

For reference (Translation in English)

April 30, 2015

Wacom Co., Ltd.

Representative: Masahiko Yamada, CEO

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Re: New Medium-Term Business Plan SBP-2019

On April 30, 2015, the Board of Directors of Wacom resolved to adopt “Wacom Strategic Business Plan: SBP-2019” (four-year plan) starting from fiscal year ending March, 2016 instead of prior “Medium-Term Business Plan: WAP1215”. Please refer to the details below.

1. Background of “Wacom Strategic Business Plan: SBP-2019” (four-year plan)

In April 2014, we revised and announced the Medium-term Business Plan: WAP1215 (for the three-year period from April 2014 to March 2017), which maintained our basic strategy for global business growth and reflected the changing market trends. However, due to dramatic changes in the business environment, we were forced to revise our plan and formulate the medium-term business plan (for the four-year period from April 2015 to March 2019) with new corporate goals centered on the business trend toward mobile products and cloud. We aim to explore and create new global markets, and strengthen our current technologies under our new global organization. Our financial goals are to achieve consolidated net sales of ¥120 billion, consolidated operating profit ratio of 12 % and consolidated return on equity of over 20% by the fiscal year ending March 31, 2019.

2. Outline of the new “Wacom Strategic Business Plan: SBP-2019” (four-year plan)

Period of the plan

From April, 2015 to March, 2019 (four years)

Financial Goals

By FY ending March, 2019

Consolidated sales: 120 billion Japanese yen

Consolidated operating profit margin: 12%

Consolidated ROE: 20% or higher

Foreign Currency Rate Assumptions

1USD = 110 JPY

1EURO= 130JPY

Basic Strategy

- (1) Evolve business toward mobile products and cloud
- (2) Accelerate growth through the new global business organization and enhanced global integration
- (3) Accelerate Creative Business with mobile product line expansion, 3D penetration and emerging market investment
- (4) Reach new consumer users with digital stationery and cloud integration
- (5) Expand Technology Solution (formerly Component Business) with Active ES and WILL
- (6) Enhance business workflow and security solutions by leveraging WILL and digital signature solutions
- (7) Leverage global business systems for efficiency, speed and profitability

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Concrete measures

Our growth strategy is centered on accelerating the growth of both Brand Business and Technology Solution in correspondence with the recent rapid changes in business platforms. To support and realize the steady growth of both businesses in the future, we have reformed and reorganized our previously region-based organization to a global customer segment-based one, and have invested in developing a global IT infrastructure.

(1) Evolve business toward mobile products and cloud

We plan to expand our product line by shifting our focus away from products for conventional PCs, and establishing an ecosystem that combines the mobile information device market with cloud-based applications and services, in order to correspond to the needs of new IT platforms of smartphones spreading through the markets, mobile information devices like tablets, and cloud computing.

(2) Accelerate growth through a new global business organization and enhanced global integration

To realize further growth through a globally integrated business, we shifted the previously region-based global business unit structure into a customer segment-based organization in April, 2015, under which we aim to drive our customer segment-based strategy and accelerate business growth.

(3) Accelerate Creative Business with mobile product line expansion, 3D penetration and emerging market investment

In March, 2014 we released our first mobile products as a new product line, in addition to existing product lines that connect to a PC. We foresee future growth in the mobile product market, and aim to develop and launch new models to correspond to this fast growing market.

We are also focused on 3D modeling, 3D industrial design and 3D printing, which are the most promising and evolving fields within the digital design market. Furthermore, we will develop and launch new products to meet the demand of growing markets in emerging markets such as China, India and Latin America.

Through these activities, we aim to expand and grow our Creative Business going forward.

(4) Reach new consumers with digital stationery and cloud integration

The rapid spread and development of mobile information devices and SNS in recent times has increased the creativity and mobility of consumers. In addition to smartphones and tablets, there is an increasing need for new digital stationery that allows users to write down ideas intuitively like they would using conventional pen and paper. We plan to establish our own ecosystem for developing new digital stationery integrated with cloud computing, and create a completely new consumer market.

In addition, we plan to not only raise brand recognition to consumers, but also create a user community by making the best use of global web communication.

(5) Expand Technology Solution (formerly Component Business) with Active ES and WILL

In the Technology Solution business, our “Active ES” pens based on new electronic technology started mass production and attracted the attention of many customers. Through our collection of products using conventional EMR technology and the new Active ES technology, we can provide a variety of choices for our customers, and create and expand future markets.

We developed “WILL (Wacom Ink Layer Language)”, a new digital ink technology that standardizes

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digital ink data and can exchange data interactively over different OSs.

Through these activities, we will promote and spread the potential of digital ink and expand the Technology Solution business.

(6) Enhance business workflow and security solutions by leveraging WILL and digital signature solutions

We have focused on the need for more efficient workflow and better security, with the aim of expanding the Business Solution market, which showed significant growth in FY03/2015.

We will reinforce and advance our signature solutions by utilizing WILL and signature authentication technology, as well as digital signature tablet products to provide faster, more efficient and secure workflow solutions to the market.

We will also expand our Business Solution market by providing software and hardware integrated solutions for finance and retail industries.

(7) Leverage global business system for efficiency, speed and profitability

We have been focusing our efforts on restructuring the global supply chain and developing a global IT infrastructure, such as e-commerce. With these activities, we aim to achieve higher profitability by dramatically improving the efficiency, speed and cost of our entire business process, from production to sales and customer support.

Please note that due to unknown risks and uncertainties involved in the market forecast and customer trends of the Technology Solution business, forward-looking statements may differ materially from the actual results in the short-term. We aim to minimize the above uncertainties and risks by expanding layer of new customer leading more stable corporate management.

Concluded