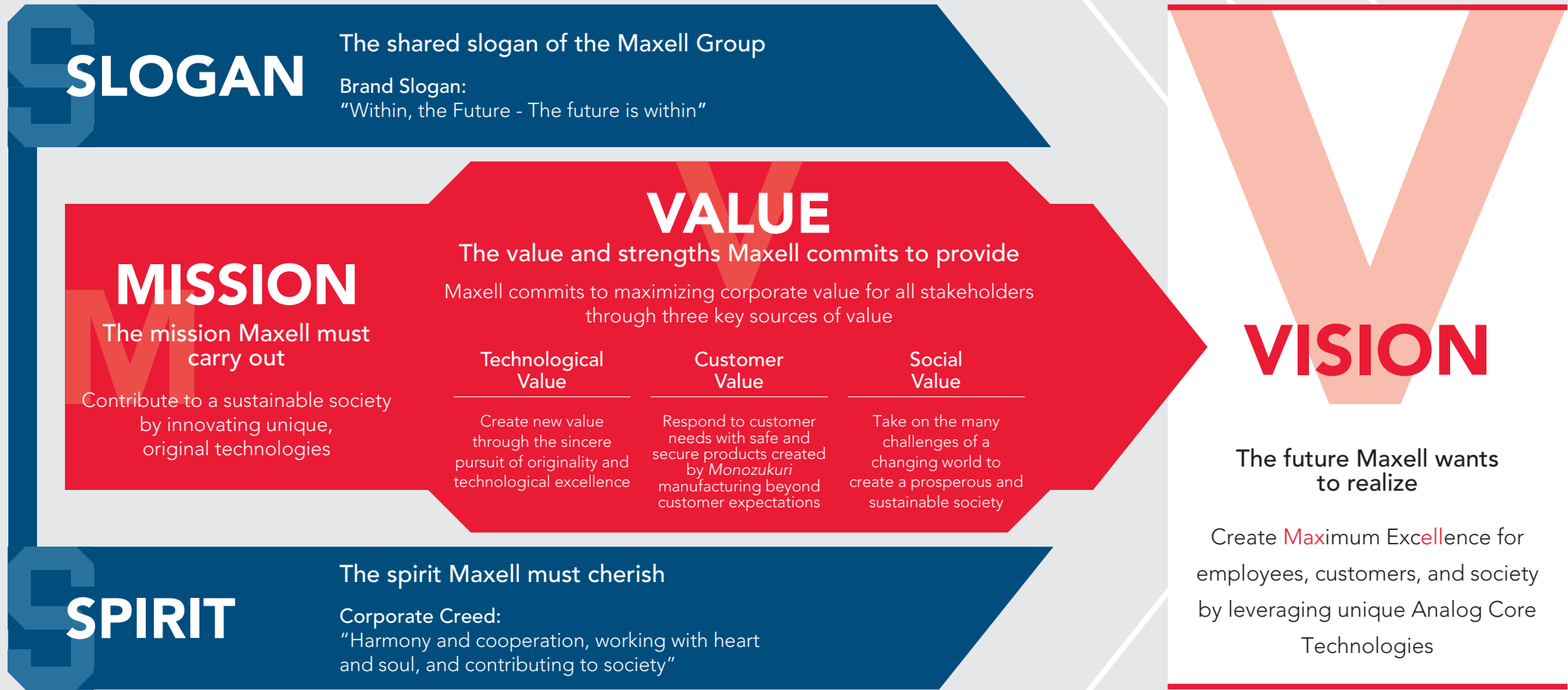


# New Management Direction

In July 2020, the Maxell Group formulated a new theme for its basic management direction: Mission, Vision, Value, Spirit and Slogan (MNVSS). We will use this to present the new management direction and share it with all employees. Based on the mission, we will share the Group’s common values, and realize our vision of creating **Maximum Excellence** for employees, customers, and society. As our way of realizing the vision, we will be providing three values: technological value, customer value, and social value; by leveraging our Analog Core Technologies.



# Sources of Value Creation

The core of Maxell, the element without which we cannot be who we are, is our Analog Core Technologies. Human senses such as seeing, hearing, and touching traverse the border between digital and analog, and lie beyond it. We believe that the analog world has the ability to stimulate these senses and express them without limit.

## The Meaning of the Analog Core Technologies Icon

We developed an icon to represent a visual impression of the Analog Core Technologies at the root of Maxell's *Monozukuri* manufacturing. The icon is based on our corporate color, "Maxell red," and has a design that symbolizes each technology.



### Analog Core Technologies

The soft-cornered triangle symbolizes "Analog Core Technologies," forming an "A" motif that stands for "Analog Core."

Maxell red represents the power to pioneer the future, while blue represents a sincere attitude to technology. The gray color used for the three elements offsets the red and blue and provides a harmonized image.



### Mixing & Dispersion

An image representing uniform Mixing & Dispersion of materials of different sizes and natures



### Fine Coating

An image representing fine thick and thin coatings on a base material

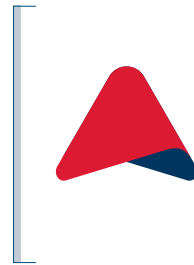


### High Precision Molding & Forming

An image representing a precision molding die able to mass produce intricate molded objects



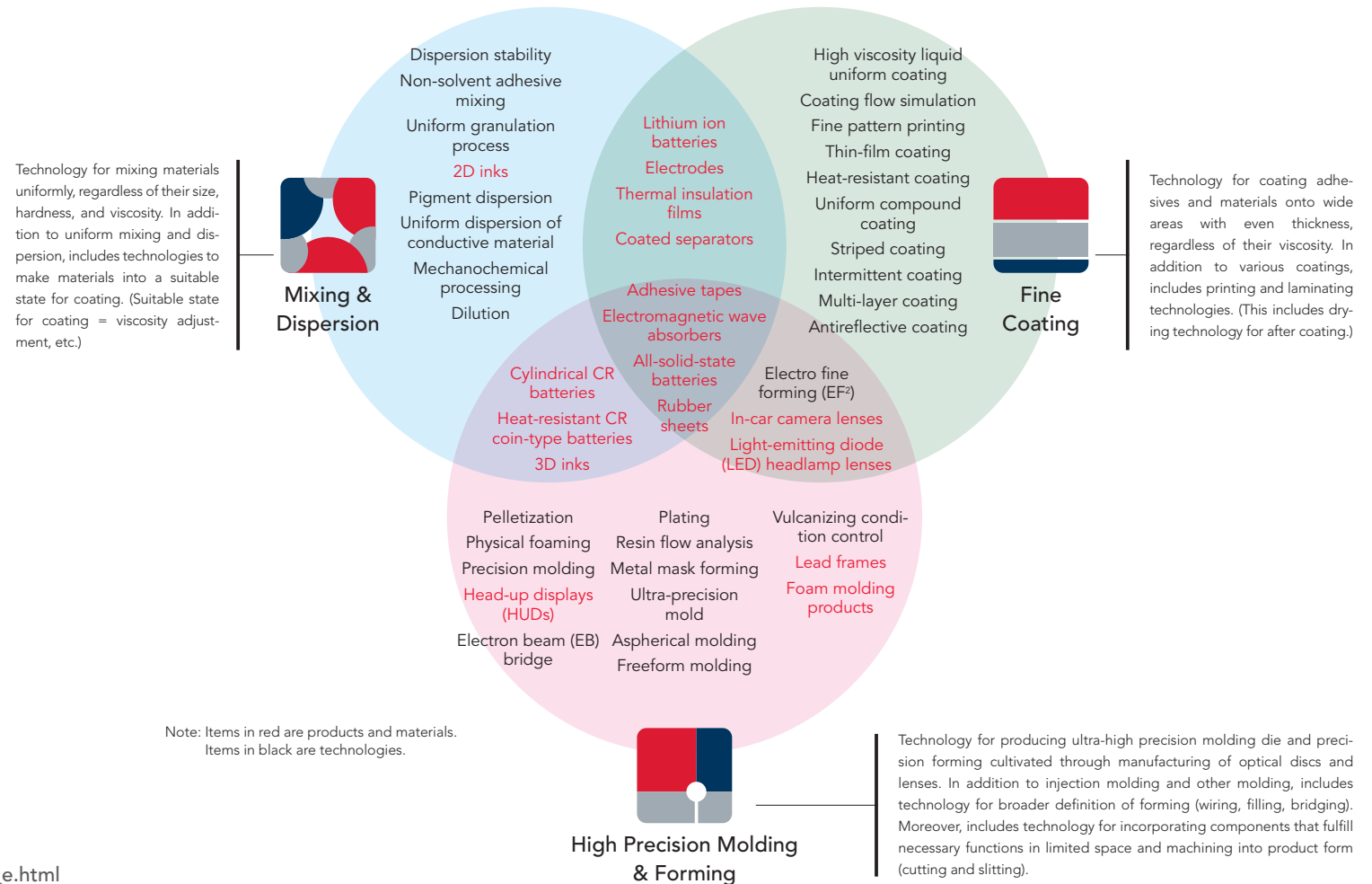
Link to simpleshow video  
[https://www2.maxell.co.jp/corporate/brand\\_e.html](https://www2.maxell.co.jp/corporate/brand_e.html)



## Analog Core Technologies

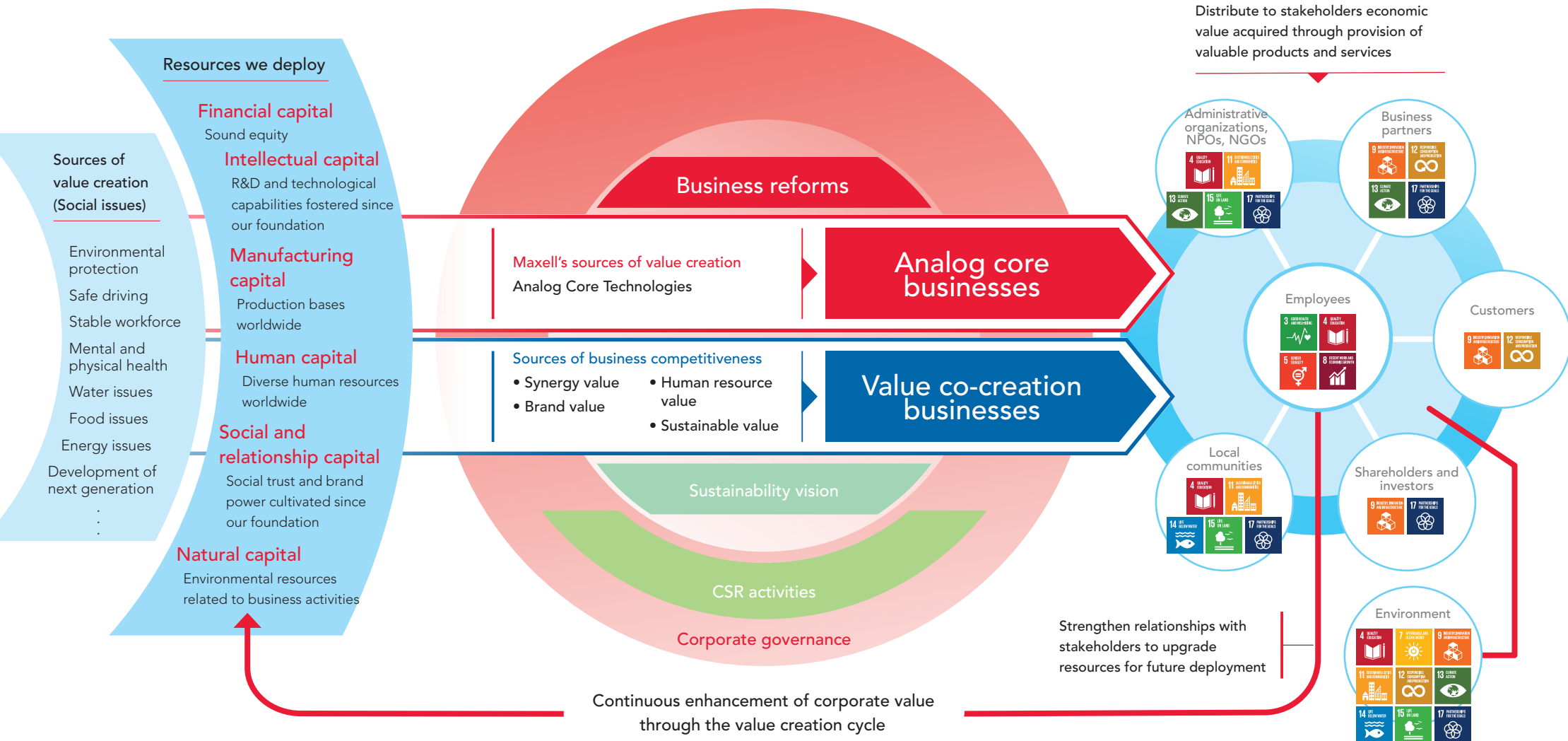
Analog Core Technologies connect the analog to the digital, and play an indispensable role in realizing *Monozukuri* manufacturing in complex and delicate fields that cannot be achieved by digital technology alone.

Mixing & Dispersion technology, Fine Coating technology, and High Precision Molding & Forming technology are three technology elements that form the source of our value creation. We will use these to create unique functions with high quality and provide completely new products and services.



# The Maxell Group's Value Creation Model

To achieve its new vision, "Create **Maximum Excellence** for employees, customers, and society by leveraging unique Analog Core Technologies," the Maxell Group will create unique products and services centered on three key growth areas, address social issues, and enhance corporate value.



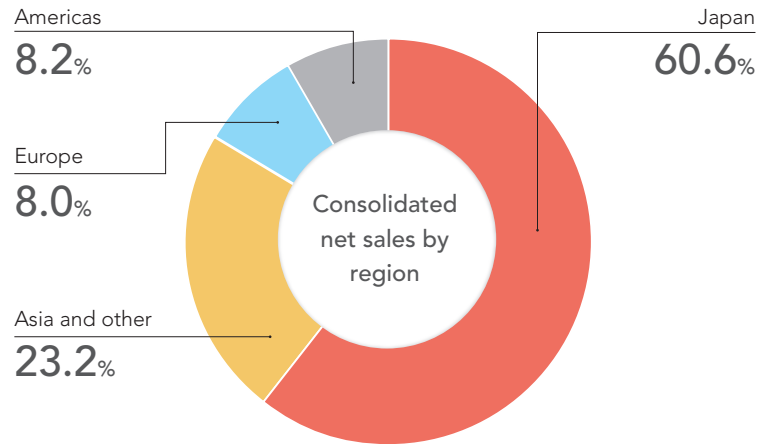
# The Maxell Group's Business

With the launch of its business in 1961, the Maxell Group aggressively began expanding its operations overseas in 1969 by leveraging the foundation of quality and reliability it had fostered to date. Going forward, we will continue to grow our operations in emerging and other countries while bolstering our lineups of products and services that address social issues.

Fiscal 2019

Consolidated net sales

¥ **145.0** billion



Number of consolidated employees

**5,108**

(44% of which are overseas employees)  
(As of March 31, 2020)

Number of Group companies

**25**

(23 subsidiaries and two affiliates)

Heat-resistant coin-type lithium batteries

No. **1**  
in global sales\*

Air-tightening/waterproofing tape for houses

No. **2**  
in domestic sales\*

Hydraulic tools

No. **1**  
in domestic sales\*

\* Based on estimates by Maxell

## Maxell Group Products That Address Social Issues

Thermal barrier and insulation film

LE-Comfort



Batteries for medical and healthcare patch applications

Air Patch™ Battery



Automotive image display equipment

Augmented reality head-up display



Sulfide-based all-solid-state batteries

PSB

