

## Overview of Key Strategic Businesses (Non-consolidated)

OTSUKA CORPORATION has positioned “MRO,” “SMILE,” “ODS21” and “Security” as its key strategic businesses and has concentrated resources accordingly.

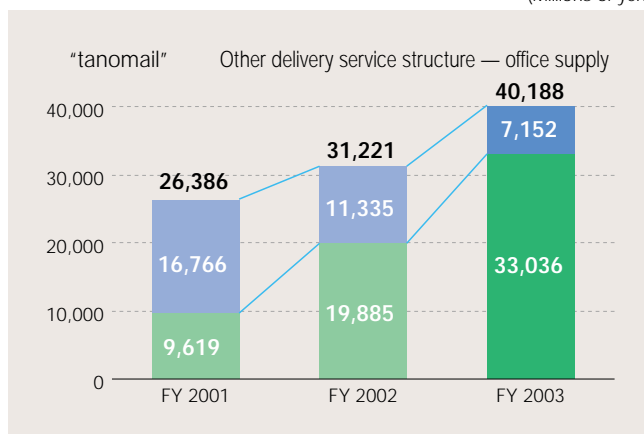
Key Strategic Business

# MRO

For the fiscal year under review, net sales rose 28.7% to ¥40,188 million.

### Net Sales of “MRO”

(Millions of yen)



Sales in the “MRO” business exceeded the ¥40,000 million mark owing to great strides made in the “tanomail” business. The performance of “tanomail” is likely attributed to its two-pronged approach of serving large corporate customers through “MA tanomail” and other services while simultaneously providing services for small and medium companies. In this way, “tanomail” has become the portal for OTSUKA CORPORATION’s one-stop solutions.



“tanomail” catalog, Vol.11



“tanomail” via Internet  
<http://www.tanomail.com>

## Advantages of "tanomail"

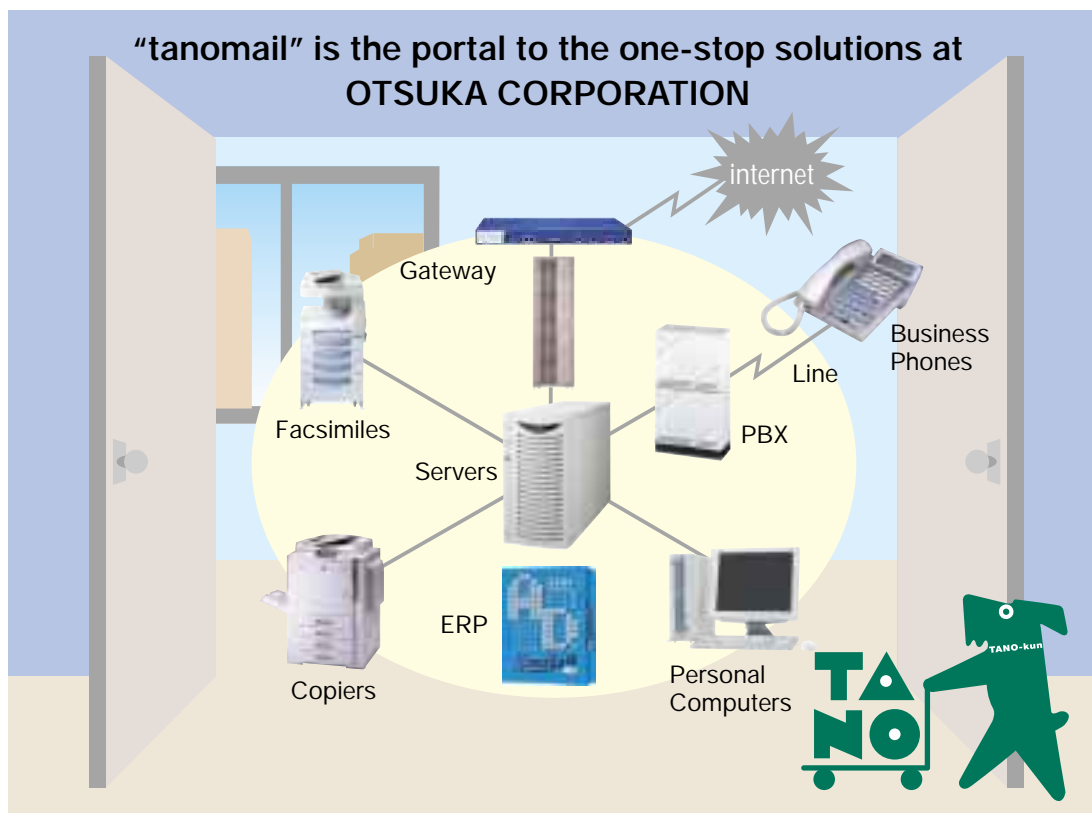
### Developing New Customers

The corporate activities undertaken within offices require such OA supplies as copy and printing paper as well as toner cartridges and stationary and daily necessities used in the office, all of which "tanomail" provides.

In addition to OA supplies, which have been handled from the beginning, "tanomail" also provides products spanning a wide range of corporate office activities, including stationary and daily necessities. OTSUKA CORPORATION develops and operates the system in-house, enabling the Company to make finely-tailored adjustments to customer needs while also customizing the system. "tanomail" is a business offering a full lineup of products and an area that is growing rapidly owing to a highly reliable structural framework in place at the Company, which is also contributing to the development of new customers.

### Portal to One-stop Solutions

OTSUKA CORPORATION has sales managers assigned to each region to maintain contact with customers on a daily basis. These managers even visit first-time customers to the Company's online "tanomail" service to provide solutions to their unique needs. In this way, "tanomail" acts as the portal for our one-stop solutions for customers.



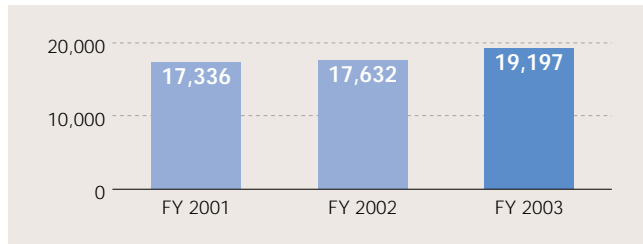
Key Strategic Business

## SMILE

For the fiscal year under review, net sales rose 8.9% to ¥19,197 million.

### Net Sales of "SMILE"

(Millions of yen)



"SMILE" system capitalizes on its ease of introduction into any customer's corporate system owing to the broad range of optional software for specific industries and operations. It is this user-friendliness that has ensured strong sales against the backdrop of midsize companies revamping their mission-critical systems in line with management reforms.

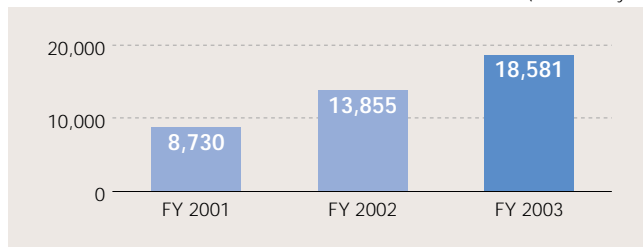
Key Strategic Business

## ODS21

In the fiscal year under review, net sales sharply increased 34.1% to ¥18,581 million.

### Net Sales of "ODS21"

(Millions of yen)



"ODS21" provides proposals to improve operations at midsize companies by relying on the unique strengths of OTSUKA CORPORATION for providing copiers and computers, resulting in brisk sales for this business.

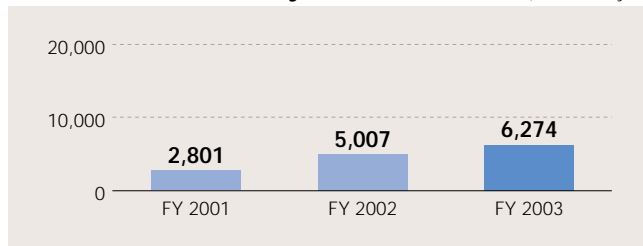
Key Strategic Business

## Security

In the fiscal year under review, net sales jumped 25.3% to ¥6,274 million.

### Net Sales of "Security"

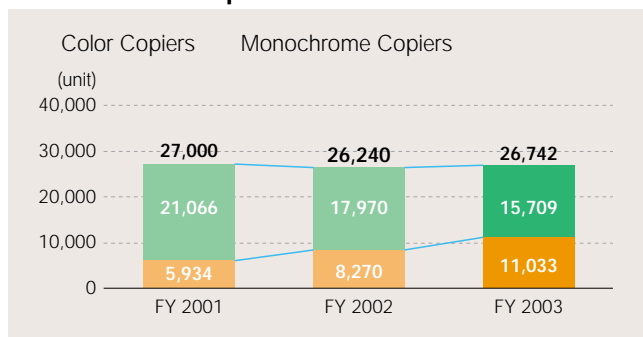
(Millions of yen)



Sales in the "Security" Business have been very favorable from the impact of such factors as the rampant computer virus "MS Blast."

Through the above measures, OTSUKA CORPORATION was able to achieve unit sales for copiers and computers as shown in the graph.

### Unit Sales of Copiers



### Units Sales of Personal Computers and Servers

