

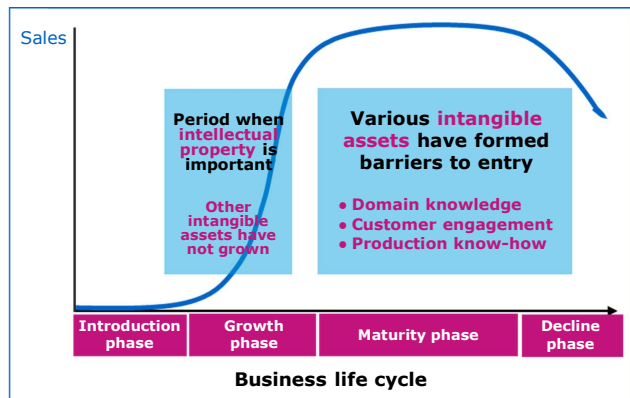
FACILITATE INTELLECTUAL PROPERTY IR ACTIVITIES

Visualize Functions of Intangible Assets Through Internal and External Dialogues

I Strengthen Internal Dialogues

In appropriately explaining the aim and results of intellectual property activities and leading them to the improvement of our corporate value, only disclosing statistical information on intellectual property (e.g., the number of patent applications and acquired patents) is insufficient. For information disclosure and IR activities about intellectual property, it is necessary to show how intangible assets such as intellectual property contribute to the business, in other words, how they are converted into tangible financial assets.

As a first step, the heads of the Corporate Planning Headquarters, Industry Business, and Intellectual Property Division had discussions about how intangible assets work and create competitive advantage and how such advantage contributes to business. As a result, when it comes to the Industry Business in particular, they found that there is a commonality in how intangible assets successfully work in the field where we have competitive advantage, and that intangible assets contribute to business growth by playing various roles in turn in the business life cycle. These findings will be reflected in disclosure through IR events and various media.

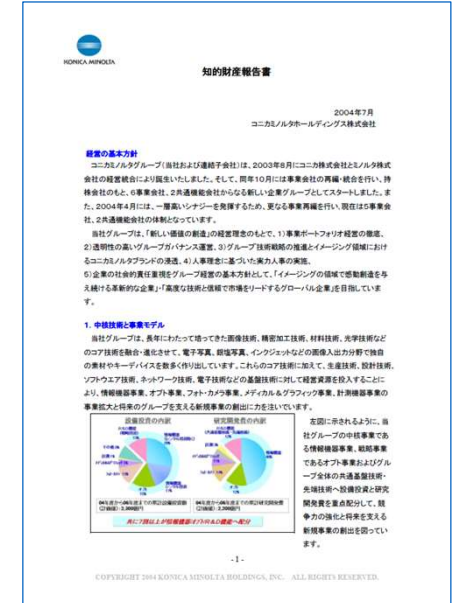


Conceptual diagram of business life cycle and intangible assets

I Strengthen Dialogues with External Stakeholders

We have been aggressively proceeding with information disclosure and IR activities related to intellectual property for many years. Since our Intellectual Property Report was issued for the first time in 2004 after the “Guideline for Intellectual Property Information Disclosure” was released from the Ministry of Economy, Trade and Industry, we have been continuously issuing the Report with some improvements every year. This Report serves to inform the stakeholders of our intellectual property activities. Also, in response to the revision of the Corporate Governance Code in 2021, we reviewed and revised how and what to disclose intellectual property information not only in our Intellectual Property Reports but also in other IR media such as our Corporate Governance Reports, Securities Reports, and Integrated Reports. Due to these efforts, our Intellectual Property Reports have acquired a good reputation (For further information, see Page 13).

In addition, to strengthen two-way communication with shareholders and investors, we have recently been proceeding with direct dialogues with them and have been further improving disclosure of intellectual property information.



Intellectual Property Report FY2004

