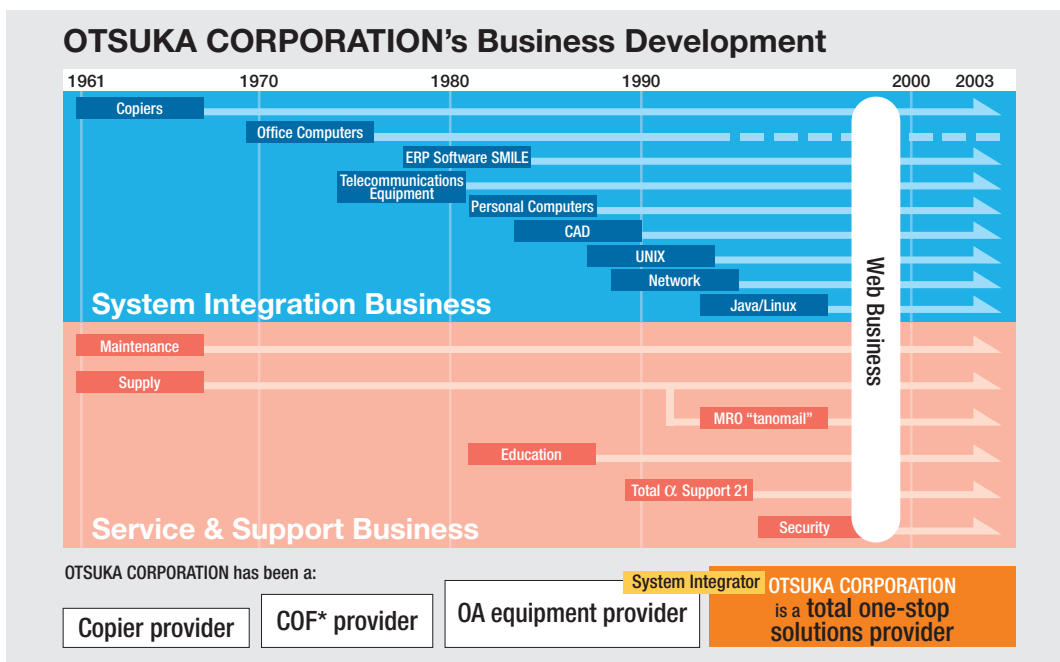


The history of OTSUKA CORPORATION is a tradition of journeying alongside our customers.

Since its foundation in 1961, OTSUKA CORPORATION has recognized the Pursuit of Customer Satisfaction as our fundamental management philosophy. In each generation, we have introduced and assessed the latest technologies and products, then applied our expertise to recommend systems and provide support for our customers. This has raised the efficiency of their operations, allowing them to solve management challenges.

We have also expanded our products and services in response to customer needs by analyzing the trends of the times and broadening the reach of our support area nationwide. As a result, we have grown into a comprehensive “one-stop provider” of systems and services.

Most notably in 1981, our efforts in the personal computer business and the subsequent network business dramatically transformed our enterprise from an OA specialist into a system integrator. Anticipating an era of personal computer-centered network systems, we have not remained content with current technologies. We carefully monitor trends in new technologies and products and quickly adopt those with the greatest promise for expanding our scope of business, thereby positioning us to design distinctive business models optimally suited for the Internet era. Today, all systems have become connected to the Internet, giving rise to new business opportunities. Consequently, OTSUKA CORPORATION aims to make a further leap through our “New-Web Strategy,” representing the collaboration and integration between the face-to-face services that have been our traditional strength and our cutting-edge Web business that fully exploits the potential of the Internet.



*COF stands for copiers, office computers, and facsimile machines

We provide one-stop solutions from consulting to recycling.

The business areas of OTSUKA CORPORATION encompass the entire life cycle of an information system, from introduction, to operation and disposal. We divide our primary businesses into System Integration (SI) for services up to the introduction of a system and Service & Support (S&S), which provides support after the introduction stage. The major characteristics of our approach are our multi-field provision of various items of equipment, including copiers, computers and business phones, and our multi-vendor selection of the best products independent of relationships with specific makers.

In pursuing these businesses, OTSUKA CORPORATION has concentrated its bases in major urban regions and has increased efficiency by conducting business with many customers. Furthermore, we developed unique business models enabling us to maintain close ties with local areas and customers and to promptly meet their needs, thereby building trust and encouraging new transactions.

In terms of business structure, the SI Business accounts for about two-thirds of net sales, while the SI Business and S&S Business are roughly equal in terms of gross profit. The S&S Business accounts for over 60% of operating income. Therefore, while the SI Business is larger in terms of size, the S&S Business represents the heart of the corporate profit base.

OTSUKA CORPORATION's Business Outline

