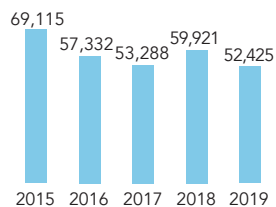


## Segment Information

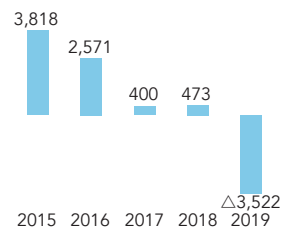
### Electronic Appliances and Consumer Products

In the Electronic Appliances and Consumer Products segment, we engage in the production and sale of projectors, healthcare products, small electronic appliances, audio equipment, optical discs, dry batteries, chargers, accessories, hydraulic tools, and other products.

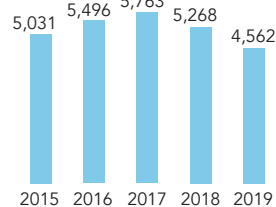
Net Sales  
(¥ million)



Operating Income (Loss)  
(¥ million)



R&D Expenses  
(¥ million)



#### Overview of Main Products

Category	Main Products
Projectors	Projectors
Imaging equipment	AR head-up displays (HUDs), imaging light, and non-contact human-machine interface (HMI)
Health, beauty care, and other small electronic appliances	EMS* device, low-frequency pulse massager
	Anti-bacterial deodorizers
	Alkaline ionized water generators, hydrogen water generators
	Massage chair drive units
	Shavers
	Hair dryers
	Facial treatment systems
Audio equipment, accessories	Cooking appliances, other small electronic appliances
	Headphones, speakers
Recording media	Computer peripherals, other accessories
	Optical discs, USB memory and flash memory
Batteries, power sources	Cassette tapes
	Alkaline dry batteries, manganese dry batteries
Hydraulic tools	Mobile batteries
	Battery operated tools, other hydraulic tools

\* Electrical Muscle Stimulation

- Ilexam luminous hair dryer**
- EMS devices**
- Ozone anti-bacterial deodorizers**
- LONG LIFE DESIGN AWARD**  
**IZUMI Shavers**
- GOOD DESIGN AWARD 2020**  
**Portable batteries**
- Imaging light**
- True wireless stereo, Bluetooth®-compatible headphones**
- Liquid crystal projectors using laser light sources**
- Hydraulic tools**

## Segment Information

### Electronic Appliances and Consumer Products

#### ▲ Fiscal 2019 Business Results

Despite an increase in sales in the hydraulic tool and electric home appliance business, there was a significant impact from a drop in sales of projectors due to delays in a brand switch and suspended operations of factories in China due to the impact of the COVID-19 pandemic as well as stagnant sales in the Chinese market. As a result, net sales in the Electronic Appliances and Consumer Products segment decreased 12.5%, or ¥7,496 million, to ¥52,425 million. The operating loss was ¥3,522 million, a net change of ¥3,995 million compared to the previous year's operating income of ¥473 million. This result was due to a decrease in profits on lower sales of projectors, along with an increase in development costs for HUDs reflecting full-scale adoption and delays in the recovery of profitability of health and beauty care products.

#### ▲ Direction of the Electronic Appliances and Consumer Products Segment

In the Health & Beauty Care area, we will promote reforms to our sales approach with the aim of establishing our brand in the beauty care products category. By developing leading-edge products, we will create new sales channels, targeting professionals and the EC market, in an effort to increase earnings. At the same time, we will work to realize further penetration of the Maxell brand. In addition, we will strengthen proposals of our exclusive products and technologies to cosmetic manufacturers, thereby expanding our original equipment manufacturer (OEM) business and ensuring stable profits. Furthermore, we will proceed to develop distinctive products that combine the planning capabilities of Maxell with the manufacturing capabilities of Maxell Izumi Co., Ltd. in a bid to maximize synergies.

With respect to the Automotive area, we will leverage the optical technologies we have cultivated through our projector business to differentiate our HUDs through superior compactness, augmented reality (AR) functionality, and systemization.

As for the Home Life & Infrastructure area, we will continue moving forward with product development and imaging solutions in the projector business by leveraging our advanced optical and imaging technologies and high-efficiency cooling technology. In addition, we will strive to raise the level of recognition of Maxell-brand projectors and establish a structure for expanding the sales of these products. At the same time, by converting all projector models to new light sources (establishing a full lineup of models with new light sources) and leveraging technologies for high-performance projectors, we will open up new markets in areas such as digital signage.

## TOPICS

### Accelerating Development of Anti-bacterial Deodorizer OZONEO

In 2015 Maxell started developing ozone anti-bacterial deodorizers that can eliminate viruses, bacteria, and odors in response to public hygiene needs in peopled environments. The deodorizers help to create pleasant spaces in a wide range of situations.

MXAP-AE400 is a commercial ozone anti-bacterial deodorizer that has seen brisk sales since its launch in February 2020, also finding use in medical settings. We have donated 60 units to hospitals in Wuhan, China. The ozone breeze generating mechanism originally for commercial use has now been developed for consumer use, and was launched in June 2020 as the OZONEO AERO. We are planning to sell the product overseas, starting in Asia.



### Development of "Advanced Floating Image Display," a Contactless HMI\*1 with a High-Luminosity Easy-to-See Floating Display Enabling High-Precision Mid-Air Operation

Maxell has developed a contactless HMI called an Advanced Floating Image Display (AFID) using a new imaging device employing newly developed laser like image source (LLIS) technology\*2 and retroreflective components made by Nippon Carbide Industries Co., Inc. The AFID can display a high-luminosity, high-contrast aerial image using LLIS technology. Combining high-precision sensors, the display makes it possible to operate switches and icons displayed in the air just like a tablet.

Since the display can be operated without directly touching the screen, demand for the technology is expected as an infection prevention measure in locations used by a large number of unspecified people, such as medical and financial institutions, commercial facilities, and transportation systems, and in situations where hygiene is of concern.

The technology is scheduled to be launched in the market in 2021, and in combination with 3D imaging display technology that is currently in development, we plan to create new markets for digital signage and in-car image display systems.



\*1 Human Machine Interface

\*2 An image light control technology for LCDs, developed independently by Maxell