# Overview of Key Strategic Businesses (Non-consolidated) 

OTSUKA CORPORATION has positioned "MRO", "SMILE", "ODS21" and "OSM" as its key strategic businesses and concentrated resources accordingly. Below is an overview of each strategic business for the fiscal year under review.

Key Strategic Business MRO

For the fiscal year under review, net sales rose $\mathbf{2 1 . 5 \%}$ to $¥ 63,618$ million.
of the above, "tanomail":
For the fiscal year under review, net sales rose $27.4 \%$ to $¥ 59,062$ million.

The "MRO" business, which sells products such as stationery, daily office necessities and OA supplies, was able to achieve sales of well over $¥ 60$ billion due to the strong performance by the "tanomail" office supply mail-order service, the core pillar of the "MRO" business.

Because "tanomail" is so easy to use and the products and materials it handles are needed by virtually all enterprises, it is playing a major role in developing customer transaction accounts.

"tanomail" on the Internet at
http://www.tanomail.com
of the above, software and maintenance:
For the fiscal year under review, net sales rose $19.9 \%$ to $¥ 14,112$ million.

## SMILE Net Sales

## Smile ${ }^{\alpha}$ <br> SM11ER ${ }^{\circ}$

"SMILE" is the Company's proprietary integrated mission-critical operational system, which encompasses 27 years of experience extending back to the days of the office computer. There are two products: "SMILE $\alpha$ AD", which is geared to the needs of midsize and smaller companies, and "SMILE ie", for large and midsize companies. In addition to packages for customers looking to revamp their mission-critical systems, product functionality has been reinforced and the range of program options enhanced, generating strong sales of software and maintenance.

## Key Strategic Business 0 S21



## ODS 21

Otsuka Document Solutions 21
for open knowledge office
"ODS21" is a knowledge management system that combines copiers and computers to digitally capture paper-based information, bringing it under the same central management as other digital information, facilitating the sharing and utilization of such information. The increasing focus on ensuring the security of information generated strong sales for "ODS21".
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"OSM", OTSUKA CORPORATION's name-brand information security business, enjoyed a huge jump in sales of $93 \%$ that reflected skyrocketing investment in information security measures by enterprises, following the enforcement of the Personal Information Protection Law in April 1, 2005.

## Overall information security support during system life-cycle



Three-year Summary of Unit Sales of Computers and Copiers


