

Intellectual Properties (IP) to support new and existing businesses

Ensure Maxell's superiority and support the realization of technologies that create a sustainable society through the cycle of IP Basic Duties – IP Utilization – Innovation Activity

Basic Policy for Intellectual Property Activities

With a focus on Maxell's original Analog Core Technologies, we are promoting business activities that integrate our technological strategy with our intellectual property strategy. In addition, we strive to secure Maxell's superiority and contribute to a sustainable society by conducting basic duties to create, develop, and manage rights intended for adequate protection of the Maxell brand and other intellectual properties. We also actively utilize intellectual property and pursue innovation in original technologies. At the same time, we firmly maintain a stance of respecting the intellectual property of other companies in order to build a fair business environment, such as carefully checking other companies' patents from the early stages of research and development.

In order to protect original technologies, we will reliably conduct basic operations in intellectual property, such as intellectual property creation, know-how identification, rights acquisition, and management, and defend Analog Core Technologies and the applied products with intellectual property.

Intellectual Property Strategy to Support Business

Based on the business environment, business strategy, and intellectual property information analysis, in order to maximize the contribution of intellectual property to our business, we are conducting IP ground design activities to plan intellectual property activities through a back-cast that looks back on the present from the ideal future utilization of intellectual property for each business.

In addition, we are conducting strategic inventions to foster intellectual property rights with a focus on key technologies that form the core of our new business, including "head up displays," "electro-magnetic wave absorber," and "all-solid-state batteries."

Through these activities, we will steadily build an intellectual property portfolio that will be active in five or ten years.

Promoting the creation of original and unique technologies that realize a sustainable society through cross-divisional support for cutting-edge research and development

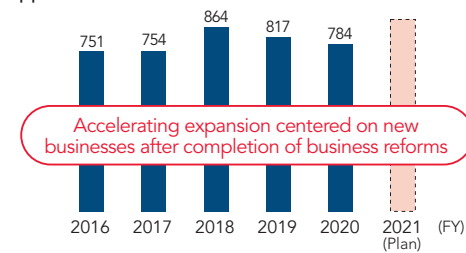
Contributing to SDGs through Activities for Invention

To deepen internal SDGs efforts and promote innovations that contribute to them, we strive to create intellectual property by being conscious of links with SDGs from the discovery stage of inventions.

In addition, in order for inventors to be more conscious of SDGs, we are conducting activities to include in statements the development targets for SDGs to which inventions contribute.

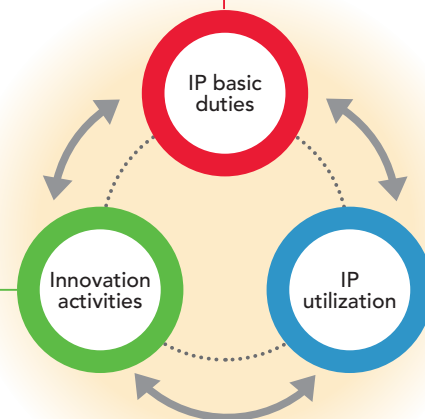
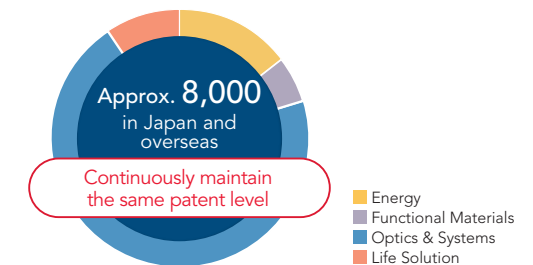
Status of Patent Assets

Number of Domestic and Overseas Patent Applications



* As of March 2021

Patent Asset Ratio by Segment*



Direct contribution and indirect contribution through protection and expansion of business with intellectual property

Intellectual Property Utilization Policy

In addition to protecting our own business through intellectual property rights, we will promote the appropriate release of our own technologies to other companies and make a direct contribution to our own earnings by acquiring implementation fees.

To Deal with Counterfeiting

In order to reduce the risk of brand impairment due to third-party brand fraud and other factors, we take firm measures against manufacturing and selling counterfeit designs and products disguising the Maxell brand, and applying for and registering similar trademarks improperly in major countries, such as by registering customs and monitoring e-commerce websites.

Enhancing the Value of the Corporate Brand

We are promoting corporate branding aimed at enhancing “corporate value” while pursuing Maxell’s uniqueness and expanding contact points with society.

With a branding strategy linked to our management strategy at the core, we are building a consistent corporate identity by linking and deploying to DESIGN→APPLICATION from the starting point of our PHILOSOPHY “MVSS.”

Approach to the Corporate Brand

In October 2017, we formulated our brand logo and brand slogan, “Within, the Future—The future is within—.” Since then, we have worked together as a group to disseminate the Maxell brand.

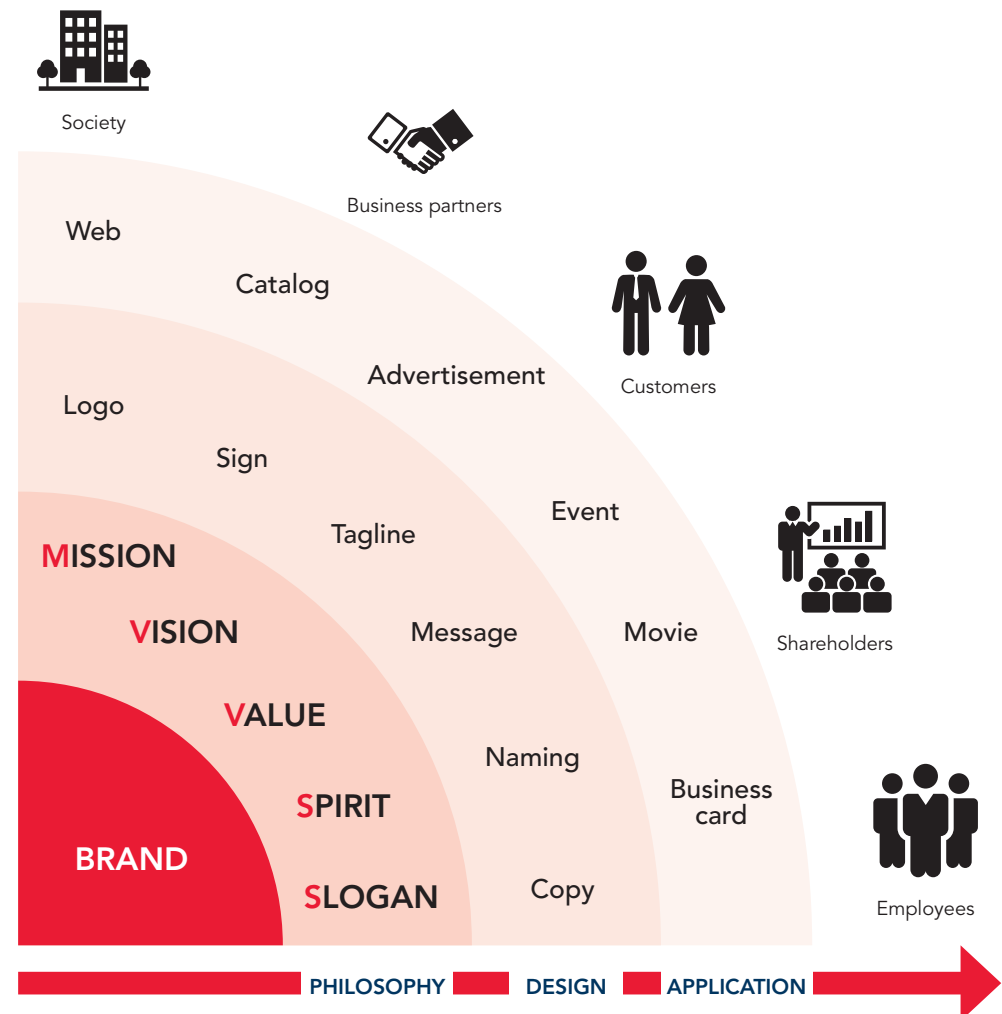
Even now, Maxell’s image of cassette tapes and dry batteries is strong, and it has a strong presence in recording media and batteries. In recent years, Maxell Group has been offering a wide range of products, transcending barriers such as BtoC and BtoB, and we believe that, in order to grow over the medium to long term, it will be key objective to get recognition and understanding of Maxell’s corporate brand from consumers other than our traditional products, particularly from younger generation.

Inner branding aimed at fostering a sense of unity within Maxell Group is also an important issue, and we are aiming to build a consistent corporate brand.

Our Three Branding Missions

1	Strengthening approaches to young people	Communication to acquire future employees and fans
2	Strengthening inner branding	Enhancing employee engagement
3	Building a brand story	Organize brand stories that earn the understanding and sympathy of employees, customers, and society

Concept of Corporate Branding



Enhancing the Value of the Corporate Brand

1 Strengthening approaches to young people

Brand appeal to the 10s–20s people requires communication through a variety of media.

One of these is communication using SNS, radio commercials, and naming rights at facilities to attract customers. Through utilization of owned media and radio commercials at FM802 and FM TOKYO, and strengthen further partnership with Maxell Aqua Park Shinagawa, we are working to

deepen brand awareness, as the first opportunities to learn about Maxell.

We also participate in events for elementary students as an approach to parents and children to make aware of the enjoyment of *Monozukuri* (manufacturing), brand recognition, and understanding of Maxell.



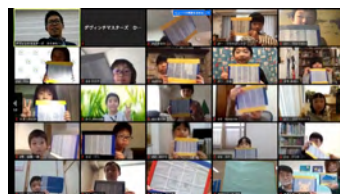
Through collaboration with major apparel brands, we worked to increase awareness of Maxell and the Maxell brand logo by promoting communication focused on younger customers.

ダヴィンチマスターズ

“The 23rd Davinci Masters”
(sponsored by Davinci Masters)
Period: Tuesday, November 3, 2020
Participants: Approximately 60 first- to third-grade elementary schools

We have implemented a “original message board” making program that uses adhesive tapes in an online format using Zoom.

In the first half of the program, we introduced Maxell and adhesive tapes in a quiz format, and were also interested in adhesive tapes and *Monozukuri* at a video viewing of the manufacturing process at our Kobuchizawa Works.



COMMENT

In recent years, awareness of the Maxell brand has declined among younger people. As a result of measures focused on “communication with younger people,” there has been an increase in the number voices of students that they “listened to commercials of FM stations!” and “know Aqua Park Shinagawa!” In addition, interest in Maxell through the dissemination of SNS is appearing in the number of student applications. In the future, we hope that we will be able to recruit future Maxell employees from people who participated in events targeting children.

(From recruitment staff)

Atsuki Onishi, Human Resources & General Affairs Department, Maxell, Ltd.

2 Strengthening inner branding



Since April 2021, we have been publishing a renewed communication tool for all Maxell Group employees, which was originally launched in fiscal 2019. The intranet-based internal newsletter is continuously used to prioritize the immediacy of information, and “Maxell Square” is published and distributed on paper to ensure that internal information is delivered.

Issuance frequency is quarterly, and each issue features one employee on the cover, with interviews linked to the connection between MVSS and his/her work. It also covers information that should be delivered to all employees across the organization, including management information, messages from executives, information from business divisions and operating companies.

We translate and edit multiple languages in English, Chinese and Indonesian, and distribute them through data to overseas bases as well.

COMMENT

Based on the concept of “easy to understand and interesting for anyone,” we have started PR on our image recognition technology in the form of blogs. In addition to the operation of this blog, the implementation of blog PR at Maxell’s official SNS greatly improved the number of people accessing the Maxell Frontier corporate website, and the SNS response also confirmed Maxell’s growing interest in image recognition solutions.

3 Building a brand story



This is a video that explains Maxell’s history and technological records.

It was created with the aim of deepening Maxell’s strengths and understanding of the future.

In 2021, the 60th anniversary of the Company’s foundation, we reviewed our history to date, and not only explored the origins, attractiveness, and strengths of Analog Core Technologies, but also understood the future of Maxell, which will create Maximum Excellence as a company “Within, the Future—The future is within—.” This is a documentary video that explains why Maxell is surviving and how it is trying to grow. We also produced and distributed English- and Chinese-language translations to overseas bases.

Click here for the introduction page
https://www.maxell.co.jp/corporate/history_channel.html
(in Japanese only)



Ryota Nakamura, DMS Division, Maxell Frontier Co., Ltd.