

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.



Partnership

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

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

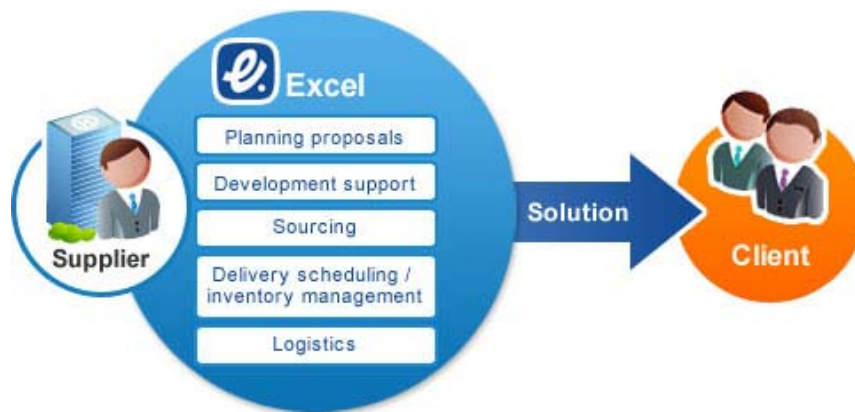
Company Name	EXCEL CO., LTD.
Head Office	20, Kandamatsunagacho, Chiyoda-ku, Tokyo, 101-0023, Japan
Capital	¥400 million
Representatives	President Executive Director : Mitsuhiro Ikeda
Founded	July 25, 1961
Fiscal Year-end	March 31
Number of Employees	114, as of March 31, 2024
Amount of sales (FY2023)	¥16,924 million
Businesses	Sale, import and export of LCD devices, integrated circuits, semiconductor devices and other electronic components and equipment
Directors, And Executive Officers	President Executive Director Mitsuhiro Ikeda Managing Executive Officer Shinichi Wakai Director and Senior Executive Officer Shiro Ogawa Director and Executive Officer Toshihiro Tomita Director and Executive Officer Yoshitaka Sumie Auditor Eiji Kawamura Executive Officer 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.

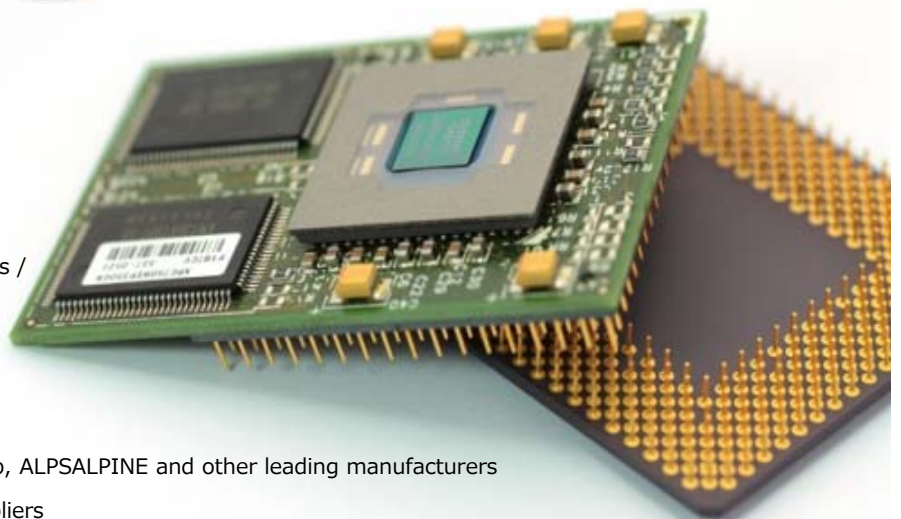


■ Main Products Handled

- 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

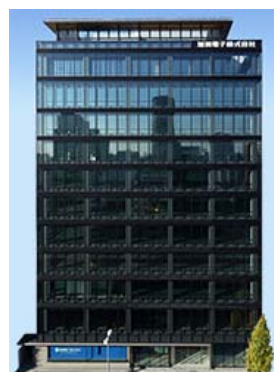
Using our extensive experience to revolutionize business models in the electronics sector

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.



Domestic Network



Head office

Main Office

Head Office	9F 20, Kandamatsunagacho, Chiyoda-ku, Tokyo, 101-0023, Japan	TEL. +81-3-5657-0160	FAX. +81-3-3258-3810
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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
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	7F, 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

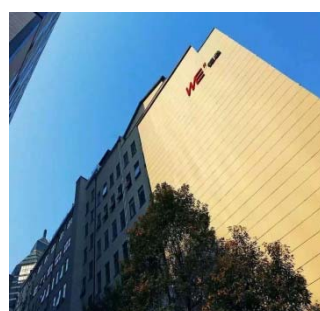
Associated Company

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

EXCEL ELECTRONICS TRADING (SHEN ZHEN) LTD.	1404 A,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	Room1502, 15F, Wuxi,Coastal Center ,NO.41 Guan Shun Road, Wuxi Economic Development District, Wuxi, Jiangsu, P.R.CHINA 214100	TEL. +86-510-8119-2319	FAX. +86-510-8119-2319

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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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.

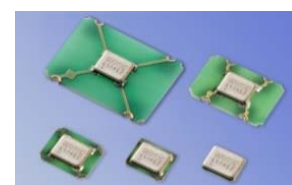
Semiconductors / Integrated Circuits / Electronic Devices



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)
- Dahua Technology Co., Ltd. (China)
- 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)
- Shenzhen Pudu Technology Co., Ltd. (China)
- Leader Electronics Inc. (Taiwan)
- UNIVERSAL MICROELECTRONICS CO., LTD. (Taiwan)
- Truly Semiconductors Ltd. (Hong Kong)
- Winmate Inc. (Taiwan)
- Zhejiang HuaRay Technology Co., Ltd. (China) 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.
- TOSHIBA TEC CORPORATION
- NIKKISO 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
- Wistron Corporation (Taiwan)
- 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 Corporation)
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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