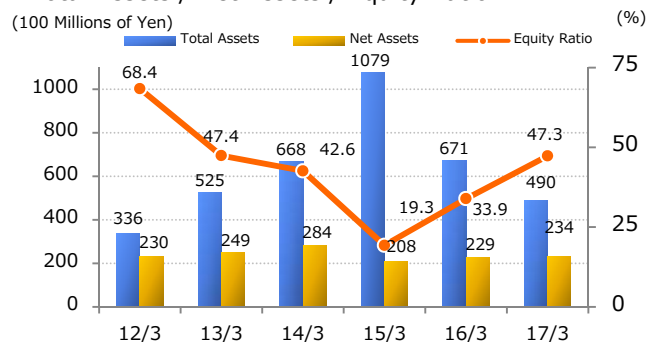
Ordinary Income



Net Profit or Loss



Total Assets / Net Assets / Equity Ratio



## 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.

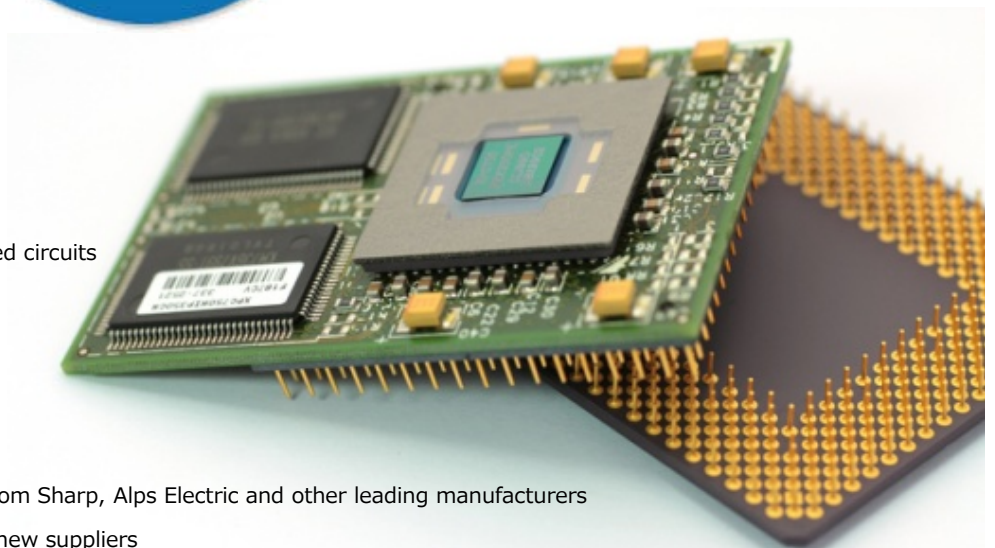


#### ■ Main Products Handled

- LCD devices
- Semiconductors / integrated circuits
- Other electronic devices
- Parts produced in house

#### ■ Main Operations

- Sales of devices sourced from Sharp, Alps Electric 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



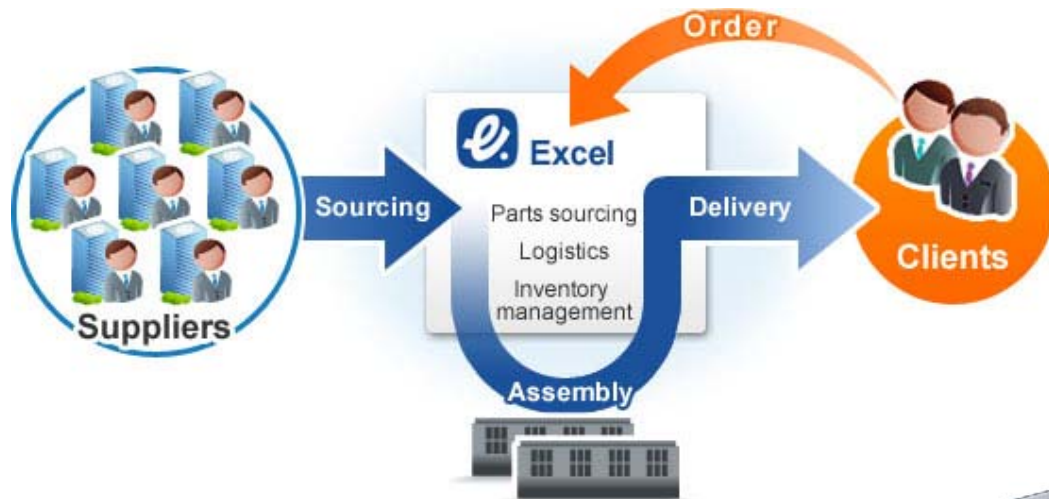


## EMS Support Business

### 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

#### EMS production facil (Partner plants)



# Domestic Network



Head Office



Distribution Center

## Main Office

Head Office	3-12-10, Nishi-Shinbashi, Minato-ku, Tokyo, 105-0003, Japan	TEL. +81-3-5733-8401	FAX. +81-3-3436-2051
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## Sales Branch

Tokyo Minami Sales Branch	9-3-1, Arima, Miyamae-ku, Kawasaki-shi, Kanagawa, 216-0003, Japan	TEL. +81-44-857-1511	FAX. +81-44-857-1516
Nagoya Sales Branch	6-21, Shioya-cho, Minami-ku, Nagoya-shi, Aichi, 457-0078, Japan	TEL. +81-52-821-1175	FAX. +81-52-822-6328
Osaka Sales Branch	701, 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

## Sales Office

Fukushima Sales Office	27-1, Aza-Kaminumata, Noda-cho, Fukushima-shi, Fukushima, 960-8055, Japan	TEL. +81-24-559-2004	FAX. +81-24-559-2071
Mito Sales Office	3-2-23, Shiraume, Mito-shi, Ibaraki, 310-0804, Japan	TEL. +81-29-224-4235	FAX. +81-29-231-8231
Gyoda Sales Office	16-12, Ichiryama-cho, Gyoda-shi, Saitama, 361-0046, Japan	TEL. +81-48-553-3016	FAX. +81-48-553-3017
Saitama Sales Office	1950, Niizo, Toda-shi, Saitama, 335-0021, Japan	TEL. +81-48-498-8121	FAX. +81-48-498-8124
Matsumoto Sales Office	Nakata Bldg. 2F, 12-57, Futaba, Matsumoto-shi, Nagano, 390-0833, Japan	TEL. +81-263-24-2421	FAX. +81-263-24-2428
Hokuriku Sales Office	Kitamachi-Sanwa Bldg, 60-1, Kitamachi-Otsu, Kanazawa-shi, Ishikawa, 920-0055, Japan	TEL. +81-76-261-9800	FAX. +81-76-261-9801
Numazu Sales Office	74-3, Shimotogari, Nagaizumi-cho, Sunto-gun, Shizuoka, 411-0943, Japan	TEL. +81-55-988-7650	FAX. +81-55-988-7652

## Distribution Center

Distribution Center	1950, Niizo, Toda-shi, Saitama, 335-0021, Japan	TEL. +81-48-498-8255	FAX. +81-48-498-8266
Osaka Distribution Center	7-31-7, Ota, Yao-shi, Osaka, 581-0037, Japan	TEL. +81-72-948-5970	FAX. +81-72-948-5986

## Design Center

Design Center	9-3-1, Arima, Miyamae-ku, Kawasaki-shi, Kanagawa, 216-0003, Japan	TEL. +81-44-857-1511	FAX. +81-44-857-1516
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## Associated Company

Advanced Display Solutions Limited	7 Toyokaiji Bldg. 2F-A, 2-8-11, Nishi-shinbashi, Minato-ku Tokyo, 105-0003, Japan	TEL. +81-3-6550-9951	FAX. +81-3-6550-9954
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# Overseas Network



EXCEL ELECTRONICS (HONG KONG) LTD.



EXCEL ELECTRONICS TRADING MEXICANA, S.A. DE C.V.

## 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
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## 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
Advanced Display Solutions (HONG KONG) LTD.	Units 5-6, 7/F, Enterprise Square Three, 39 Wang Chiu Road, Kowloon bay, Kowloon, HONG KONG	TEL. +852-3104-4530	FAX. +852-3105-1105

## CHINA

EXCEL ELECTRONICS TRADING (SHEN ZHEN) LTD.	2201A RM, 22/F, Modern International Building, No.3038, Jintian Road, Futian District, Shen Zhen, 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

## SINGAPORE

EXCEL SINGAPORE PTE. LTD.	10 Anson Road, #28-06B, International Plaza, SINGAPORE 079903	TEL. +65-6222-3844	FAX. +65-6222-5998
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## 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
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## MEXICO

EXCEL ELECTRONICS TRADING MEXICANA, S.A. DE C.V.	Batallón de San Patricio #109, Piso 10 Int. 1020, Col. Valle Oriente, San Pedro, Garza García, N.L. MEXICO, C.P. 66269	TEL. +52-81-8215-6914
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# 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.

### Display Solutions



◎ Application : Large LCDs  
Bus Station Signage



◎ Application : Bar LCDs  
Destination display



◎ Application : Passive LCDs  
Ink jet printer

### Embedded solutions



Motherboard



Tablet



Embedded power supply module

### Semiconductors / Integrated Circuits/Electronic Devices



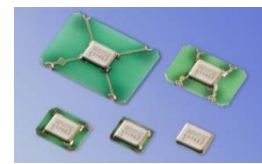
PM 2.5 Sensor Module



Optical semiconductors (proximity sensors)



One-way clutches



Crystal oscillators



Switches / sensors



DC car adapters

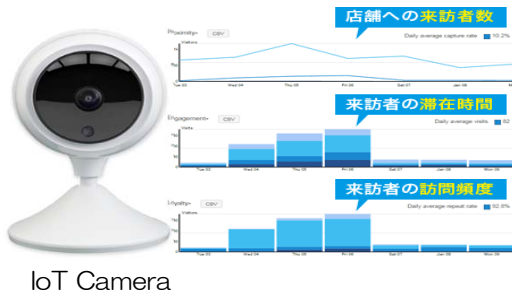


Connectors

- 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

Network solution



Cloud type network solution using camera.

( Analysis and provision of visitor number data )

Main Suppliers / Clients

Main Suppliers

- |   |  |  |   |
|---|--|--|---|
| <ul style="list-style-type: none"> <li>● ALPS ELECTRIC CO., LTD.</li> <li>● OTAX Co., Ltd.</li> <li>● Origin Electric Co., Ltd.</li> <li>● KYOCERA Corporation and its group companies</li> <li>● KEL CORPORATION</li> <li>● Sharp Corporation</li> </ul> | <ul style="list-style-type: none"> <li>● SUSUMU CO., LTD.</li> <li>● TOKYO COSMOS ELECTRIC CO., LTD.</li> <li>● Fenwal Controls of Japan,Ltd.</li> <li>● NKK SWITCHES CO.,LTD.</li> <li>● Panasonic Corporation and its group companies</li> <li>● Matsuo Electric Co., Ltd.</li> <li>● RICOH Industrial Solutions Inc.</li> </ul> | <ul style="list-style-type: none"> <li>● Ryosan Company, Limited</li> <li>● Astra Inc. (Taiwan)</li> <li>● Compeq Manufacturing Co., Ltd. (Taiwan)</li> <li>● Darwin Precisions Corporation (Taiwan)</li> <li>● Himax Technologies, Inc. (Taiwan)</li> <li>● iBASE Technology Inc. (Taiwan)</li> <li>● Jet-One Technology CO.,LTD. (Taiwan)</li> </ul> | <ul style="list-style-type: none"> <li>● Novatek Microelectronics Corp. (Taiwan)</li> <li>● OPTO TECH CORPORATION(Taiwan)</li> <li>● PHIHONG TECHNOLOGY CO., LTD. (Taiwan)</li> <li>● Truly Semiconductors Ltd. (Hong Kong)</li> <li>● Winmate Inc. (Taiwan)</li> <li>● Wistron Corporation (Taiwan)</li> </ul> |
|---|--|--|---|

etc.

Main Clients

- |   |   |  |  |
|---|---|--|--|
| <ul style="list-style-type: none"> <li>● Asahi Corporation</li> <li>● Alpine Electronics, Inc.</li> <li>● ALPS ELECTRIC CO., LTD.</li> <li>● Anritsu Electric Corporation</li> <li>● ICHIKOH INDUSTRIES, LTD.</li> <li>● EIZO Corporation</li> <li>● SMC Corporation</li> <li>● NTT DOCOMO, INC.</li> <li>● Endo Lighting Corp.</li> <li>● Oki Electric Industry Co., Ltd. and its group companies</li> <li>● Oriental Motor Co., Ltd.</li> <li>● Canon Inc.</li> <li>● KDDI CORPORATION</li> </ul> | <ul style="list-style-type: none"> <li>● KONAMI CORPORATION and its group companies</li> <li>● SAXA, Inc.</li> <li>● SEGA SAMMY HOLDINGS INC.</li> <li>● JVC Kenwood Corporation</li> <li>● Jeco Co., Ltd.</li> <li>● Citizen Holdings Co., Ltd. and its group companies</li> <li>● Sharp Corporation and its group companies</li> <li>● Seiko Instruments Inc.</li> <li>● Seiko Epson Corporation</li> <li>● SoftBank Group Corp.</li> <li>● DAITO GIKEN, INC.</li> <li>● TOTOKU ELECTRIC CO., LTD.</li> <li>● TOSHIBA TEC CORPORATION</li> <li>● NIKKISO CO., LTD.</li> </ul> | <ul style="list-style-type: none"> <li>● NISSIN KOGYO CO., LTD.</li> <li>● NIPPON ANTENNA Co., Ltd.</li> <li>● NIHON KOHDEN CORPORATION</li> <li>● THE NIPPON SIGNAL CO., LTD.</li> <li>● NIPPON SEIKI CO., LTD.</li> <li>● NEC Corporation and its group companies</li> <li>● NIDEC CORPORATION</li> <li>● Panasonic Corporation and its group companies</li> <li>● BANDAI NAMCO Entertainment Inc.</li> <li>● Hitachi, Ltd. and its group companies</li> <li>● FUJIKURA SHOJI CO., LTD.</li> <li>● FUJITSU GENERAL LIMITED</li> <li>● FUJI ELECTRIC CO., LTD.</li> </ul> | <ul style="list-style-type: none"> <li>● FUJIFILM Corporation</li> <li>● BROTHER INDUSTRIES, LTD.</li> <li>● Heiwa Corporation</li> <li>● Hochiki Corporation</li> <li>● HOYA CORPORATION</li> <li>● MITSUBI KINZOKU ACT CORPORATION</li> <li>● Mitsubishi Electric Corporation and its group companies</li> <li>● MinebeaMitsumi Inc.</li> <li>● YASKAWA Electric Corporation</li> <li>● YAMAZEN CORPORATION</li> <li>● Yokogawa Electric Corporation and its group companies</li> <li>● Ricoh Company, Ltd. and its group companies</li> </ul> |
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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
Jul 2007	Nideco Co., Ltd. absorbed through a merger Becomes distributor for Alps Electric, KEL Corporation, KYOCERA Corporation and other companies Nideco Electronics (Singapore) Pte. Ltd. renamed Excel Singapore Pte. Ltd.
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) Limited) established in Hong Kong
Feb 2014	Subsidiary Excel Electronics Trading (Thailand) Co., Ltd. established in Bangkok, Thailand
Nov 2015	Subsidiary Excel Electronics Trading Mexicana, S.A. de C.V. established in San Pedro, Garza García N.L. Mexico
Dec 2016	Subsidiary Advanced Display Solutions Limited established in Minato-ku, Tokyo



3-12-10, Nishi-Shinbashi, Minato-ku, Tokyo, Japan 105-0003  
<http://www.excelweb.co.jp>

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