



With Shareholders and Investors

Valuing communication with shareholders and investors in Japan and overseas, the Maxell Group is stepping up its investor relations activities. Through the timely, appropriate disclosure of management policies and business strategies as well as financial and non-financial information, we will deepen understanding of our businesses, cultivate constructive dialogue, and build long-term trust. Further, to protect shareholders and investors and contribute to creating sound stock markets, we work to prevent insider trading.

IR Basic Policy

▲ IR Basic Policy

The Maxell Group has established a basic policy for dialogue with shareholders and investors in its Corporate Governance Guidelines, with a view to enhancing corporate value over the medium to long term and sustaining growth. In addition, the Group has established the Corporate Strategy Department to manage investor relations (IR). Through organic collaboration with other relevant departments, the department promotes constructive dialogue with shareholders and investors and parties concerned with stock markets, with the aim of enhancing corporate and brand value.

Disseminating Information to Shareholders and Investors

▲ Direct Dialogue through Briefings and Meetings

The Maxell Group actively conducts various types of IR events for shareholders and investors. As well as holding quarterly financial results briefings, we organize plant tours, business briefings, and meetings for small groups and participate in IR conferences and briefings for individual investors hosted by securities companies. Further, our senior management team and the Branding & Corporate Communication Department encourage constructive, in-depth dialogue by meeting with analysts and institutional investors in Japan and overseas as required.

▲ Communication with Shareholders and Investors

We actively communicate with shareholders and investors through a range of IR tools, including business reports, integrated reports, and documents from financial results briefings. Further, mindful of the need for fair disclosure, we always release the latest information. Moreover, in addition to summaries of financial results and the aforementioned IR tools, we provide timely releases of documents concerning important management decisions in Japanese and English on our website as well as that of the Tokyo Stock Exchange to avoid disparities between the information disclosed in Japan and information provided overseas.

With reference to areas of interest to shareholders and investors from a medium- to long-term perspective, we will strengthen information dissemination even further.

▲ Dialogue during the COVID-19 Pandemic

The COVID-19 pandemic forced a halt to overseas IR activities that had been planned for January to March 2020, making it difficult to engage in direct dialogue with our shareholders and investors. However, we have made use of telephones, online meetings, and other means to provide information about our latest management measures and operating results.

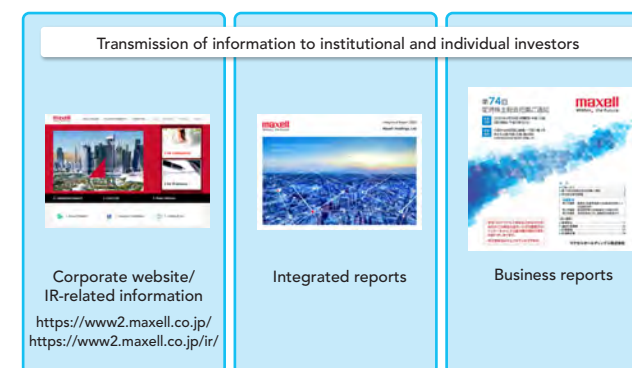
Main Activities in Fiscal 2019

Details of Activity or Event	Fiscal 2019 Results
Individual meetings with institutional investors	170 times
Briefings for analysts, institutional investors, and business briefings	5 times
Individual meetings at IR roadshows overseas	54 times (North America: 19, Europe: 10, Asia: 25)
Company introductions and other small meetings	3 times
Briefings for individual investors	6 times



General Meeting of Shareholders

Communication Tools





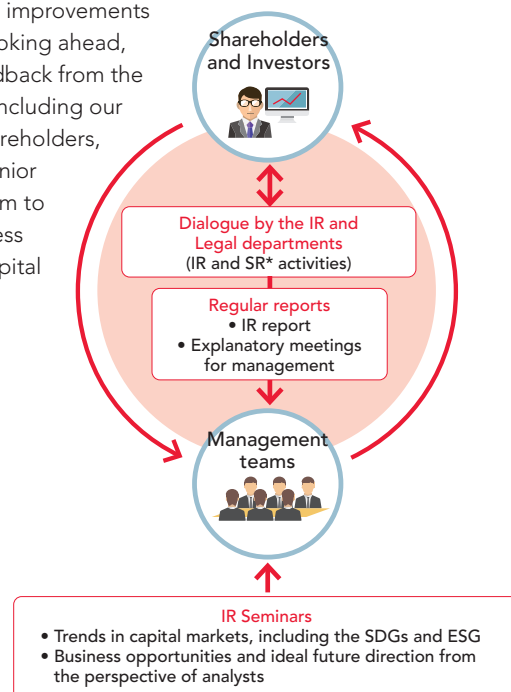
With Shareholders and Investors

Reflecting the Opinions of Shareholders and Investors

▲ Systems for Reflecting the Opinions of Shareholders and Investors

Through dialogue, we identify the opinions, interests, and concerns of shareholders and investors and provide timely reports thereof to the relevant management teams. Also, as appropriate, the Group provides related departments with information on markets and technologies that relates to and is useful in their business activities.

Continuing our fiscal 2018 initiative of holding four IR Seminars for personnel in managerial positions, including senior management, in fiscal 2019 we held IR Seminars for senior management personnel, run by a consulting company. These seminars focused on the way that the Company is viewed by the capital markets and points where improvements are expected. Looking ahead, we will share feedback from the capital markets, including our investors and shareholders, with the entire senior management team to inform our business strategies and capital policies.



* Shareholder Relations

▲ Distribution of Profits to Shareholders

The Maxell Group's basic policy for profit distribution is to balance shareholder returns with near-term investments and growth investments for medium- to long-term business development. Our basic policy on direct returns to shareholders has been to continue to provide stable dividends. We have distributed ordinary dividends (interim and year-end) twice a year and, as a general rule, maintain a dividend payout ratio of between 30% and 40%.

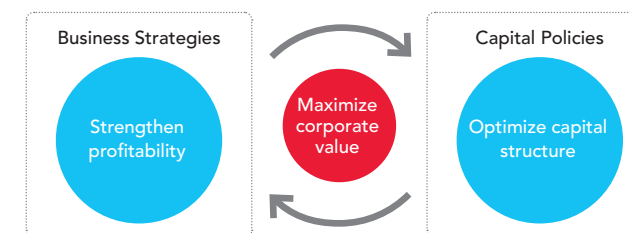
In fiscal 2019, we distributed a special dividend of ¥250 per share with a record date of June 30, 2019, in addition to an ordinary dividend of ¥18 per share (interim dividend) with a record date of September 30, 2019. However, we did not distribute a year-end dividend as the Company recorded a significant loss attributable to owners of parent.

Moreover, for fiscal 2020, we also expect to make no dividend payments (as of July 7, 2020), as we expect delays in the recovery of profitability in an adverse business environment due to the impact of COVID-19, and we have also designated fiscal 2020 as a year for creating a foundation for growth in fiscal 2021 and beyond.

In fiscal 2019, we repurchased treasury shares as planned (3.36 million shares, ¥5.0 billion).

▲ Advancing Our Business Strategies and Capital Policies

The Maxell Group will move forward with the simultaneous promotion of business strategies, which contribute to increasing profitability, and capital policies, which facilitate the optimization of capital structures by enhancing shareholder returns. Through such efforts, the Group will look to maximize its corporate value.



In regard to our business strategies, we see opportunities for significant growth in the three key growth areas of Automotive, Home Life & Infrastructure, and Health & Beauty Care. By building a highly profitable business portfolio through the outcomes of our near-term investments and growth investments as well as promoting capital policies, including the enhancement of shareholder returns, we will meet the expectations of all of our shareholders.

▲ Rigorous Prevention of Insider Trading

To protect shareholders and investors and contribute to creating sound stock markets, the Maxell Group has put in place rigorous measures to prevent insider trading. These include the establishment of strict rules for the prevention of insider trading and for the management of insider information by Group executives and employees.