



# Strategy for Industry Business

November 27, 2020

Noriyasu Kuzuhara, Senior Executive Officer  
Toshiya Eguchi, Executive Officer  
Hitoshi Kamezawa, Executive Officer

Facilitating manufacturing optimization in wide range of industries and providing safety and security by our unique imaging IoT platform and providing value to entire supply chain

Support a creative and sustainable society

Expand businesses supporting changes in input/output in digital age into their peripheral areas



Materials and component field

Sensing field

Support the creation of value related to emotions and lifestyle

Expand genre-top strategy from color measurement to visual inspection



Imaging IoT solutions field

Safe and secure society centered on humans

Contribute to a safe and secure society by visualizing invisible risks and accumulating and analyzing data



## Materials and Components Field

Utilizing advanced technology to provide the key devices that are indispensable to industries.



<Performance Materials> <Inkjet Components> <Optical Components>  
Film for displays Inkjet heads Lens units and optical elements

## Sensing Field

Supporting quality management in wide range of industries with technology that measures color and light



Cars and building materials



Displays and lighting



Food, drugs, cosmetics



Paper, apparel, plastic

## Imaging IoT Solutions Field

Solutions combining edge devices and imaging IoT/AI



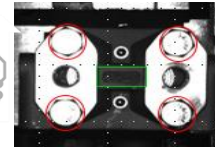
Video surveillance



Inspection and monitoring solutions



**FORXAI**



Imaging IoT platform

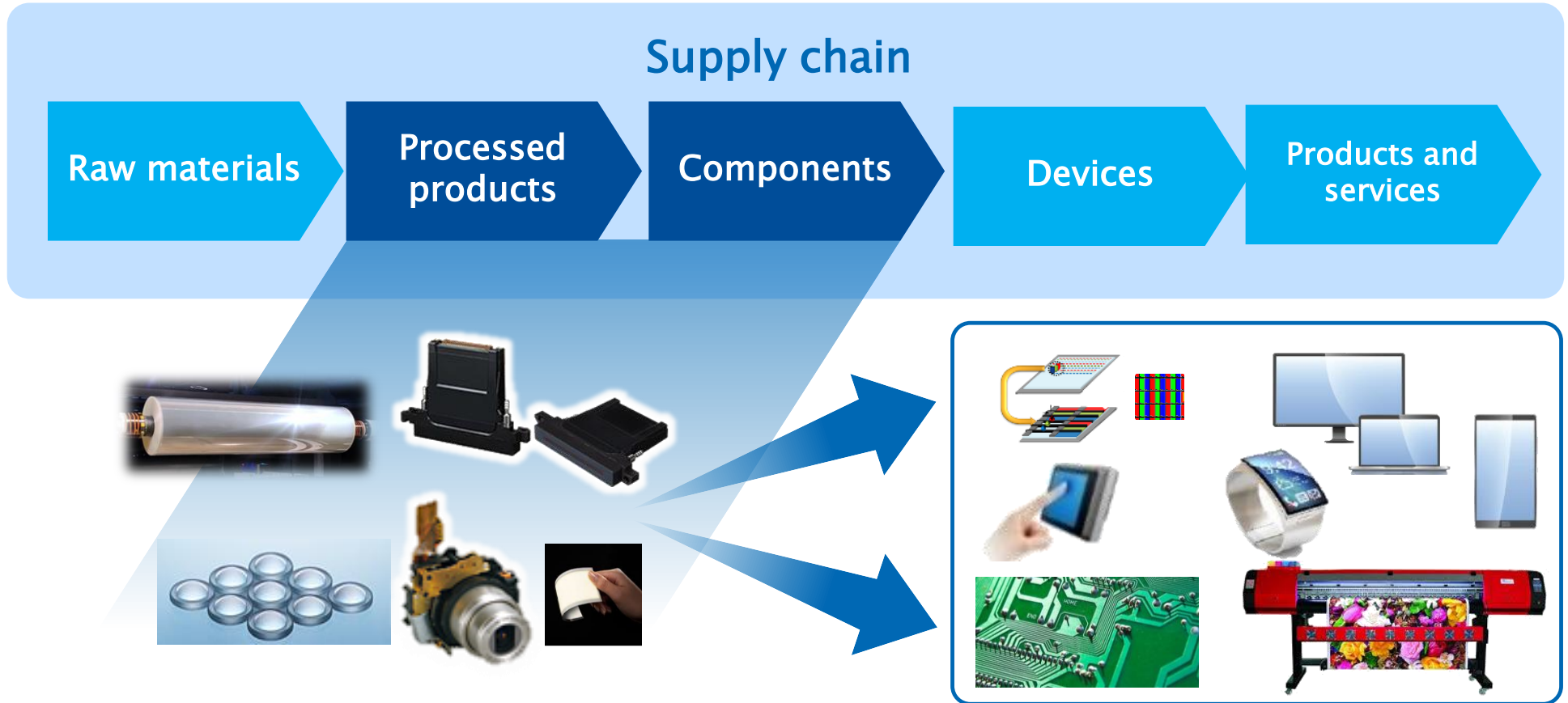


# Materials and Component Business

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Noriyasu Kuzuhara, Senior Executive Officer




We provide processed products (performance materials, optical components) and inkjet processes at the first stages of the supply chain for massive industries. This helps to advance the input/output capability in industry digitalization.



Target markets can be changed flexibly in response to changes in the environment affecting downstream devices and products

➔ Business characteristic

# Materials and Components: Intangible Assets to Support Genre-top Strategy

		Intangible assets				
		Technology	+	Customers		
<p><b>Performance materials</b></p> 	<p>Solvent Casting and stretching technology built on photographic film</p>	<p><b>Firm relationship to small number of influential customers and partners on supply chain in large industries</b></p>	<ul style="list-style-type: none"> <li>• Phase difference film</li> <li>• Thin film for small- and medium-sized displays</li> </ul> <p>➔ No.1</p>			
<p><b>Inkjet components</b></p> 	<p>Inkjet process technology developed in printer business</p> <p>High durability based on materials technology</p>		<p>Inkjet heads for Chinese sign market</p> <p>➔ No.1</p>			
<p><b>Optical components</b></p> 	<p>Optical design technology originating from cameras and copiers</p>		<ul style="list-style-type: none"> <li>• Pickup lens</li> <li>• Lens unit for cinema projectors</li> </ul> <p>➔ No.1</p>			

# Materials and Components: Growth Strategy

We aim to expand into new fields that will represent the high-level concept for our business in the proactive perspective in 2025.

In this medium-term plan, expanding business in growth areas will be the driver of profit growth.

Reforms to customers' manufacturing in material processing in various fields

Raw materials

Processed products

Components

Devices

Products and services

Non-destructive analysis

Testing, analysis, proposals  
Reform through DX

New fields

Expansion in large-sized TV and mobile fields by new resin

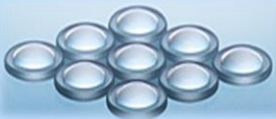


Providing inkjet process into on-demand printing and industrial printing field



Growth fields

Core fields



# Materials and Components: Shift of Industrial Fields

We are moving away from fields that are primarily core businesses that have slowed or suffered a temporary impact due to the COVID-19 and designating growth areas as our target markets for expansion into FY2022.

During COVID-19  
After COVID-19

Industries premised on direct communication and movement of people

Advances in and diversity of information terminals, localization of manufacturing

Declining fields ▶

Temporary and limited impact

▶ Growth fields

Performance materials



Television



Large-sized TV



Small- and medium-sized information devices

Inkjet components



Outdoor advertising



Industrial printing (Printed-circuit boards, etc.)



On-demand printing

Optical components



Digital cameras



Cinema projectors



Pick-up lenses



Drones



Cars



# Materials and Components: Growth Strategy, Target for FY22

Building up the scale of sales in growth areas will drive higher profit.  
We have set this sales ratio as a strategic KPI and will work steadily to grow our business.

Operating profit  
+¥3.5bn

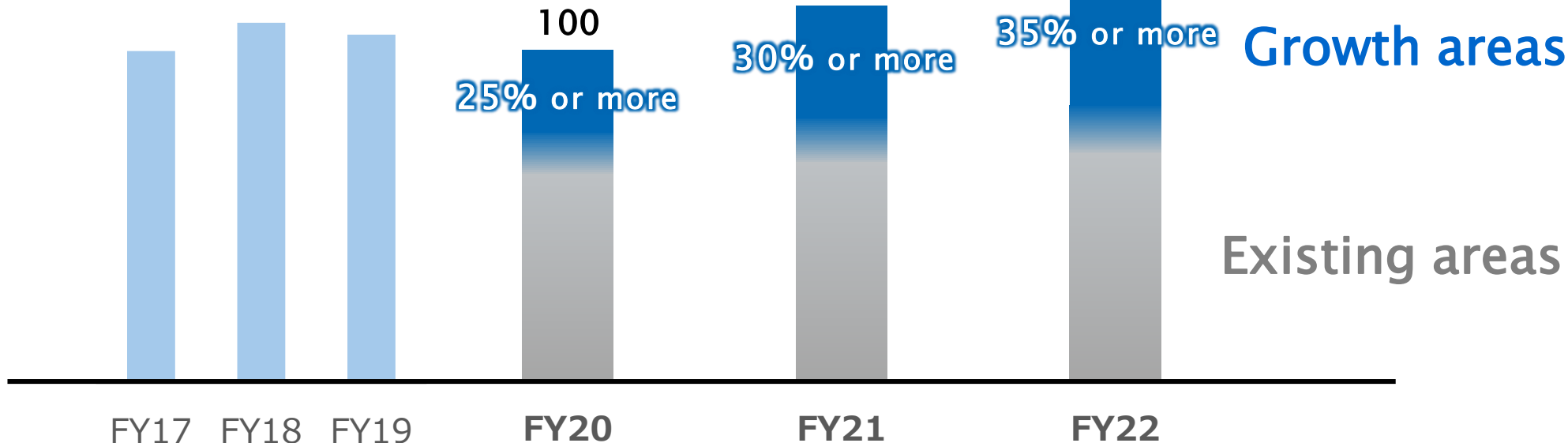
Expand scale of sales and increase profit by shifting to growth areas and restoring markets

Operating profit  
+¥2.5bn

Expand scale of sales and increase profit by shifting to growth areas

## Sales compared to FY20

\*Scale of sales assuming sales in FY20 were 100.



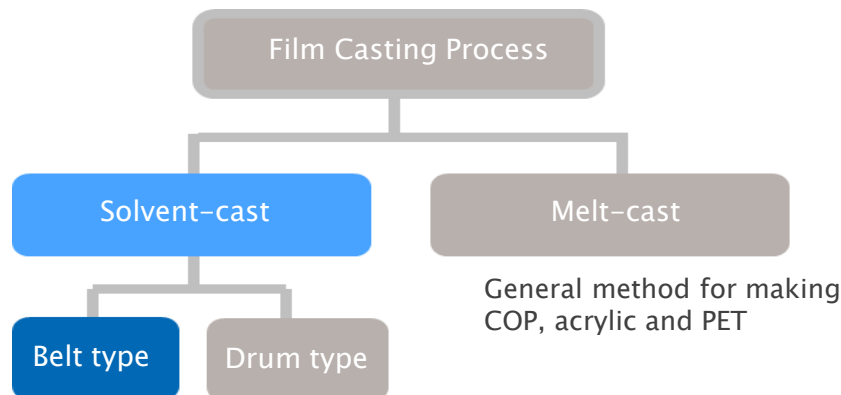
# Materials and Components: Performance Material Business

① Larger display TVs and ② OLED/Flexible display for mobile devices are business opportunities. Konica Minolta is aiming for expansion and growth as the only manufacturer with both TAC film, which can secure stable demand, and new resin film, which can be used in growth areas for displays.

## Solvent belt casting line

Konica Minolta's film casting factories use the belt casting method suited for phase difference film (VA, IPS) and ultra-thin film.

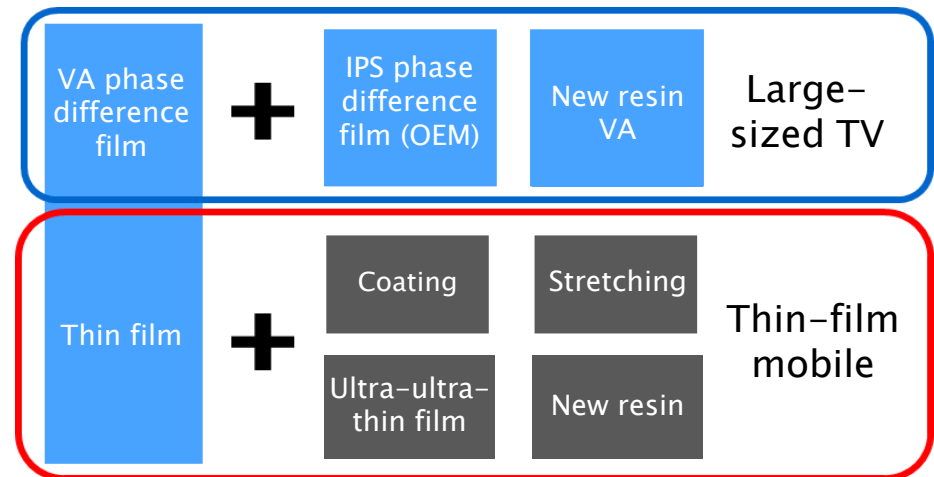
**No.1 share** Phase difference film for LCD-TVs  
TAC protective film for small- and medium-sized mobile devices



Foundation established even more firmly for expansion into growth fields

1. Expand production capacity OEM shift, New resin VA
2. Introduction of new resins, strengthen high-performance infrastructure

Strengthen performance: Coating, Stretching, Ultra-ultra-thin film



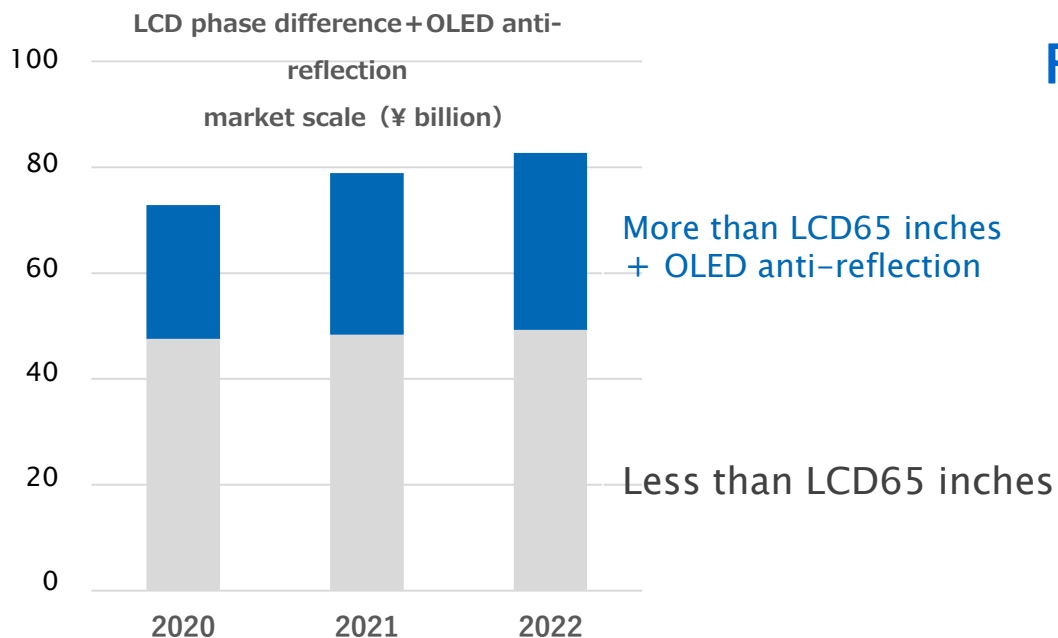
# Performance Materials: Growth Area (1) Large-sized TV Market

In the ultra-large sized display field, which continues to expand, we will support the multiple root for customers' buying behavior and strengthen aptitude for large size.

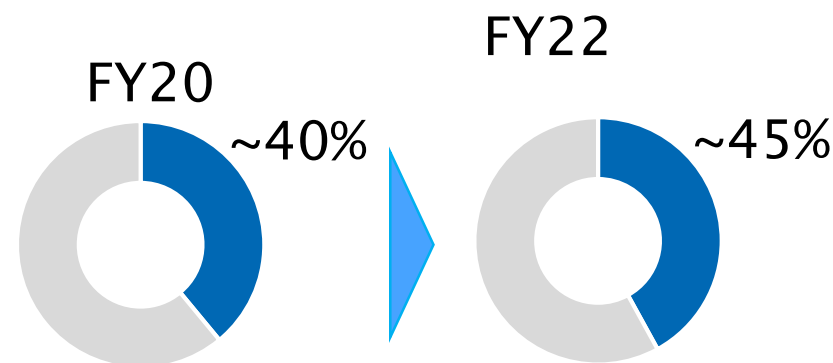
VA: SANUQI IPS: TAC-IPS

With OLED-TV, we will expand with anti-reflection polarizer applications, and further expand new resins, in addition to the existing TAC film.

Target area		Market scale	Our expansion plan	Items
Market growth	Driven by large sized display, and OLED	+¥13.5 billion (FY20→22)	+¥6-7 billion (FY20→22)	SANUQI-VA TAC-IPS Film-type circular polarizer phase difference
Market changes	Material replacement, share			

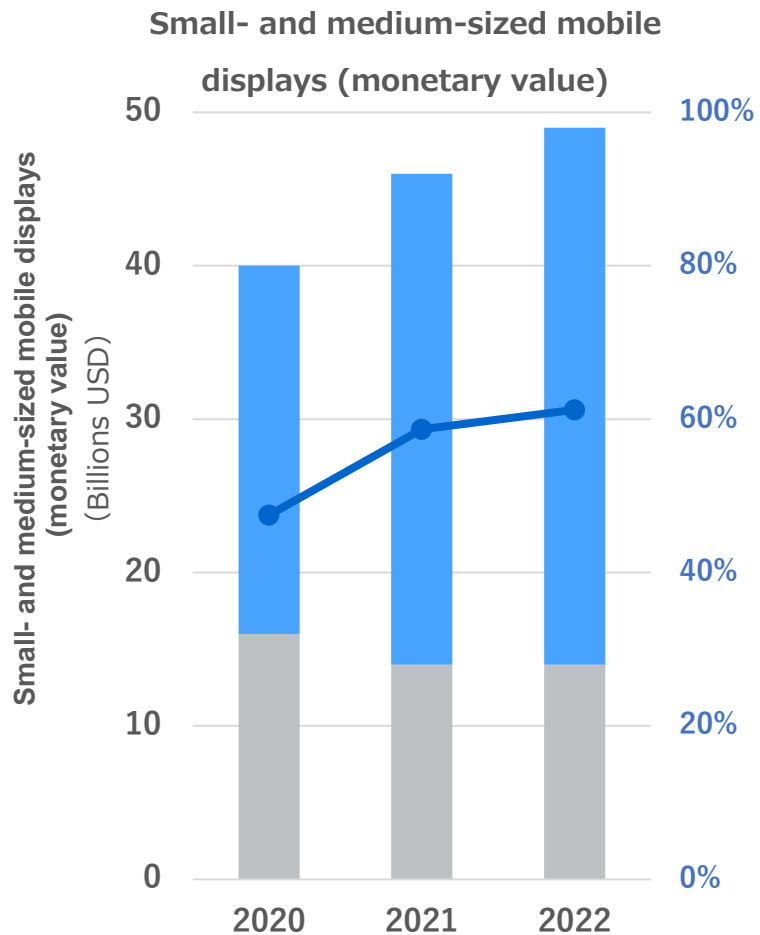


Further solidify No. 1 share of phase difference film by area

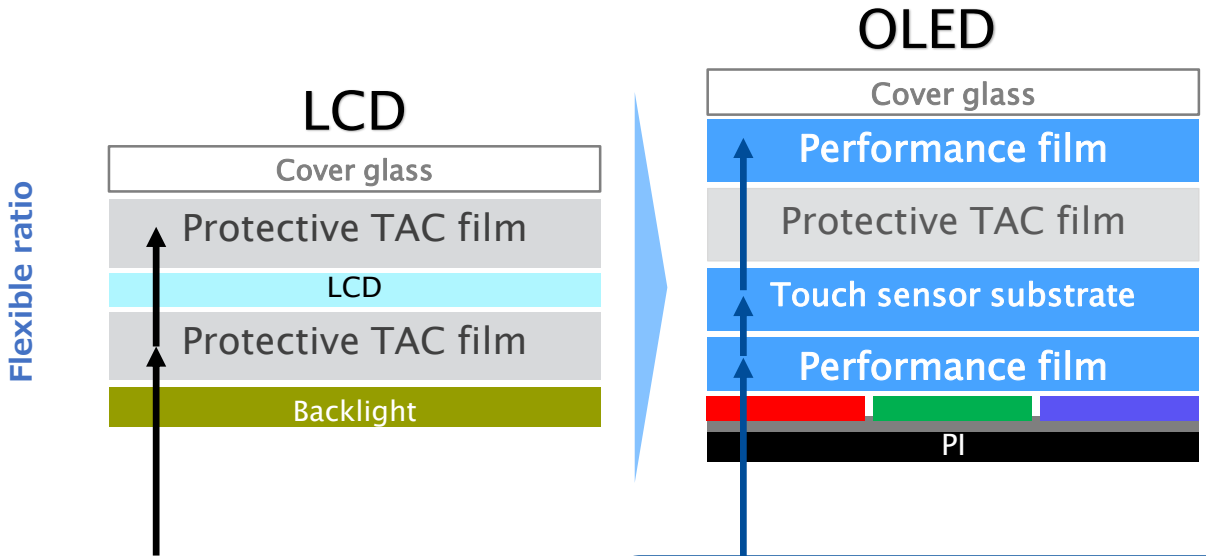


# Growth Area ② Small- and medium-sized Mobile field

As OLED is introduced, functions become more sophisticated and designs more diverse, materials have to be thinner and more functional. We will lock in a market that we can grow by using ultra-thin film and high-performance film as our asset.



Provide and expand ultra-thin film and high-performance film customized to characteristics of all kinds of displays



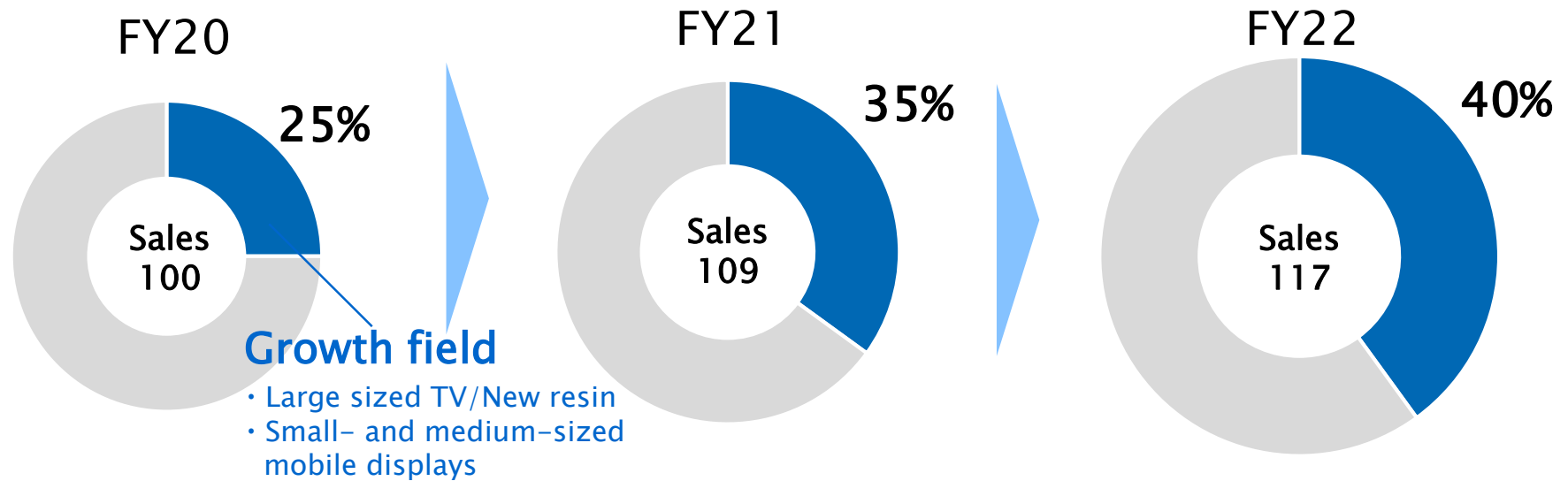
No. 1 share of protective TAC film

Film with diverse functions added  
 Coating processing / Stretching processing  
 Ultra-thin film / New resin with additional function

# Performance Materials: Expanding Growth Fields

We have identified large-sized TVs, new resins and small- and medium-sized mobile devices as our growth fields, and will expand sales with these drivers to generate profit.

\*Scale of sales assuming that sales in FY20 were 100.



## Strategic KPI

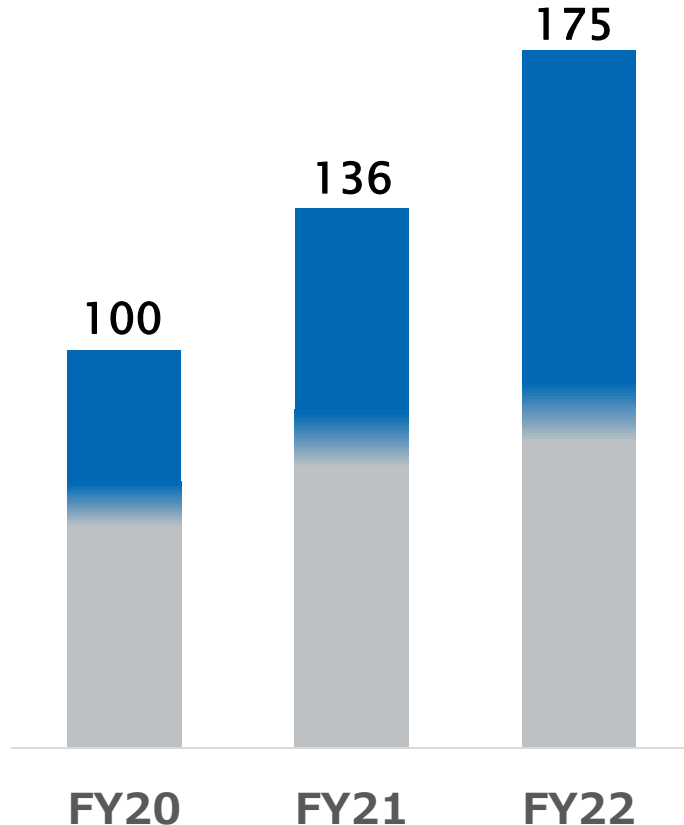
- Percentage of our phase difference film for large displays  
FY20: 15%                      FY21: 20% or more                      FY22: 30% or more
- Rate of high-performance items for small- and medium-sized devices  
FY20: 10%                      FY21: 25% or more                      FY22: 50% or more

# Materials and Components: Inkjet Component Business

We provide high added value to customers in the upstream supply chain, specializing in inkjet head-related devices. In this medium-term strategy, we set a broad target in the printing field, which is undergoing digitalization.

## Sales

\*Sales assuming sales in FY20 were 100.



## Growth fields



### Promoting inkjet process in new markets

With the concept “print on things,” we will expand inkjet heads to markets that have been slow to adopt inkjet printing thus far. Business expansion will exceed market growth.

## Existing fields



### Restore and maintain prior markets

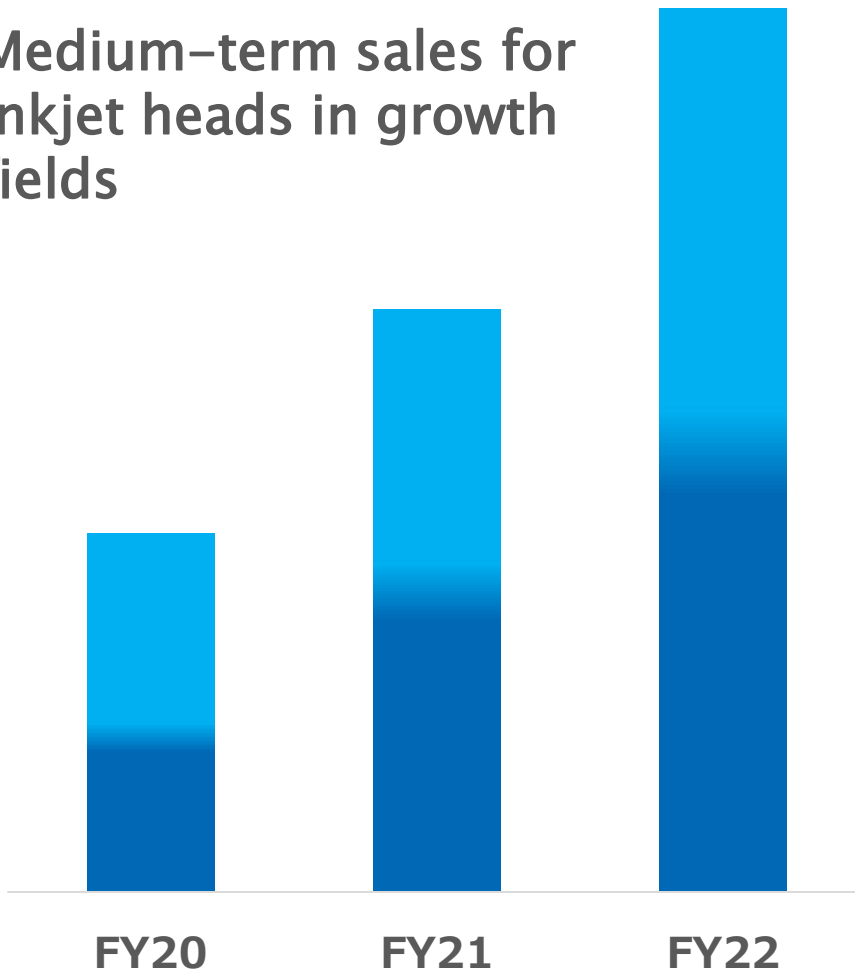
We aim to steadily restore prior markets, particularly sign graphics, from the impact of the COVID-19 and maintain the business’s scale.

➔ Support for reforms in China’s sign graphics market through new environment-friendly products



We have divided growth fields into two categories and set these as our targets. We aim to expand our business in these fields according to our position and market characteristics.

Medium-term sales for inkjet heads in growth fields

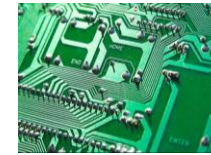


## Growth field ①: Industrial applications “Further strengthen fields in which we are strong”

We can utilize the key features of our products and achieve further growth in fields in which we already have a high market share.



Displays



Printed-circuit board printing



Automobile painting

## Growth field ②: On-demand printing “Gain new strengths and enter markets on a full scale”

We will raise added value with new technology acquired in M&As and expand share in growing markets.



Soft packaging and packages



Cardboard boxes



Building materials and textiles

# Inkjet Components: Growth Field ① Industrial Printing

## “Further strengthen fields in which we are strong”

Expand inkjet heads in industrial printing field, which is expected to see high growth, with our high share in the sign graphics market as our starting point



With materials technology as the foundation, achieve wide-range ink compatibility and high durability

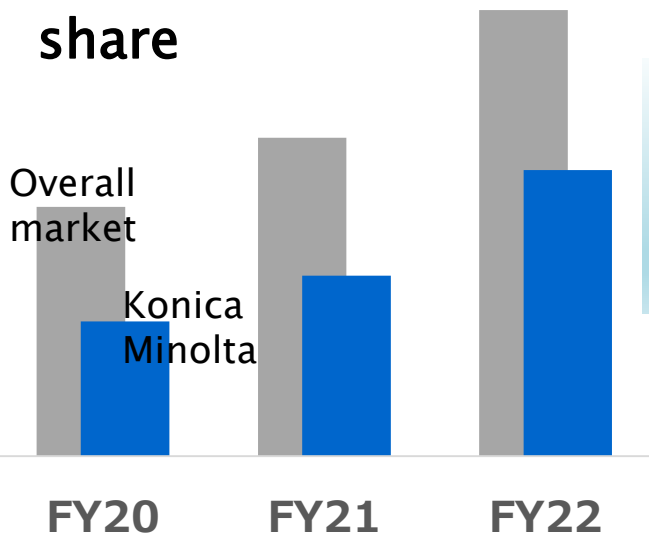
Expand into industrial applications

Device manufacturer



Industrial printing End-user

## Market scale and our share



FY20→22

Forecasting growth rate exceeding market growth  
Market: +80%  
Konica Minolta: +90%

## Market's characteristics

Building relationships with key players such as major end-users and device manufacturers will be a key point. This is consistent with the style of the materials and component business, our particular skills.

## Our positioning

Our products, which are highly durable since they use special ink, have an edge, and have already won high share in the market.

## Market growth potential

Needs for the use of inkjet products in industrial applications, such as displays and printed-circuit boards, are expected to expand rapidly.

“Gain new strengths and enter markets on a full scale”

The influence of COVID-19 has accelerated the localization and customization trends in manufacturing. We will fully enter the market for on-demand printing, which is growing rapidly as a result.

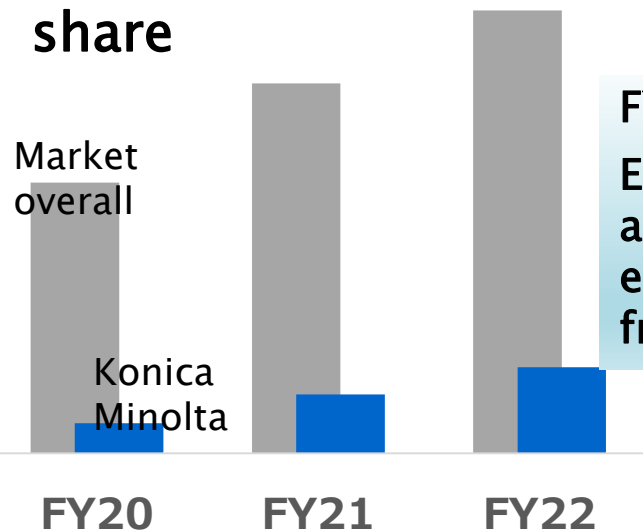


Our inkjet heads (conventional)



Technology acquired through M&As in previous medium-term plan period  
High-precision, high-density and high-speed inkjet heads

## Market scale and our share



FY20→22

Enter market on a full scale and expand share from 11% to 20%

### Market’s characteristics

Market with fierce competition between companies; the basic features of inkjet heads (high precision, nozzle density, ejection performance) are weighed heavily.

### Our positioning

The market share of our conventional products is somewhat low. We have finished expanding the product lineup of highly unique new technology that we have acquired.

### Market’s growth potential

In the printing industry in emerging markets, including China, on-demand services are expected to expand rapidly and over a broad range. These regions overlap with the sign graphics market, in which we keep a high share already.



**KONICA MINOLTA**



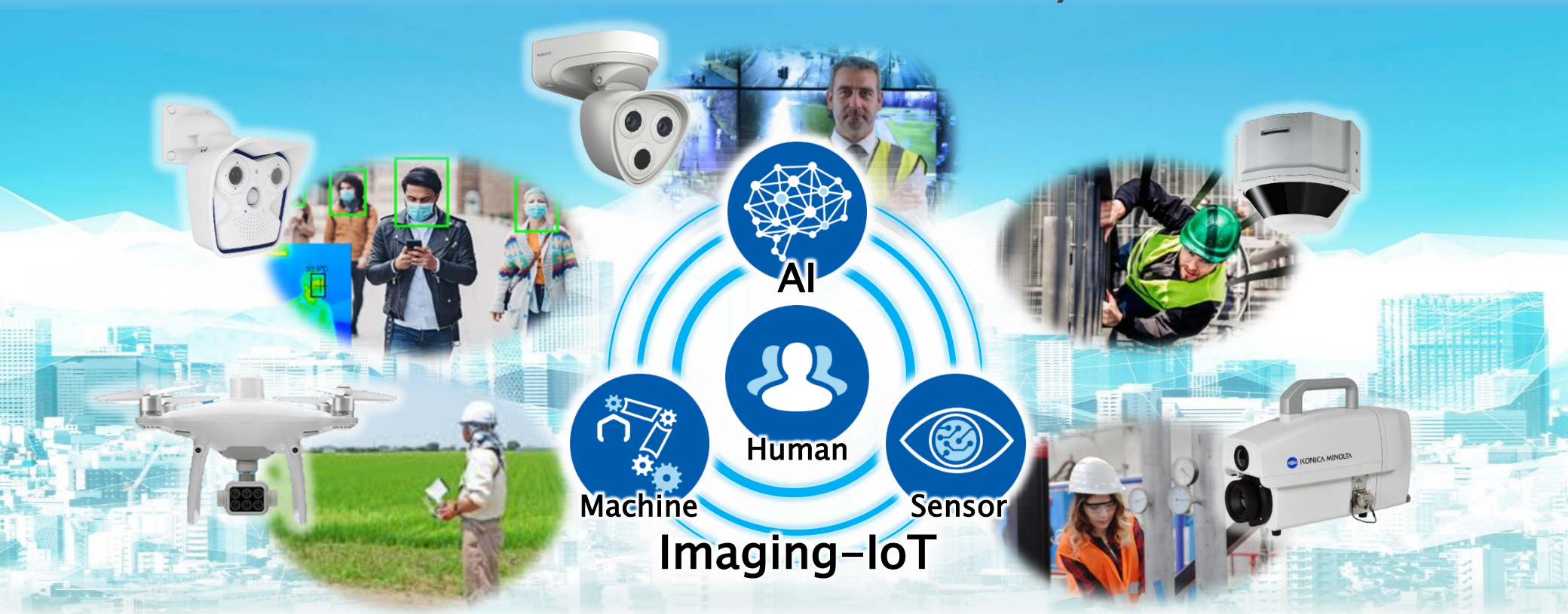
# Imaging IoT Solutions Business

November 27, 2020

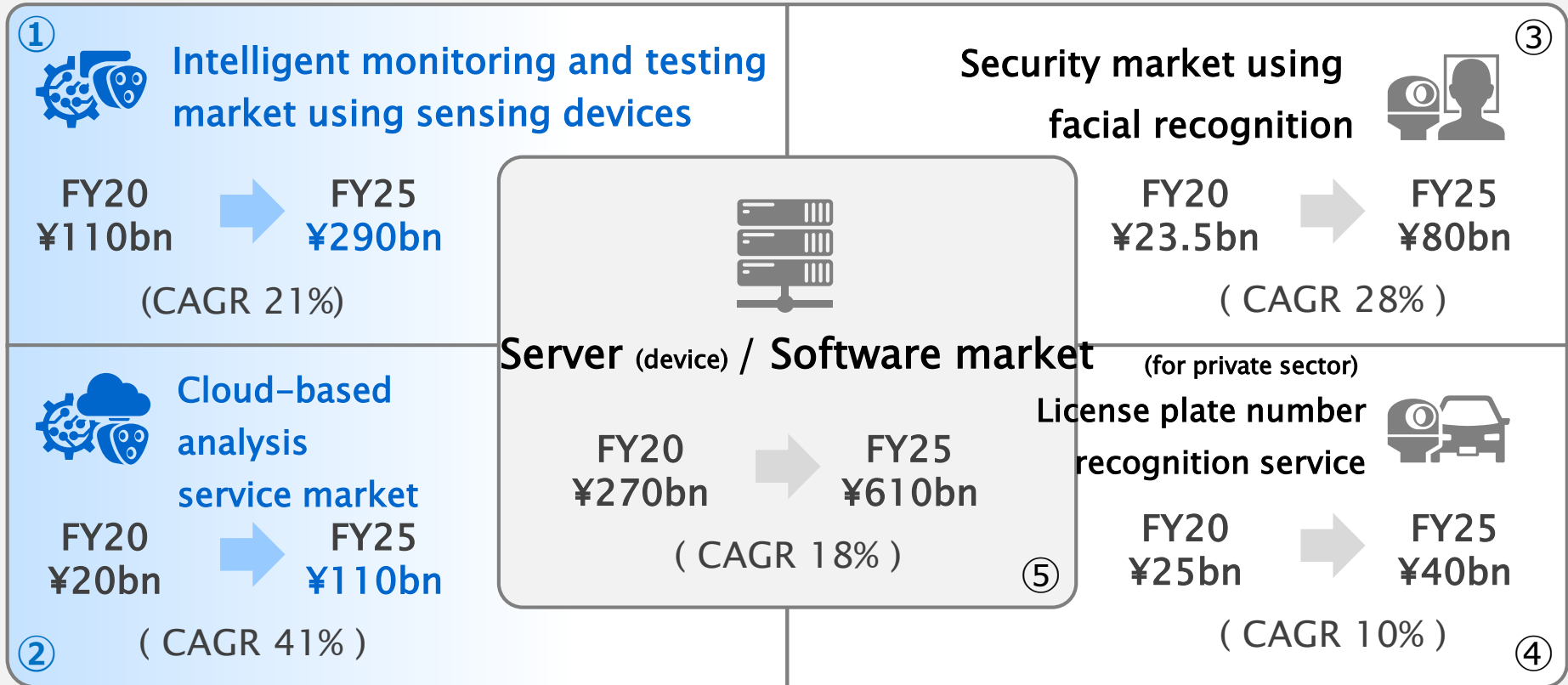
Toshiya Eguchi, Executive Officer

# Go Beyond Human Vision

Creating a safe and secure society by visualizing “invisible” risks, making predictions by accumulating and analyzing data, and predicting potential risks for humans and society



## Image analysis service market (¥1.1trn)\*<sup>1</sup>



Total addressable market for this business\*<sup>2</sup>

Image analysis service using sensing systems such as network cameras with AI processing functions and links to the cloud

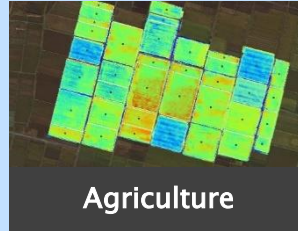
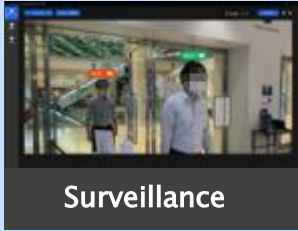
# TAM: ¥290bn

\*1 Reference: Calculated based on “FY20 Security Camera Market Predictions and Next-Generation Strategies” (Yano Research Institute Ltd.)

\*2 This business's target market: ①¥250bn + ②¥40bn (our estimate)

# Expansion of Imaging IoT Solution Business in Industry Field

## Imaging IoT Solutions Business Fields (Monitoring and inspection)



API / SDK

Installation, or use of applications, or AI

Data management

Multi-tenant

High security



Device management

Account management

Remote updates

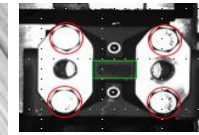
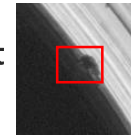
- Posture estimates
- Attribute estimates

- Behavior recognition
- Recognition of surrounding objects



Human behavior monitoring

Measurement Inspection Diagnosis



- Visual inspections
- Quality inspection

# FORXAI



Robotix AI camera



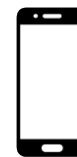
Gas leak monitoring system



3D LiDAR



Konica Minolta's sensing devices



Diverse devices



FORXAI™ is an imaging IoT platform that accelerates the digital transformation (DX) of society together with customers and partners.

“FORXAI™” stands for “foresight,” the ability to predict the future, and “for X AI” (AI for the sake of society).



Technology partners



Customers



Business partners

# FORXAI

Services provided with FORXAI™  
Functions to provide optimal IoT services to solve customers’ issues, and AI algorithms and API/SDK for the development environment



Research institutions



Educational institutions



Local governments and government agencies

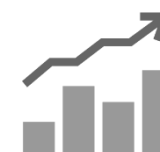
Merits of introducing FORXAI™



Rapid launch of services



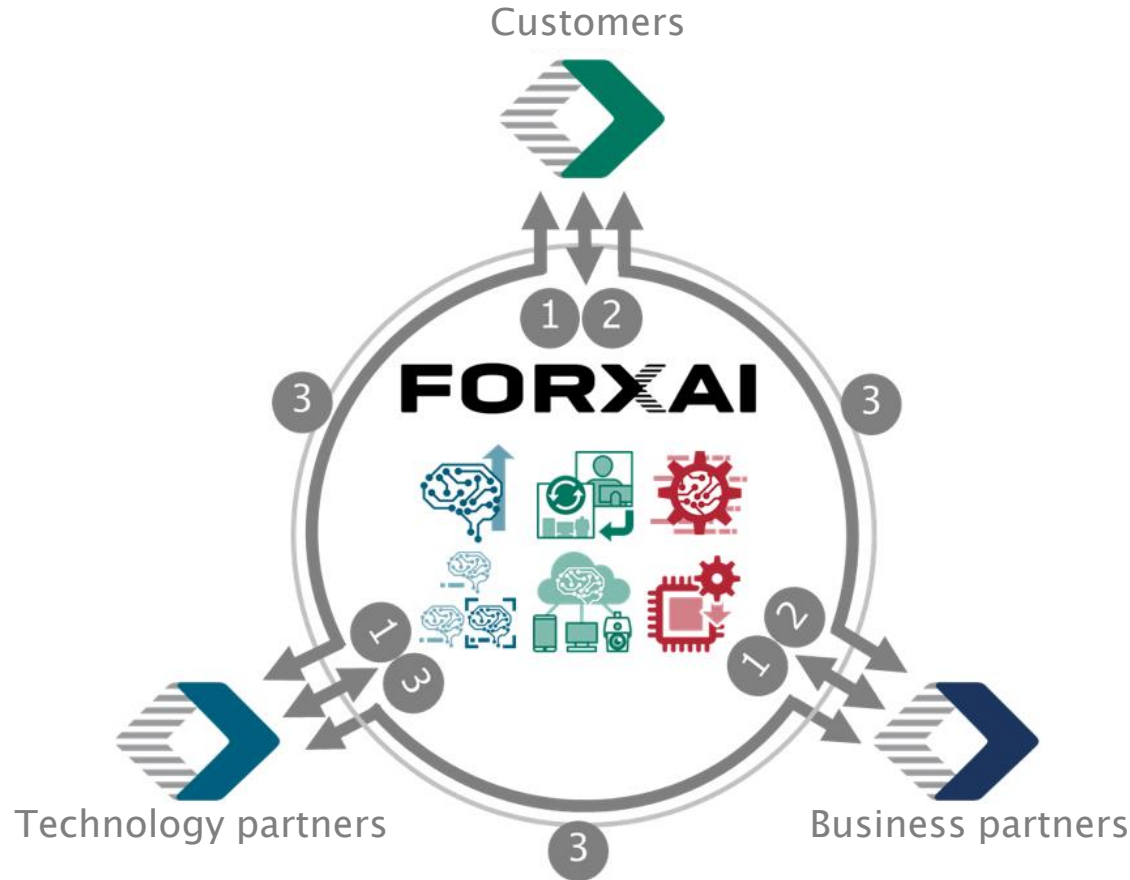
Minimize management costs  
Remote updates  
Maintenance



Ongoing evolutions in value  
AI and image processing technology

# Shifts in Business Model with FORXAI™

Strengthen engagement with customers by sustaining relationship with partners using FORXAI™; Shift to a high performance business model with more efficient sales and service operations in conjunction with partners



	Fee-based model
1	Remote monitoring and updates (fixed fee)
2	Application and solution provision (Fixed/pay-per-use)
3	AI algorithm and data provision API/SDK usage fee (Registration fee, pay-per-use)

↔ Information line (goods, services and money)    # Fee-based model

# Konica Minolta's Imaging IoT Technology



KONICA MINOLTA

Gain an edge with the combination of our own device and algorithm development technology and high-speed implementation technology

## Input device development

## Data learning → Algorithm development

## AI system development

Behavior analysis sensor

Digital X-ray equipment

Fluorescent nanoparticles

Spectrophotometer

AI camera

X-ray Talbot-Lau

Deep learning model creation

Machine learning model creation

Development infrastructure

Learning environment

Data analysis PF

Image recognition + Data analysis

Human behavior

- Posture and Behavior recognition

Advanced medicine

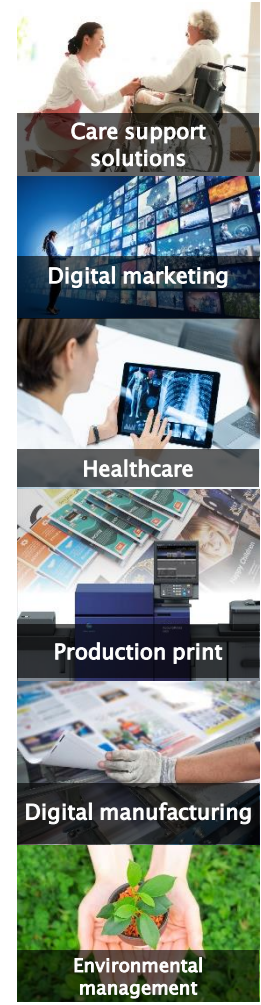
- Cell recognition
- Medical imaging

Inspection

- Visual inspection
- Facility inspection

Algorithm implementation technology

Hardware Optimized implementation (CPU, GPU, FPGA)

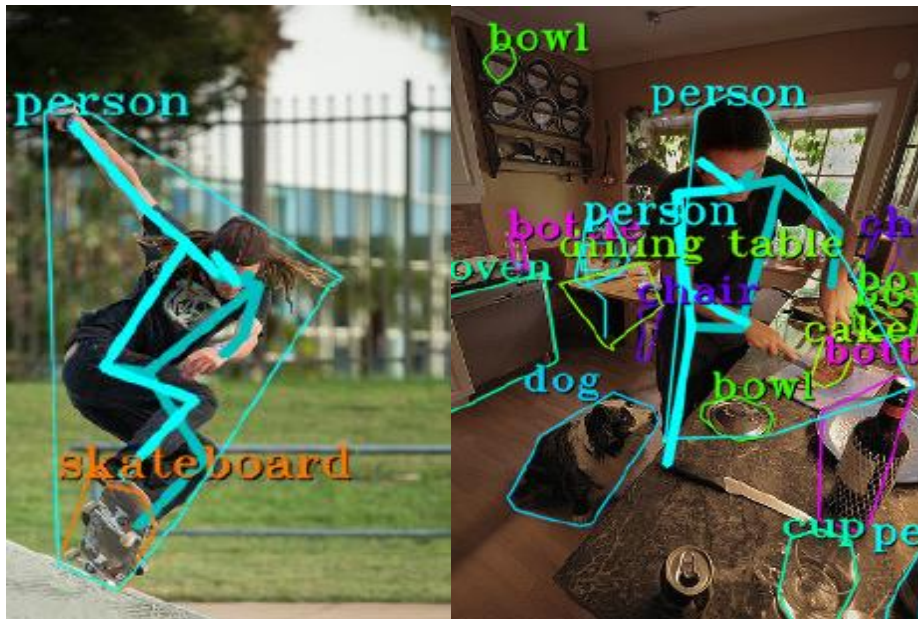


# Building an Edge through Differentiating Technology

We will refine imaging IoT technology in the monitoring and inspection field with services, and expand the applicable scope of social implementation through co-creation with technology partners.

## [Monitoring]

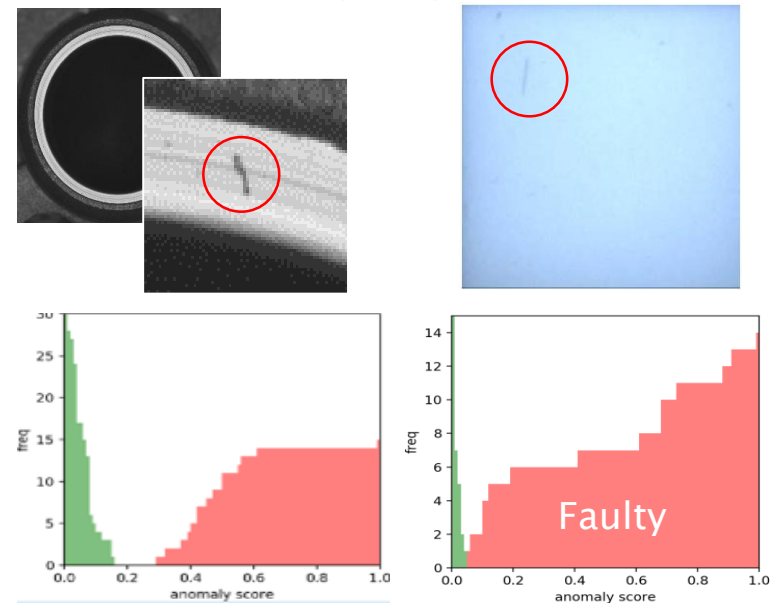
Human behavior + objects (simultaneous recognition)



Global top-level recognition accuracy and processing speed (compared to top companies in International Conference on Computer Vision in 2018 and 2019)

## [Inspection]

Visual inspections of manufactured goods (quality check)



Global top-level quality accuracy in visual inspections (compared to companies specializing in image processing with a global top share)

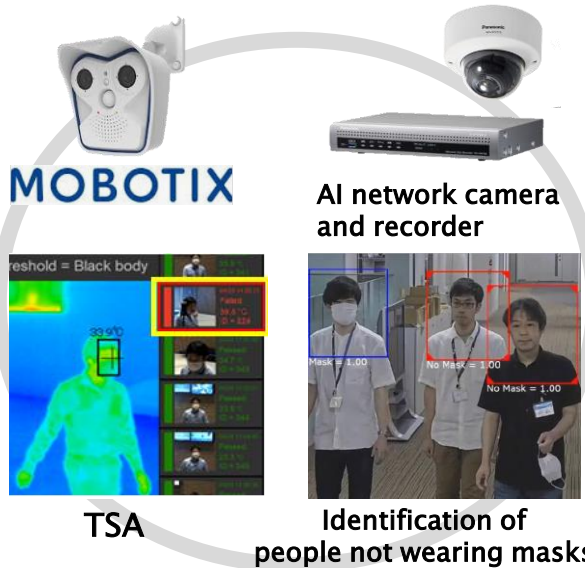
# Examples of Business Expansion through Co-creation with Partners

By combining the technologies owned by strategic partners with cutting-edge technology, we aim to establish a competitive advantage and generate new value while expanding the business.

## Collaboration for complementary products and AI system introduction

Panasonic i-PRO  
Sensing Solutions Co., Ltd.

Video monitoring system to prevent spread of infectious disease



TSA

Identification of people not wearing masks

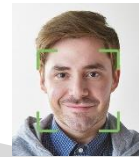
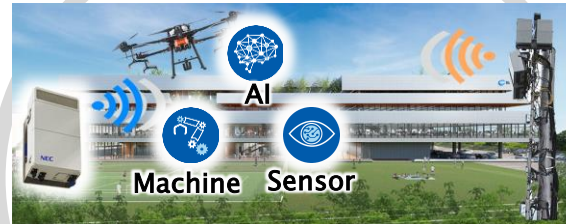
(TSA: Temperature Screening App.)

## Imaging IoT × 5G × Facial recognition

NEC Corporation and KDDI

Office solutions that change work styles with 5G communications

Local 5G (NEC)/Carrier 5G (KDDI)



Facial recognition (NEC)

## Imaging IoT × cloud service

ABP International

Expansion of cloud imaging service in North America



# Accelerating Sales Growth and Profitability Improvements in Imaging IoT Solution Business

## Major initiatives

Scaling up by collaborating with strategic partners

### EU

- Strengthen competitive advantages in intelligent monitoring/inspection field by using AI cameras, a new product

### US

- Expand sales in collaboration with VMS manufacturer, using “made in Germany” as a strong point

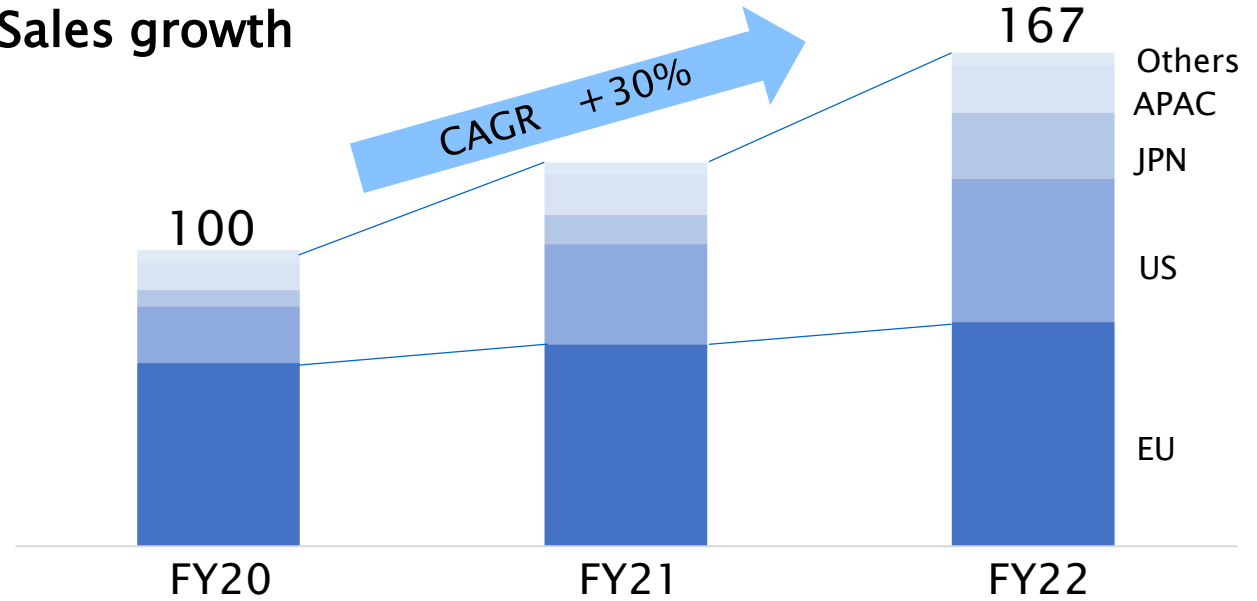
### Japan, APAC

- Expand through solution developments with strategic business partners

Improve efficiency of development and sales using eco systems

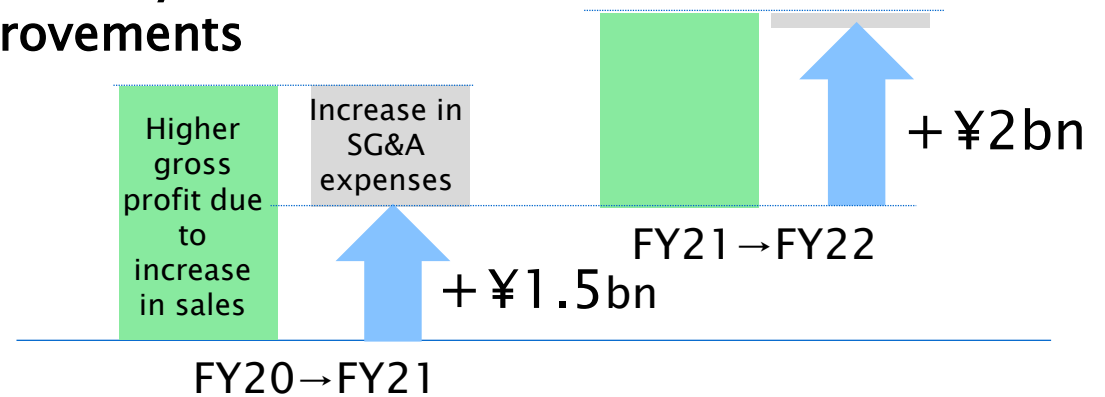
- Promote development in collaboration with partners using the FORXAI™ platform and shift to a recurring business
- Reduce service operation costs

## Sales growth



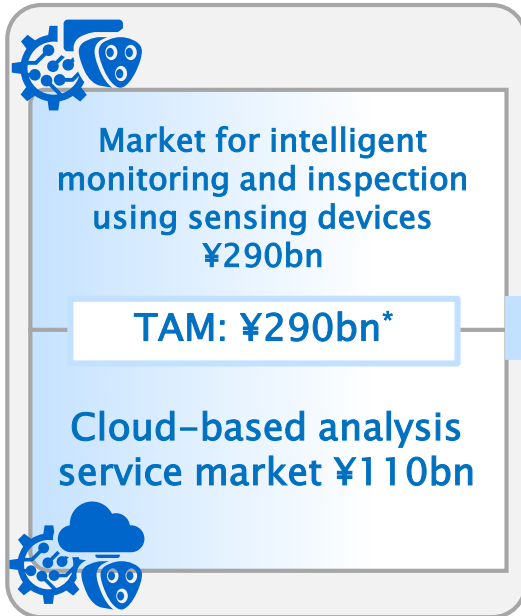
\*Excluding visual solutions business

## Profitability improvements

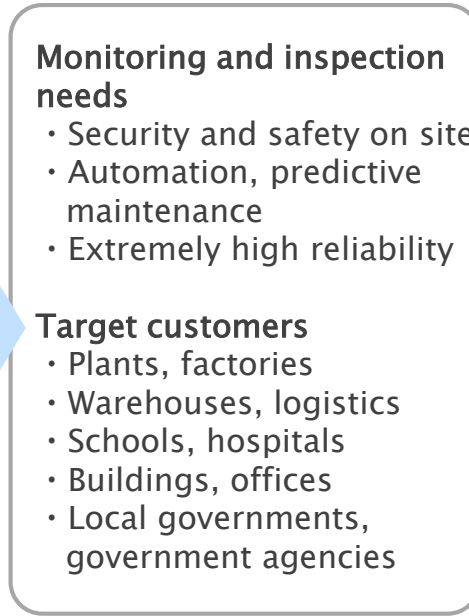


# Growth of Imaging IoT Solutions Business and KPI ahead of FY25

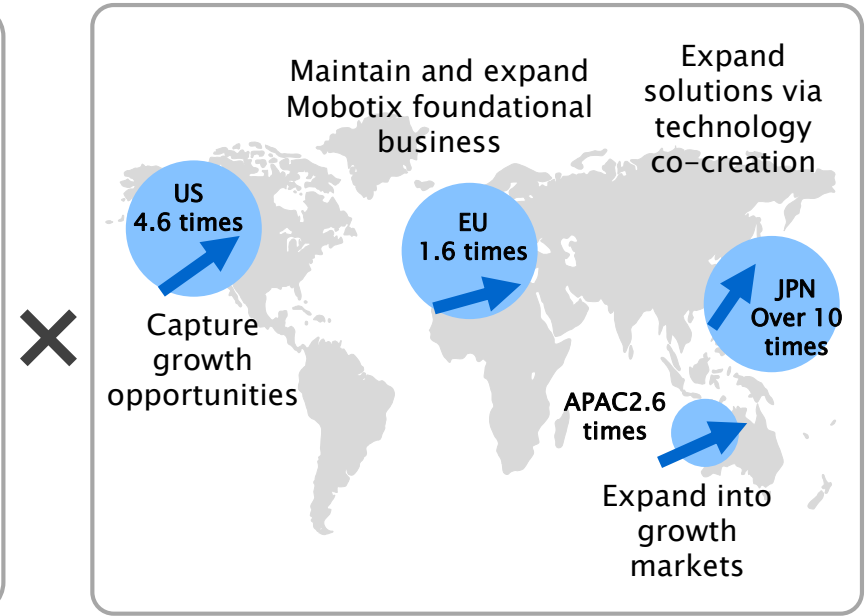
## ■ Image analysis service market



## ■ Target customers



## ■ Regional strategies



## ■ KPI \*Market for CPU network camera systems with AI processing functions and image analysis services via the cloud

Measures	FY20	FY21	FY22	FY25
<b>Acquire strategic partners to achieve a business model with rising sales and high revenue</b> <ul style="list-style-type: none"> <li>✓ AI camera technology and solution partners</li> <li>✓ Business partners in the gas monitoring business (Japan, US, APAC)</li> </ul>	55 companies	75 companies	100 companies	150 companies
<b>Reduction in SG&amp;A expenses by raising the efficiency of the development and sale of services using FORXAI™</b>	Compared to FY20	-10%	-15%	-20%



**KONICA MINOLTA**



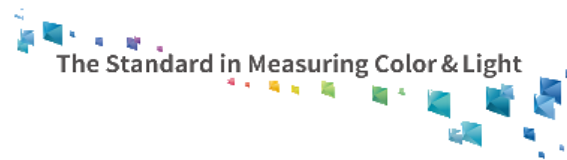


# Sensing Business Strategy

November 27, 2020

Hitoshi Kamezawa, Executive Officer

## High-added-value business that provides measuring tools for light and color that is reliable and helps to optimize manufacturing



**Light source measurement**



Display, LED, and lighting inspection

**Object color measurement**



Color quality management in wide range of industries

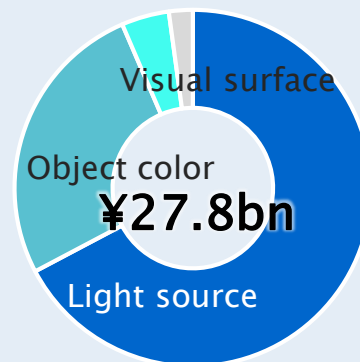
**Visual surface inspection**



Autos and ICT  
Visual surface inspection

- Display color adjustment
- Display light irregularity inspection
- LED light evaluation and quality management
- Color management for auto parts
- Grade divisions by product color for foods
- Color management for printing (such as IQ-501)
- Inspection of exterior damage
- Inspection of auto exteriors for gaps and unevenness

① FY2019 sales

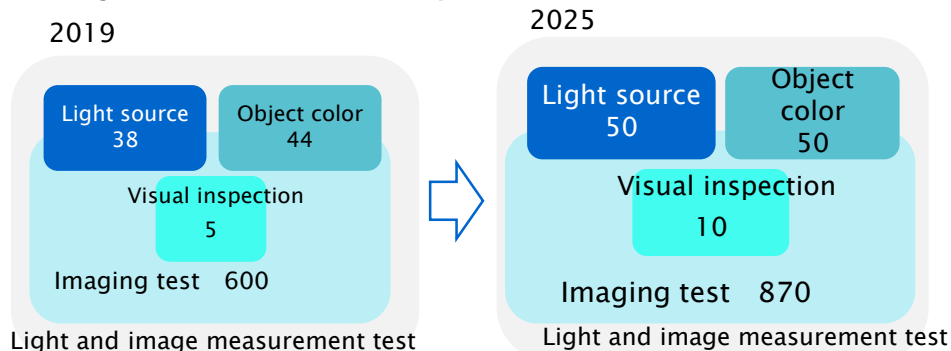


② H1 FY2020  
11% YoY increase

## Factors behind increase in demand for our measuring instruments

- Particularly during and after COVID-19 outbreak,
  - demand for IT devices has increased,
  - applications for display products have increased,
  - there has been a trend toward automation and manpower-saving
- New inspection needs are occurring due to new materials and new technologies

## Projects on market scope\*1 [¥billion]

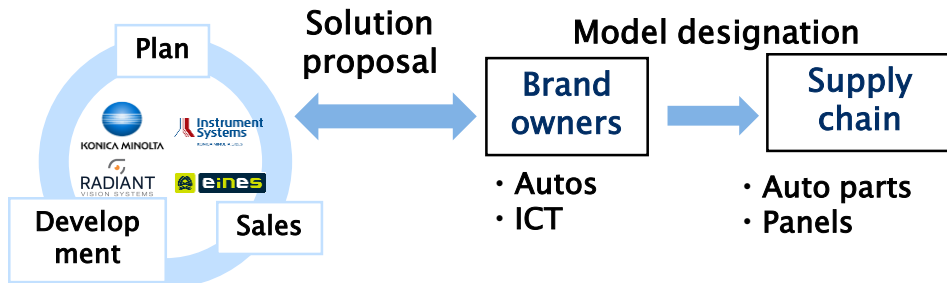


\*1 Scale of market as estimated by Konica Minolta; excluding printing applications © KONICA MINOLTA 33

## Establish businesses closely oriented to GMA\* customers and 1-by-1\* long tail sales through customers' value chain assets and a genre-top strategy

### ■ GMA strategy

Development in close collaboration with brand owner  
Expanded to supply chain overall



Supporting growth of cutting-edge clients

### ■ 1-by-1 long tail strategy

Global sales service support network

Diverse industry with more than 100,000 MIF\*

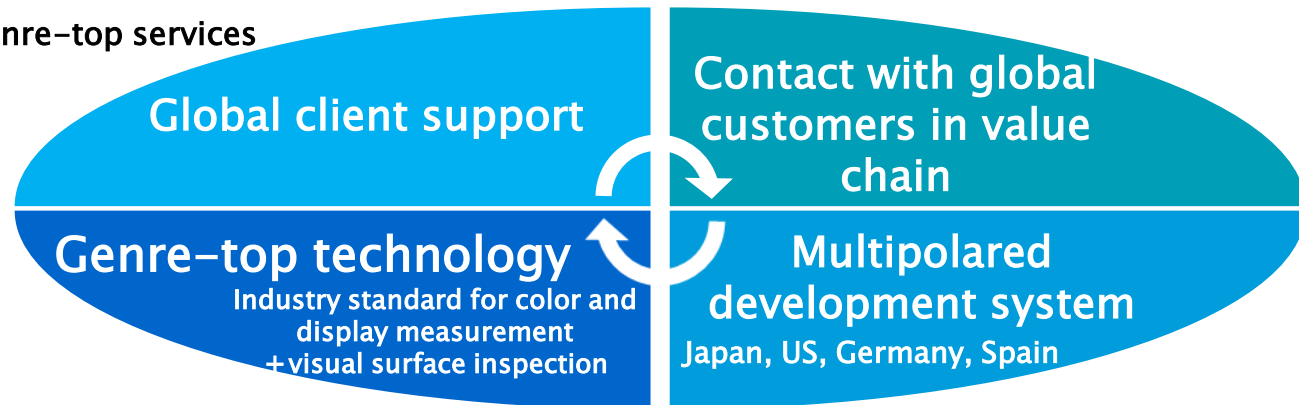


**Global customers**

Cars, ICT, agriculture, processed goods, food, others

Identify wide range of industry trends and secure stable revenue

Cycle for ongoing formation of genre-top services

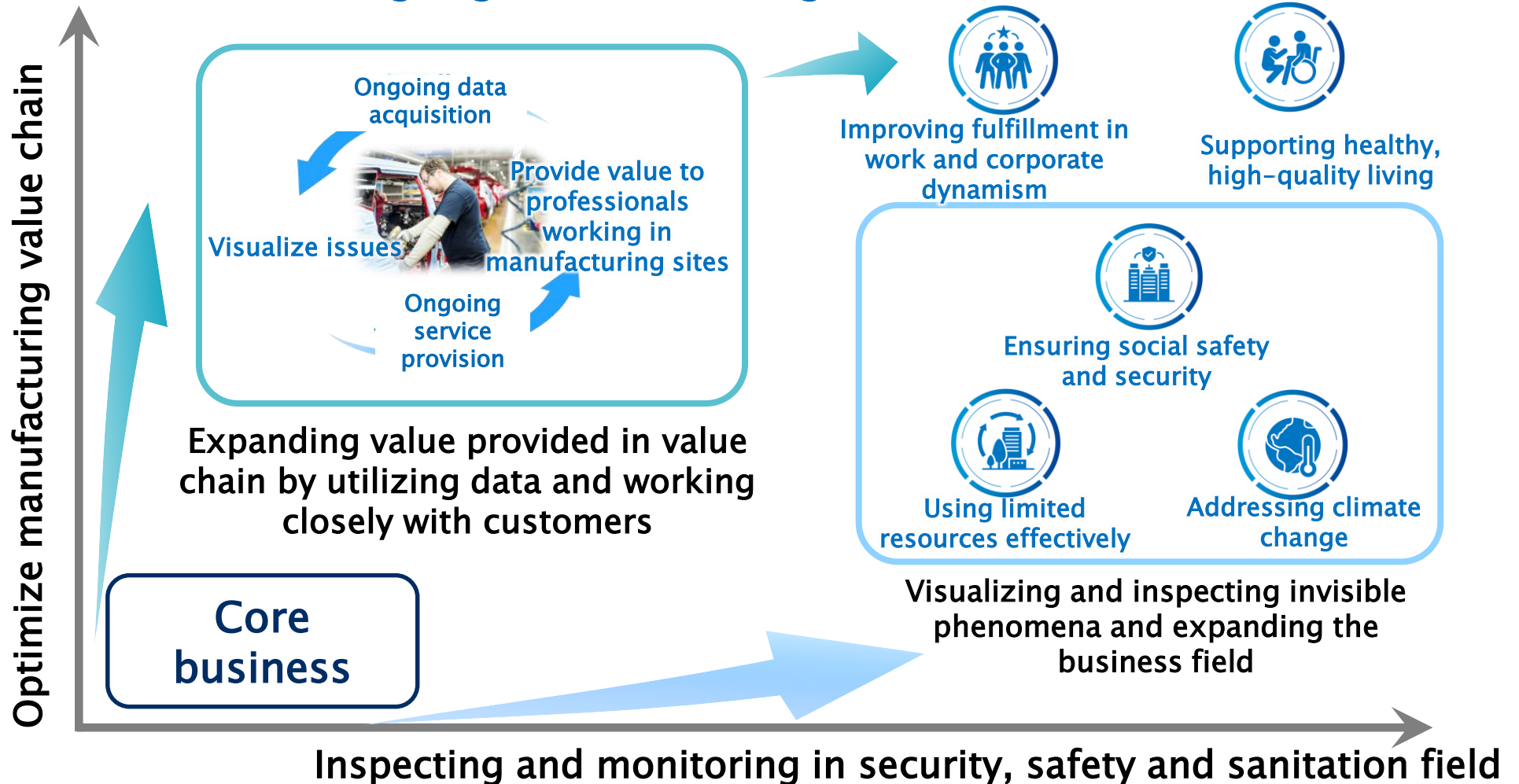


\*GMA: Global Major Account

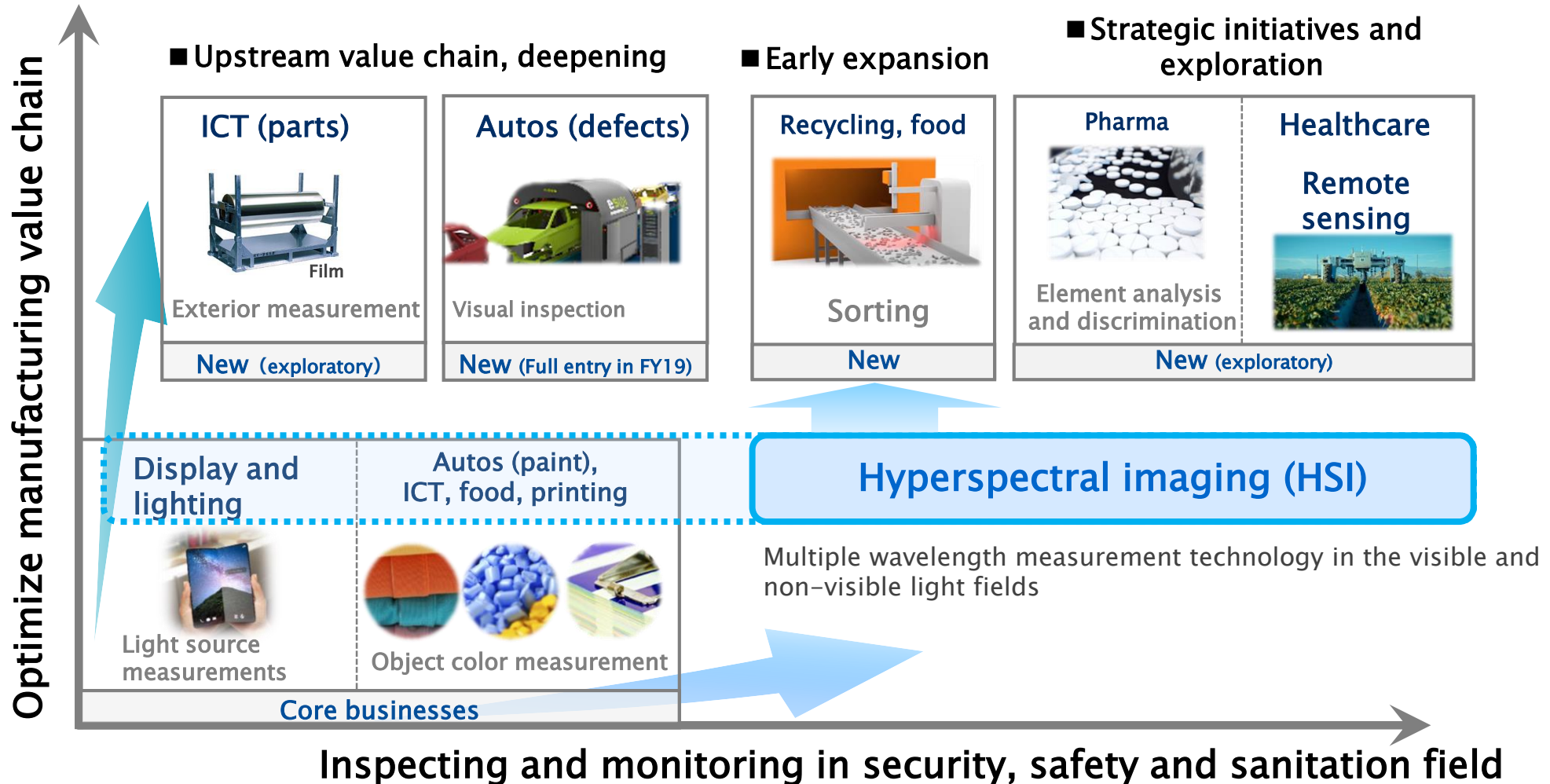
\*1-by-1: Sales of multiple product models through our global sales network

\*MIF: Abbreviation for "machines in the field"; number of our measuring instruments in operation in the market

By achieving “high-quality manufacturing, in the security, safety and sanitation” field, we will transcend the capacity of human eyes to provide new customer value on an ongoing basis and solve global social issues

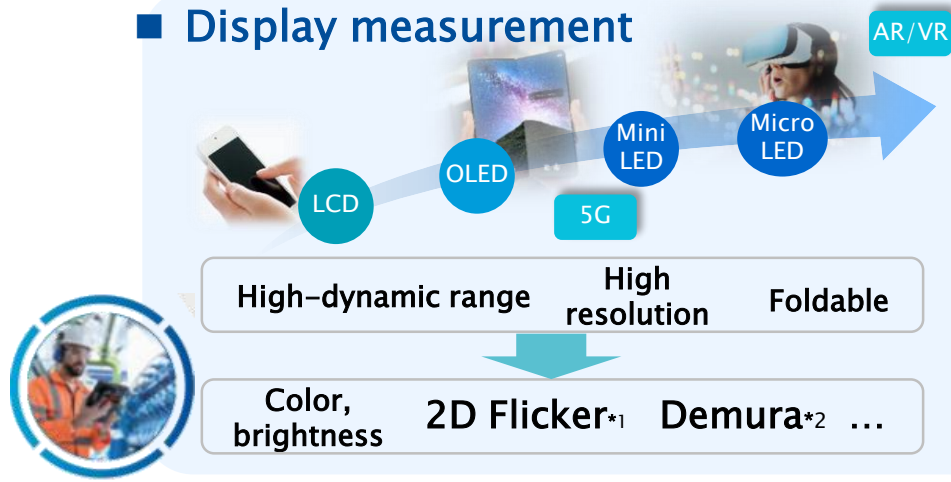


Accelerate optimization of value chain by utilizing visual inspection and color measurement data, and enter the safety, security and sanitation field with hyperspectral imaging as the core technology

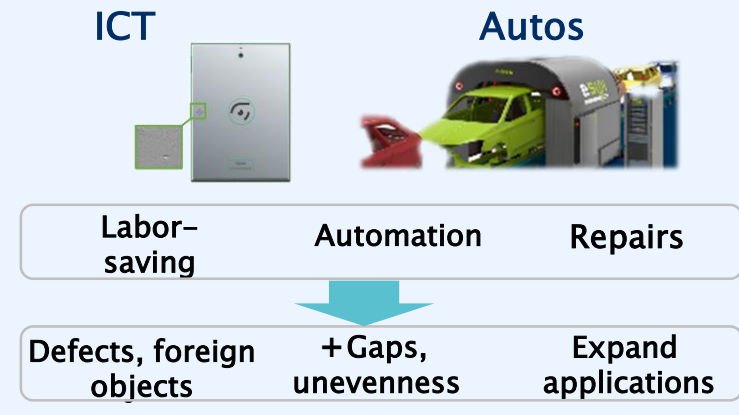


Identify inflection points for the display industry and automotive industry by working closely with customers and solve critical issues with brand owners and the value chain

## ■ Display measurement



## ■ Visual inspection



Light handling technology      Imaging IoT, AI      Image analysis technology

**Konica Minolta's core technology**

\*1 Flickering on the display    \*2 Removing irregularities in display's brightness

# Sensing Field: Investment in Expanding Safety, Security and Sanitation Field

Acquired Specim\*, a leading company in the HSI industry that drives market development in industry applications, and at the same time acquired high-precision measuring technology and a customer base.

## ■ Company overview



Company name Specim Spectral Imaging Ltd.

Location Oulu, Finland

Founded 1995

Representative Tapio Kallonen

No. of employees 68 (as of August 2020)

## ■ Characteristics

- ✓ Expansion into wide range of applications, such as handy, inline and aerial photography
- ✓ Product lineup compatible with a wide range of wavelength, from visible to infrared
- ✓ Expansion of solutions that bundle together software and data processors that make it easy to add to devices for industry applications

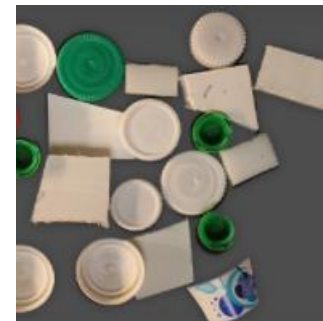


## ■ Hyperspectral imaging (HSI)

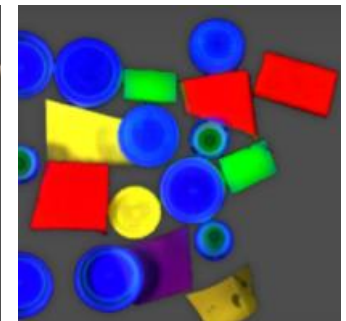
- ✓ Key technology that visualize invisible phenomenon; Identify the featuring quantity of the target fully, make it possible to make assessments that go beyond the ability of the human eye
- ✓ Diverse applications

- Recycling
- Food
- Healthcare
- Pharma
- Agriculture
- Mining
- Resources

Color image



HIS processing image

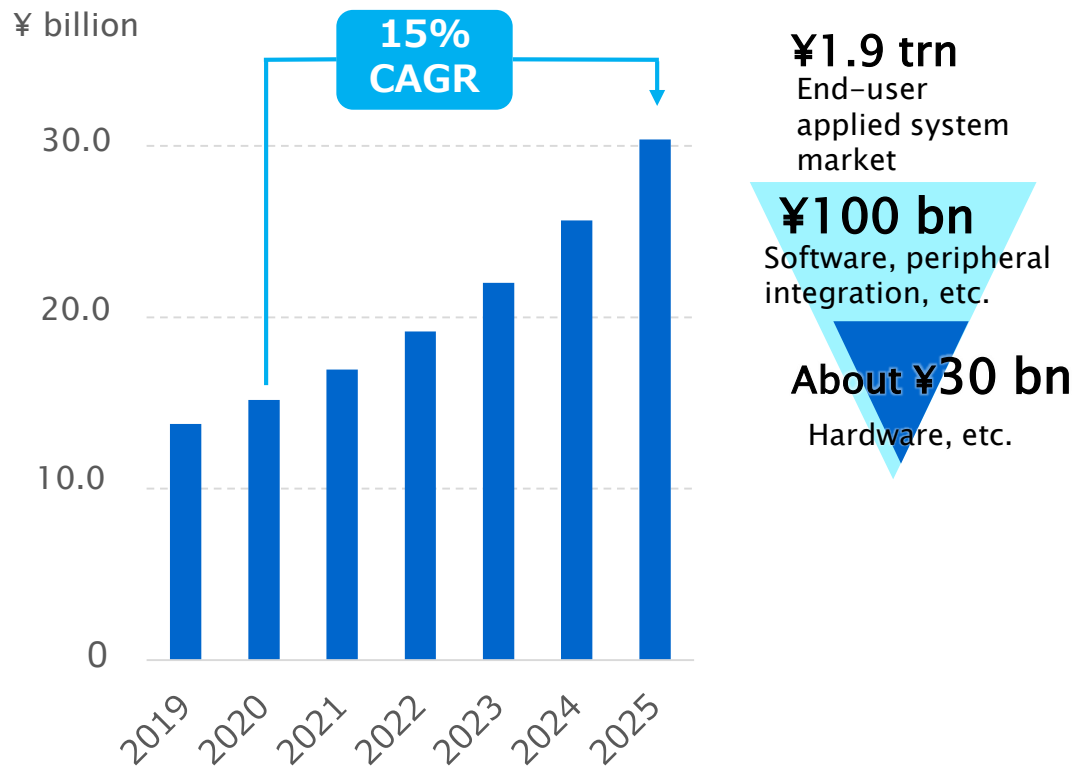


■ PET ■ PP ■ PVC ■ HDPE ■ PS  
Plastic materials

\*Have signed an SPA with Specim, and is currently in the middle of the steps required to complete the purchase.

Accelerate device integration with HSI industry applications; expand business by working with manufacturers of recycling and food sorting equipment, and aiming strategically target growth markets such as the pharmaceutical industry

HSI market forecasts\*1



## Example of application: Recycling

■ World's garbage problem → Establish recycling economy

- Policies encouraging resource recycle in major countries
- China's measure banning the import of plastic waste (2018)
- Initiatives aimed at raising the recycled plastic usage rate



- Automatic garbage-sorting and manpower-saving technology integrating HIS, belt conveyors and robots

### • Higher precision and efficiency, HSI in near-infrared field

“Instantly” and “accurately” sorts waste in which various resources are mixed

### • Higher purity: Infrared HSI

Using infrared HSI makes it possible to sort materials such as black plastic, which is harder to sort



\*1: Source: Estimates based on market reports such as those prepared by Mordor intelligence.



## Wealth of application possibilities; aiming for expansion from research applications to industrial applications

### Sorting



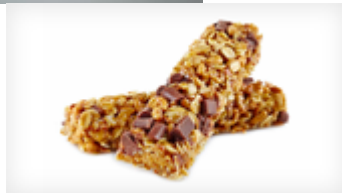
### Pharma



### Exploration



### Food, food processing



### Sealing tests



### Distribution of film thickness



### Analysis of cultural assets



Images are from SPECIM's website

## While maintaining high profitability business, expand business by further deepening core businesses and generating customer value in strategic investment fields



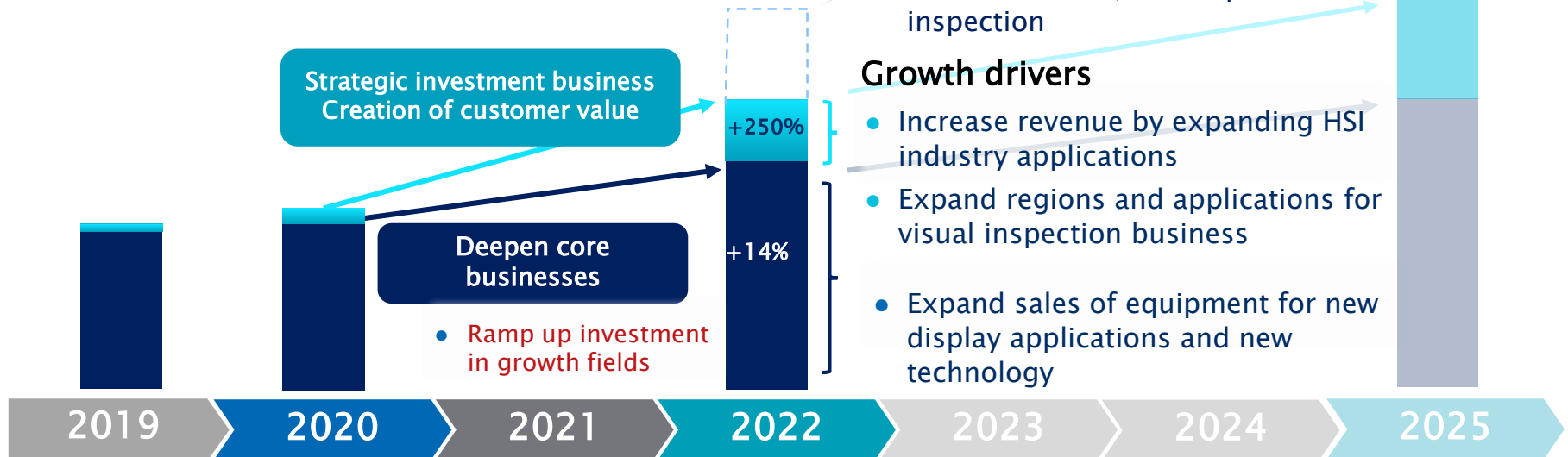
	2020	2021	2022
<b>Increase in sales</b> (FY20 estimated level) %	<b>100</b>	<b>112</b>	<b>129</b>
<b>KPI: Strategic investment business ratio</b>	<b>6%</b>	<b>14%</b>	<b>17%</b>
<b>Increase in operating profit</b> (compared to FY20 estimate) ¥ billion	-	<b>+1.0</b>	<b>+3.0</b>

### Consider alliances in further expanding scale

- Strategic alliances in safety and security field
- Alliance in auto/IT new parts inspection

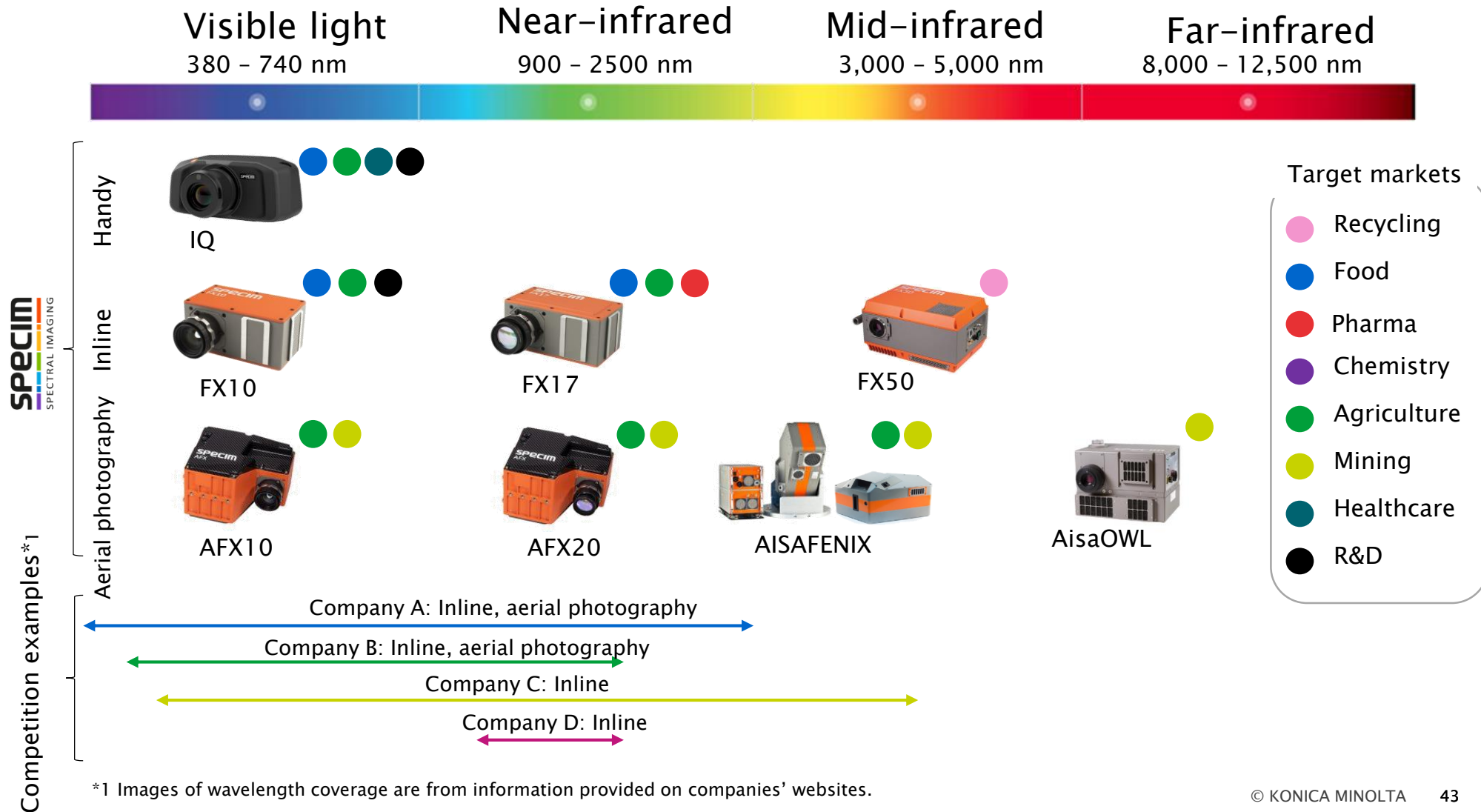
### Growth drivers

- Increase revenue by expanding HSI industry applications
- Expand regions and applications for visual inspection business
- Expand sales of equipment for new display applications and new technology



# Appendix

## Specim's representative products and main target markets



## The SpecimONE platform makes it easy to adopt HSI for industrial applications.

Even without deep knowledge about HSI, sorting applications for industrial use can be utilized by building various material classification models offline and then applying this classification model to the inline system



### **SPECIM**INSIGHT

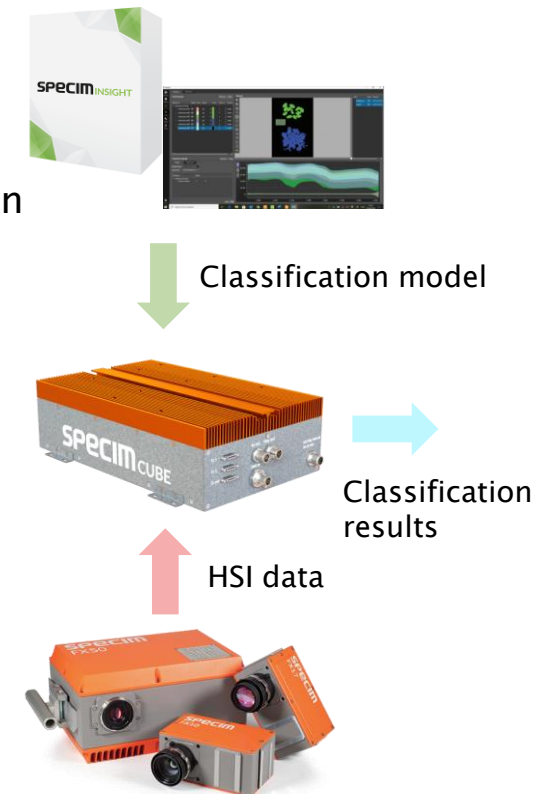
- Offline software
- Processes HSI data sets and builds classification models

### **SPECIM**CUBE

- High-performance processing platform
- Uses the classification model created with SpecimINSIGHT to generate sorting data in real time

### **SPECIM** FX SERIES

- HSI cameras for industrial use





**KONICA MINOLTA**