

Growth Strategies by Segment

Life Solution Segment



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In the Life Solution segment, we engage in the production and sales of health and beauty care equipment, small electronic appliances, audio equipment and accessories, recording media, batteries and chargers, and hydraulic tools.

Vision	Enriching people's minds through creation of safe, comfortable, and smart spaces
Business strategy	Rebuilding the Maxell brand by creating "Only One" products and expanding sales channels

Product List

Classification	Major Products
Health and beauty care Other small electronic appliances	Ozone anti-bacterial deodorizer
	EMS device, low-frequency pulse massager (medical device)
	Shaver
	Hair dryer
	Facial treatment systems
Audio equipment and accessories	Cooking appliances and other small electronic appliances
	Headphones, speakers
Recording media	Computer peripherals and other accessories
	Optical disk, USB memory, flash memory
Batteries and chargers	Cassette tape
	Dry batteries, coin-type batteries
Hydraulic tool	Mobile batteries, portable storage batteries
	Crimping, compression and cutting tools, other hydraulic tools



Growth Strategies by Segment



Healthcare

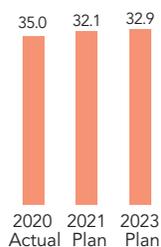


5G/IoT

Life Solution Segment

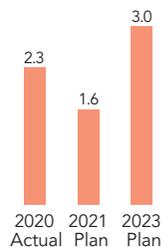
Net Sales

(billions of yen)



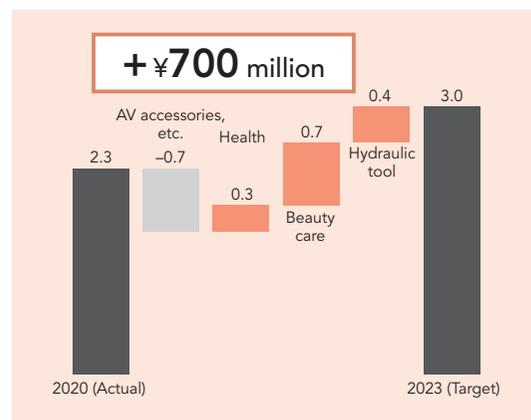
Operating Profit

(billions of yen)



Operating Profit Change (FY2020 to FY2023)

(billions of yen)



Situation in Fiscal 2020

Sales of health-related products, such as ozone anti-bacterial deodorizers, increased due to heightened hygiene awareness due to the spread of the Novel Coronavirus infectious disease. However, sales of beauty care products, such as shavers and hair dryers, declined.

Net sales in the Life Solution segment amounted to ¥35.0 billion.

Operating profit was ¥2.3 billion, mainly due to an increase in sales of health-related products.

Growing Businesses that Drive MEX23

Growth Businesses	Market Position	Strengths	Future Development
Health equipment 	"Maintain the top share of the domestic market for ozone anti-bacterial deodorizers" <ul style="list-style-type: none"> With the spread of the Novel Coronavirus infectious disease, health and hygiene awareness has improved, and demand for products expected to have viral removal effects is increasing Maintain the top share*1 in the domestic ozone anti-bacterial deodorizer market by expanding the product lineup 	<ul style="list-style-type: none"> Holds a wide range of sales channels for both BtoC and professionals Verification of anti-bacterial effects through academic-industrial collaboration, acquisition of certification by industry organizations as needed Control technology of low concentration ozone 	<ul style="list-style-type: none"> Strengthen product development and sales to meet customer needs Establishment of overseas anti-bacterial business centered on Asia Expand business by leveraging the strengths of certified plants under the Act on Securing Quality, Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices
Beauty care equipment 	"Global expansion centered on shavers and beauty care equipment" <ul style="list-style-type: none"> Brand business centered on electric shavers ODM/OEM expansion to beauty care equipment manufacturers and cosmetics manufacturers 	<ul style="list-style-type: none"> Reliability backed up by over 50 years of blade manufacturing and processing technologies based on electroforming plating and ODM/OEM businesses Build a flexible production system with manufacturing sites both domestic and in China 	<ul style="list-style-type: none"> Expansion of ODM/OEM businesses for cosmetics and beauty care appliance manufacturers Strengthen product development and sales of brand businesses that meet customer needs
Hydraulic tool 	"Maintain the top domestic market share*2 and increase overseas market share, mainly in North America" <ul style="list-style-type: none"> Increase market share in the domestic and North American markets following an increasing trend in infrastructure investment 	<ul style="list-style-type: none"> Holds high power hydraulic technologies from design, development and production Strong relationships of trust with overseas distributors in North America ODM, Europe, Australia, and China 	<ul style="list-style-type: none"> Strengthen participation in ODM and other industries to expand domestic and overseas market shares Accelerate development of own brands in North America

*1 Maxell's top share in the domestic sterilization and deodorization market as of September 2021

*2 Top domestic market share: Maxell survey as of September 2021