

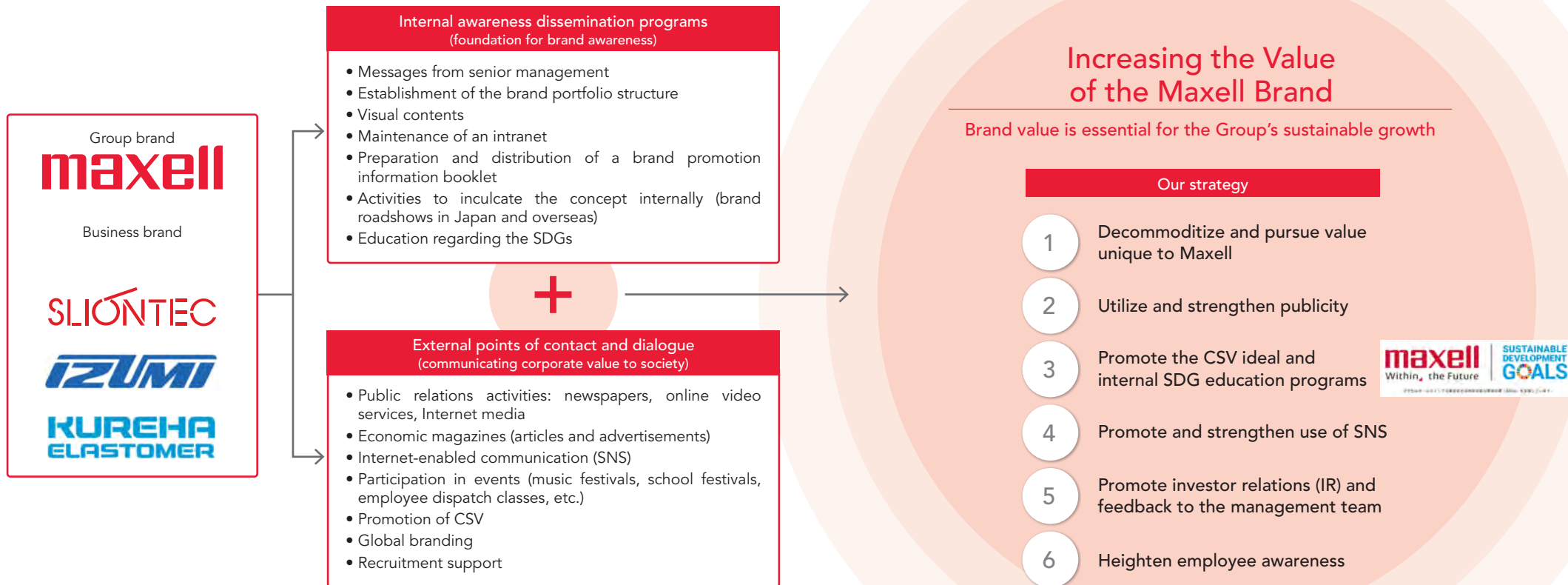
# Increasing the Value of the Maxell Brand

The Company changed its name to Maxell Holdings, Ltd. in October 2017, taking its first step in a new phase of growth through what has been positioned as a “second foundation.” In addition, we incorporated our new slogan, “Within, the Future—the future is within,” into our brand logo. We will instill an awareness of the logo and slogan in all of our employees, and based on the “One Maxell” and “We Are Maxell” sense of solidarity and identity, we will raise the visibility of the new Maxell brand worldwide.

Meanwhile, to this day “Maxell” is a byword for cassette tapes, DVDs, and alkaline batteries due to our strong presence in those products for many years. However, the Maxell Group’s product lineup is undergoing a significant expansion beyond the idea of BtoC (consumer) or BtoB (business) products. Therefore, we believe that raising the profile of the Maxell corporate brand among consumers other than those of such traditional mainstay products—particularly young consumers—is essential for our medium- to long-term growth.

Our aim is to rebuild and strengthen the Maxell brand. To this end, we will escape from commoditization and pursue our ideal of CSV (Creating Shared Value) by offering differentiated value that is unique to Maxell. In conjunction with these efforts, we will increase our points of contact with society as we expand our businesses. In addition, we will actively seek dialogue with stakeholders through publicity and the use of SNS.

## Our Approach to Increasing Brand Value



## Increasing the Value of the Maxell Brand

### TOPICS

#### Branding for Business Synergy Creation

Acquisition of naming rights to “Maxell Aqua Park Shinagawa” in December 2017



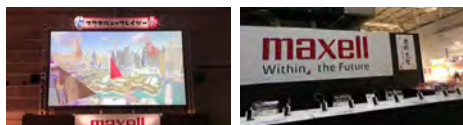
<http://www.aqua-park.jp/aqua/en/>

#### Sponsoring of Sports Events and Cultural Activities

Contribution to community revitalization and sports promotion as official sponsor of Hitachi Rivale



Provision of Maxell brand projectors and operation of a smartphone charging station at FM802 RADIO CRAZY event (sponsored by FM802 Co., Ltd.)



#### Corporate Movie

Receipt of VFX-JAPAN Awards 2019 for the Maxell Group's corporate movie “A piece of the future, in this hand.” The latest corporate movie iteration features actual employees.



■ A piece of the future, in this hand.  
<https://youtu.be/xk0UifkJucl>

#### Video Summarizing the Maxell Group

Maxell's Analog Core Technologies explained in a four-minute video



■ Maxell - Explainer Video by simpleshow  
[https://www2.maxell.co.jp/corporate/brand\\_e.html](https://www2.maxell.co.jp/corporate/brand_e.html)

#### Support for Education of the Next Generation

Proactive support for education of the next generation through employee dispatch programs, sports activities, etc.



Participation in the Da Vinci Masters program for learning science and mathematics through games

Support for the athletic development course of Kyoto Sanga F.C.

ダヴィンチマスターズ



#### Building a Fan Base through Use of SNS

Maxell's official Twitter account has reached more than 90,000 followers. We are running a prize campaign and providing seasonal information to promote new products, aiming to surpass 100,000 followers in fiscal 2020.



#### First Issue of Internal Brand Newsletter for Employees

The first issue of *Brand-NewsMaxell*, a quarterly newsletter for all Maxell Group employees, was published in fiscal 2019 to facilitate periodic sharing of information on branding activities. As of July 2020, the sixth issue has been produced and distributed.



#### Internal Management Policy Bulletin

To ensure that all Maxell Group employees are apprised of new management policies as quickly as possible, we create posters for display in every workplace and issue credo cards that employees can carry with them, aiming to get all Maxell Group employees thinking along the same lines.

