

Business Report

April, 2017 to December, 2017
(Q3, FY ending March 31, 2018)

for a creative world™

Wacom Co., Ltd.
(TSE 1st Sec. Code: 6727)



wacom®

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Q3 (Apr - Dec) FY 03/18 Results Overview

Operating environment

- The penetration of mobile products, cloud computing, and social media is leading to the emergence of a new industrial platform in the IT industry. Growth of new markets such as VR/AR, IoT, and AI is accelerating.
- The yen depreciated against the U.S. dollar and the euro reflecting differences in monetary policy among developed nations. The yen also weakened against emerging currencies.

Performance overview

- Consolidated net sales exceeded the same period last fiscal year.
- Operating profit grew significantly owing to sales growth and SG&A control. Net profit also significantly increased, also benefiting from extraordinary profit (0.7 bn JPY) from business transfer of Engineering Solution Business.
- Sales in the Brand Business increased compared to the same period last fiscal year. Sales in the Creative Business segment grew due to full contributions in this FY from new products launched in H2 last FY. Sales in the Consumer Business segment also showed rapid growth driven by new products. Sales in the Business Solution segment expanded, recovering momentum from the previous quarter.
- Sales in the Technology Solution Business increased over the same period of the last fiscal year. Sales for smartphones decreased due to the impact from disappearance in demand for the previous models although we successfully achieved volume production and shipments for Samsung's latest model, Galaxy Note8. Sales for tablets increased significantly owing to demand expansion.
- No changes to the full year consolidated business forecast for FY 03/18. (Please refer to slide #33,34)

Q3 FY 03/18 Results Overview

Financial Summary

(JPY)

Business Performance	Q3 FY 03/18	YOY Change
Net Sales	65.27 bn	+19.2%
Operating Profit	4.01 bn	+540.4%
Ordinary Profit	4.20 bn	+447.3%
Net Profit aft. Tax	3.98 bn	-- (Prev. Q3: -0.1 bn)

(Note) Net Profit is equivalent to net profit attributable to shareholders of Wacom Co., Ltd.

Financial Indices	Q3 FY 03/18	YOY Change
EPS	24.50	+25.11
BPS (Book Value per Share)	153.05	-13.33

(For reference)

Average Forex rate	H1 FY 03/18	YOY Change
1 USD	111.82	+3.7% (weak JPY)
1 EUR	128.59	+7.9% (weak JPY)

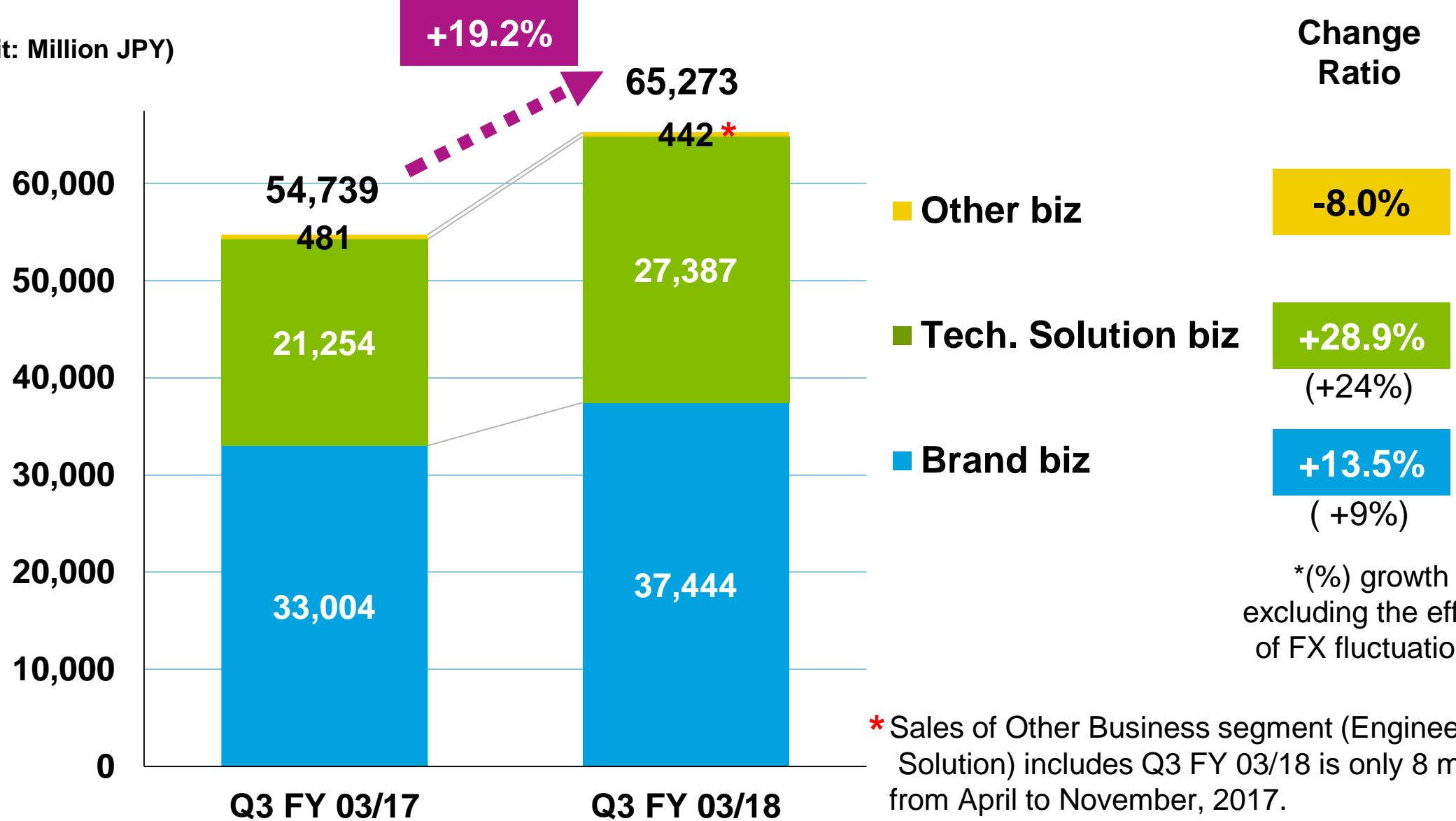
Consolidated P/L

(Unit: Million JPY)

	Q3 FY 03/17	Q3 FY 03/18	YOY Change	
	04/16-12/16	04/17-12/17	Amount	Ratio
Net Sales	54,739	65,273	10,534	19.2%
Gross Profit	21,943	25,621	3,678	16.8%
profit margin %	40.1%	39.3%		
SG&A	21,317	21,614	297	1.4%
Operating Profit	626	4,007	3,381	540.4%
profit margin %	1.1%	6.1%		
Ordinary Profit	768	4,203	3,435	447.3%
Net Profit after Tax	-99	3,978	4,077	--

Consolidated Sales Comparison

(Unit: Million JPY)

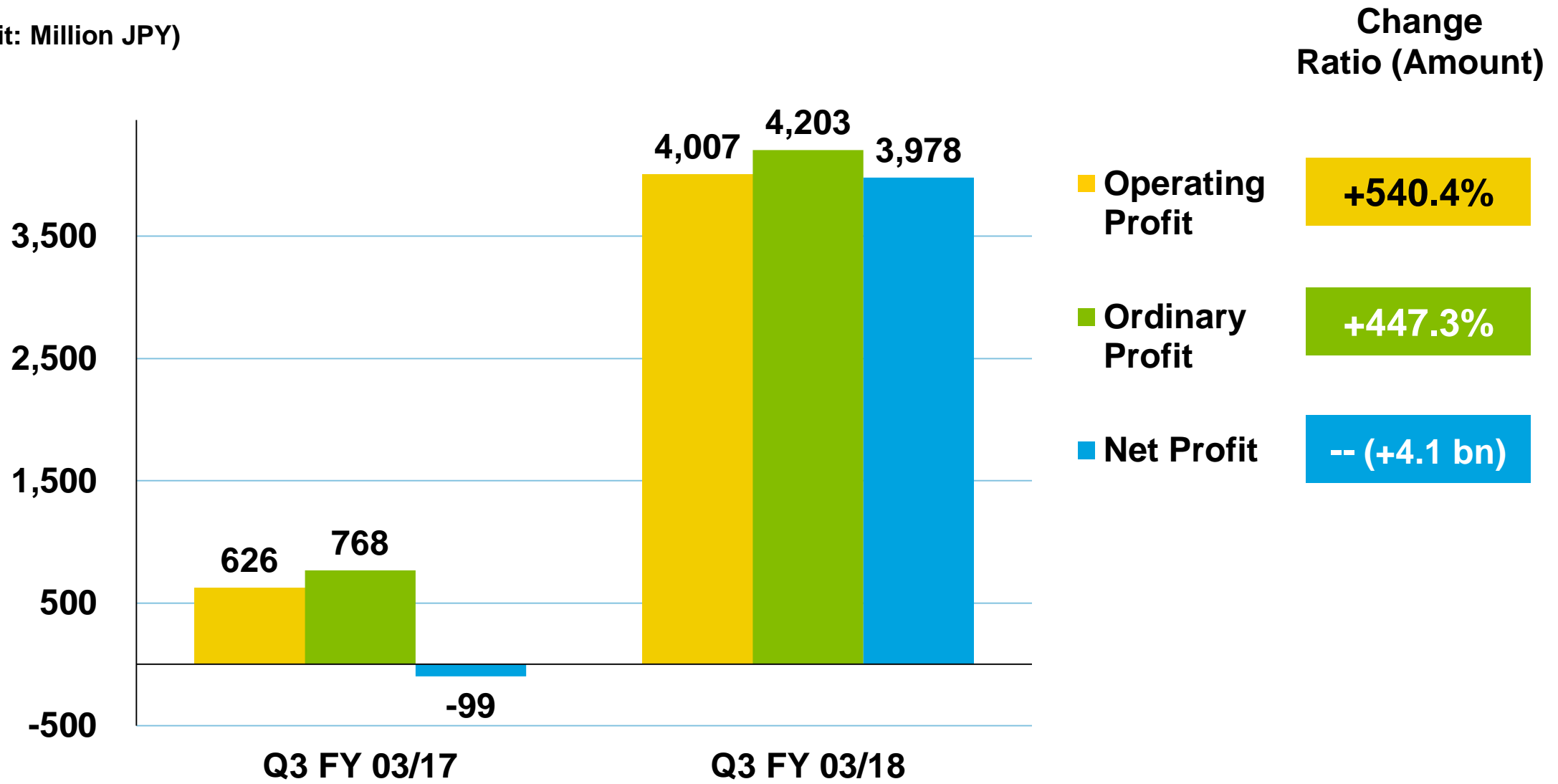


*(%) growth excluding the effect of FX fluctuations

* Sales of Other Business segment (Engineering Solution) includes Q3 FY 03/18 is only 8 months from April to November, 2017.

Consolidated Profit Comparison

(Unit: Million JPY)



SG&A Expenses Comparison

(Unit: Million JPY)

	Q3 FY 03/17	Q3 FY 03/18	YOY Change	
	04/16-12/16	04/17-12/17	Amount	Ratio
Personnel	7,291	7,309	18	0.3%
R&D	3,176	3,285	109	3.4%
Ad. & Promo.	2,423	2,577	154	6.4%
Subcontractor	2,032	1,842	-190	-9.4%
Depreciation	1,175	1,003	-172	-14.6%
Others	5,221	5,597	376	7.2% (2)
Total	21,317	21,614	297	1.4% (1)
SG&A ratio %	38.9%	33.1%		

(1) Currency translation resulting from lower yen increased expense by 640 million yen

(2) Provision of allowance for doubtful accounts due to Chapter 11 bankruptcy filed by Wynit, a sales distributor in the U.S., increased expense by 240 million yen.

Consolidated P/L (For Reference)

- **Currency impact (year on year)**

(JPY)

Currencies	Changes of forex	Sales	OP
1 USD	+3.94 JPY (weak yen)	+1.41 bn	-0.09 bn
1 EUR	+9.46 JPY (weak yen)	+0.74 bn	+0.45 bn
Asian currencies total (Renminbi)	(+0.53 JPY, weak yen)	+0.43 bn (+0.16 bn)	+0.28 bn (+0.11 bn)
Grand Total		+2.59 bn	+0.64 bn

- **Reason for changes in operating profit excluding the above currency impact**

- (1) Tech. Solution Business: increase in gross profit due to sales expansion for tablets +2.5 bn
- (2) Corporate function: Decrease in SG&A expenses +0.5 bn
- (3) Brand Business: the impact from price cuts for existing models, increase of Ad. & Promo. for new products and provision of allowance for doubtful accounts despite of increase in gross profit due to sales expansion of new products. -0.2 bn

Business Segment & Business Unit

Brand Business

Creative Business

- Serves the passion of professional and consumer creativity
- Product Lines: Pen Tablet, Mobile, Display

Consumer Business

- Makes daily lives more creative and enjoyable
- Product Lines: Digital Stationery, etc.

Business Solution

- Serves society by providing innovative solutions
- Product lines: Signature Tablet, Pen Display, etc.

Technology Solution Business

- Pen sensor systems for Smartphones and Tablets
- EMR, AES pen components & modules (feel™)

Platform & Applications

- Provides technology, apps and platforms
- Cloud Apps & Services, WILL, Inkspace (digital Ink solution)

(Note) **Other Business:** Engineering Solution Business (CAD software) was assigned to a new company by company split on December 1, 2017. On the same day, all shares in the new company were transferred to Nitto Kogyo Corporation.

Consolidated P/L by Business Segment

(Unit: Million JPY)

	Q3 FY 03/17	Q3 FY 03/18	YOY Change	
	04/16-12/16	04/17-12/17	Amount	Ratio
Net Sales	54,739	65,273	10,534	19.2%
Brand Business	33,004	37,444	4,440	13.5%
Tech. Solution Biz.	21,254	27,387	6,133	28.9%
Other Business	481	442	-39	-8.0%
Operating Profit	626	4,007	3,381	540.4%
Brand Business	5,172	5,477	305	5.9%
Tech. Solution Biz	2,501	5,268	2,767	110.7%
Other Business	-37	-66	-29	--
Corp. and others	-7,010	-6,673	338	-4.8%
profit margin %	1.1%	6.1%		

Business Highlights:

(Unit: JPY)

<u>Brand Business</u>	37.44 bn	+13.5%
Creative Business	31.59 bn	+8.9%
Pen Tablet (subsection)	18.32 bn	+7.3%

- Sales of *Intuos Pro* for professional users was sluggish due to weak demand for new models launched in the previous fiscal year. Its market recognition was improved by promoting next-generation pen technology.
- Sales of *Intuos* series steadily increased mainly in the U.S. and Europe. The model for 3D modeling launched in the previous fiscal year also contributed to the sales.
- Shipment of the emerging market model increased by 30% on a unit basis, reflecting an increase in new customers in China.



WACOM®
Intuos Pro



INTUOS®

**Emerging market model
(One by Wacom)**



Intuos 3D

Business Highlights: (Unit: JPY)

Brand Business

Creative Business

Mobile (subsection) 3.10 bn +17.2%

- *Wacom MobileStudio Pro 13/16*, the new models launched in the previous fiscal year, contributed to sales. Demand for high-end models remained firm. We continued to solidify our global market leadership.
- Dramatic changes continued in the competitive environment driven by an increase in digital pen-adopted devices, which gives creative users more choices in the category.
- Demand continues to grow for Wacom's high-performance models for professional creators.

wacom®
MobileStudio Pro



Business Highlights: (Unit: JPY)

Brand Business

Creative Business

Display (subsection) 10.16 bn +9.6%

- New models *Wacom Cintiq Pro 13/16* contributed to the sales with the next-generation digital pen technology, 4K high-resolution and wide gamut color management capability.
- Sales of the existing model *Cintiq 13* steadily continued by acquiring an entry-level user base. On the other hand, sales of existing large size models decreased due to product life cycle transitions.
- In preparation for the launch of new *Wacom Cintiq Pro 24/32*, as next-generation large size models, we have sequentially introduced new key features such as 4K high-resolution display and full flat surface ensuring a wide work space.



WACOM[®]
Cintiq Pro 13



WACOM[®]
Cintiq Pro 16

Business Highlights: (Unit: JPY)



Brand Business

Consumer Business **2.53 bn** **+144.7%**

- In June, 2017 launched *Bamboo Ink*, a new stylus product developed jointly with Microsoft and optimized for Windows OS tablets. Sales expanded mainly in the U.S.
- Launched smart stylus product *Bamboo Sketch* for iPad in June, 2017, which contributed to overall sales.
- *Bamboo Slate* and *Bamboo Folio* launched in the previous fiscal year exceeded the sales level of the previous models. We continued efforts to establish the digital stationery category.
- We provided Wacom Cloud to store and utilize digital ink through cloud services.



BAMBOO™ Ink



BAMBOO™ Sketch



BAMBOO™ Slate



BAMBOO™ Folio

WILL

Wacom Ink
Layer Language



Business Highlights: (Unit: JPY)

Brand Business

Business Solution **3.33 bn** **+11.8%**

- Sales of the *DT* series increased owing to the adoption by financial institutions in the U.S.
- Sales of *STU* series decreased due to sales decline in the Eurozone and reactionary fall from a large scale sales to public institution in India recorded in the previous fiscal year.
- We launched new product *Wacom Clipboard* in June, 2017, and started sales promotion as a B2B solution that digitizes handwritten content on paper in real-time.
- We continued to be affected by changes in the market environment including competition with mobile devices.



STU series
STU-540/430



Wacom®
Clipboard PHU-111



DTH-1152



DTK-1651



DTK-2451

Business Highlights: (Unit: JPY)

Tech. Solution Business 27.39 bn **+28.9%**



Smartphone models

Pen Sensor System for Smartphones 10.87 bn **-11.3%**

- Volume production and shipments for Samsung's latest model, Galaxy Note8 contributed to the sales recovery. However, the total sales for Smartphone decreased due to the remaining impact from the disappearance in the demand for the previous model, Note7 in the previous fiscal year.
- Focused on automation of a new cartridge-type digital pen.
- Continued efforts in new customer development.



Galaxy Note8



Business Highlights: (Unit: JPY)

Tech. Solution Business

Pen Sensor System for Tablets and Notebook PCs 16.52 bn +83.5%

- Sales of Active-ES pen solution increased owing to expanding adoption.
- Sales of EMR pen solution increased owing to growing demand for educational PCs such as Google Chromebook.
- Developed with Microsoft a standardized digital pen for Windows10 OS tablets.
- Continued the efforts to expand digital stationery business.



Tablet · PC models

Lenovo **SAMSUNG**



HUAWEI



TOSHIBA

FUJITSU



STAEDTLER



MONTBLANC



chromebook Pixelbook



Business Highlights: (Unit: JPY)

Other Business

0.44 bn*

-8.0%

* Sales of Other Business segment (Engineering Solution) in Q3 FY 03/18 included only 8 months from April to November, 2017.

CAD software and others 0.44 bn -8.0%

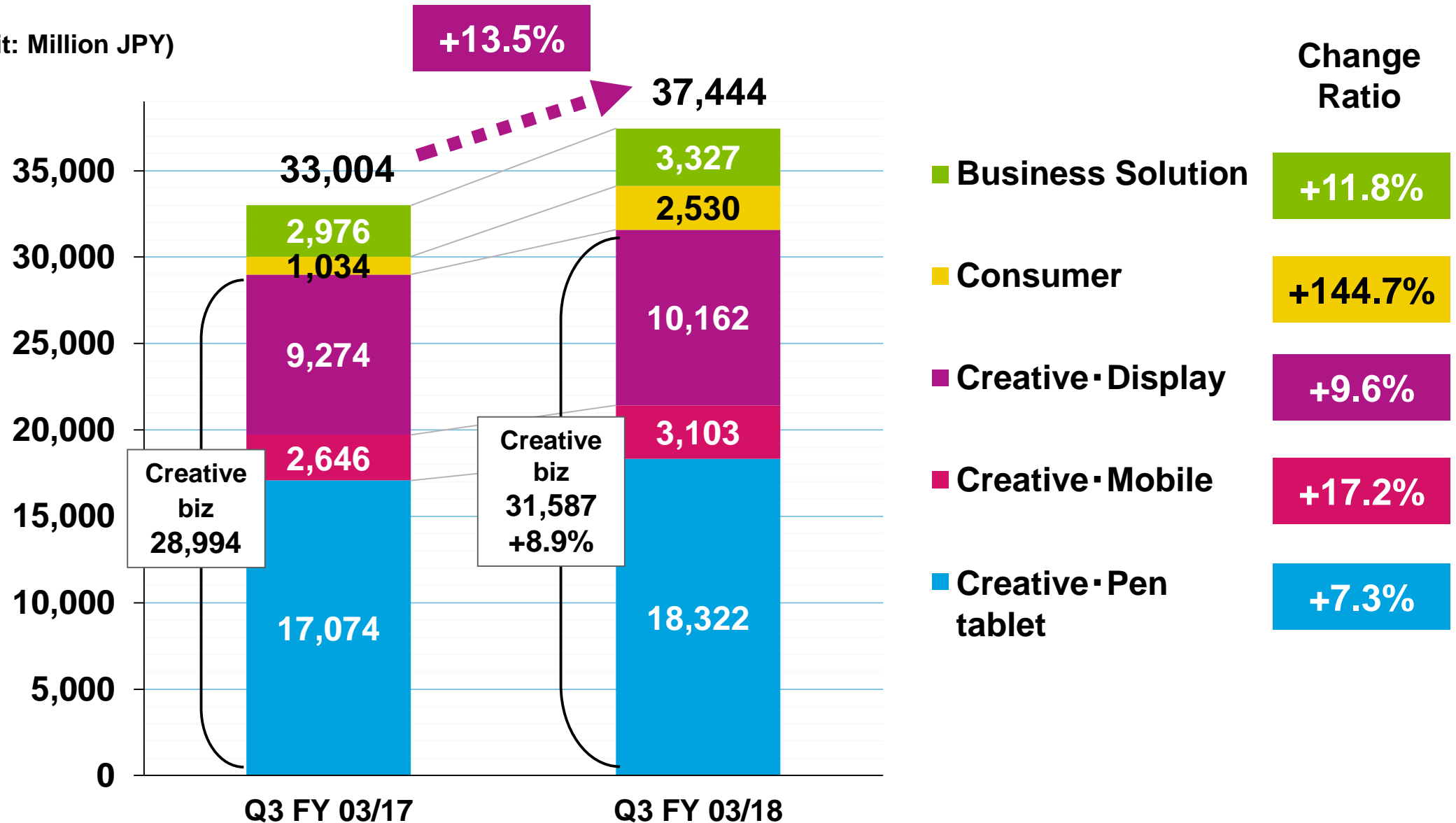
- Engineering Solution Business was succeeded by a new company established through a company split, and all shares of the new company were transferred to Nitto Kogyo Corporation on December 1, 2017, resulting in extraordinary profit of 0.7 bn JPY.

F&A (Corporate)

- Launched “Wacom Innovation Hub” in May, 2017 as a new program to support startup companies to develop new innovative applications based on WILL platform as digital ink standard.
- Held “Connected Ink” digital ink promotion events in Shanghai in June, Berlin in August, and Tokyo in November.
- Continued development of new solutions for 3D and VR/AR markets.
- Proceeded with planning of new strategic initiatives to optimize cost structure and address management issues. In April, 2017 established a Nominating Committee and established the criteria for selecting key executives (representative director, directors, and key executive officers). In October, made the announced the appointment of new Representative Director for next fiscal year.

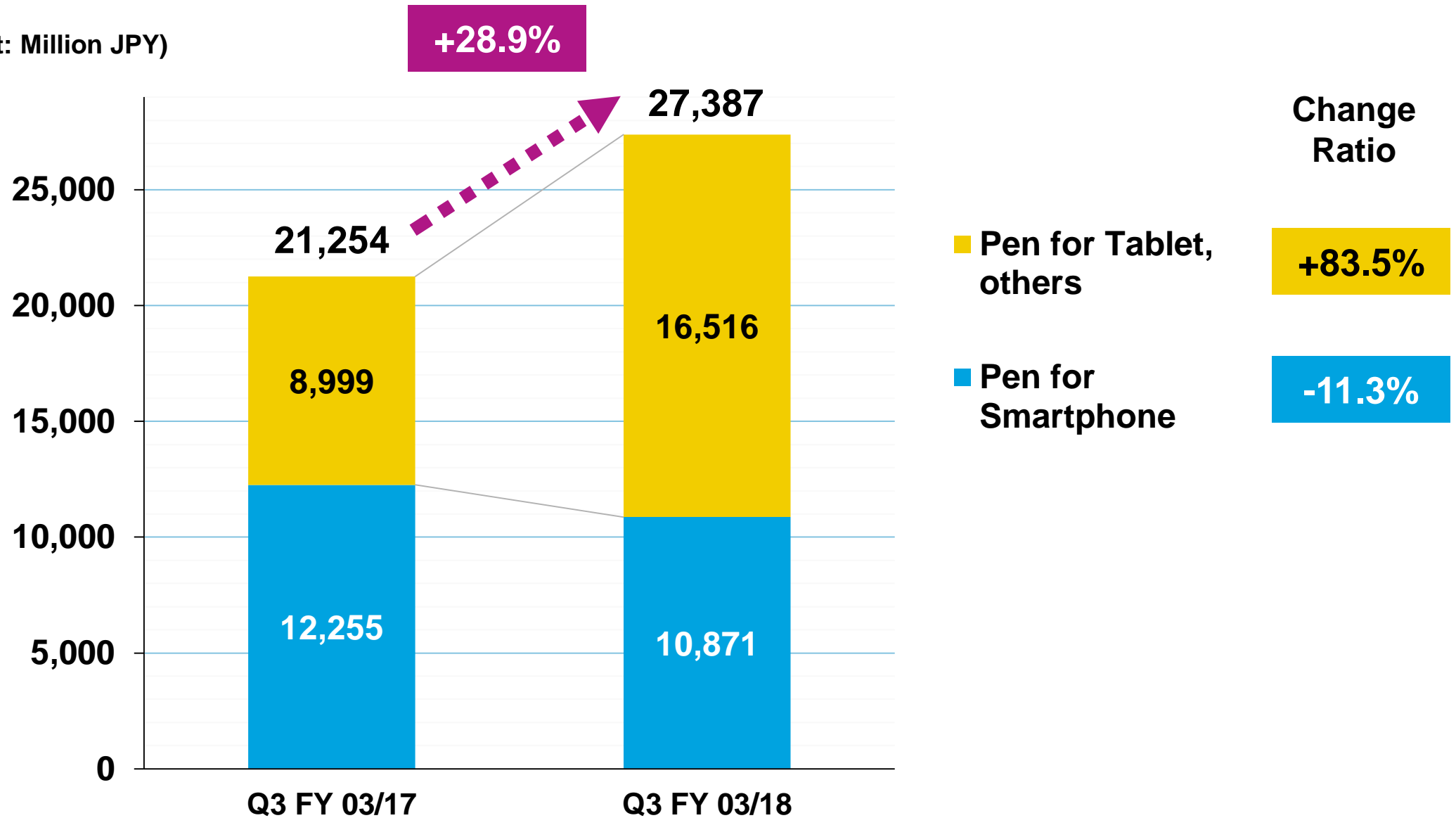
Sales by Product Line in Brand Business

(Unit: Million JPY)



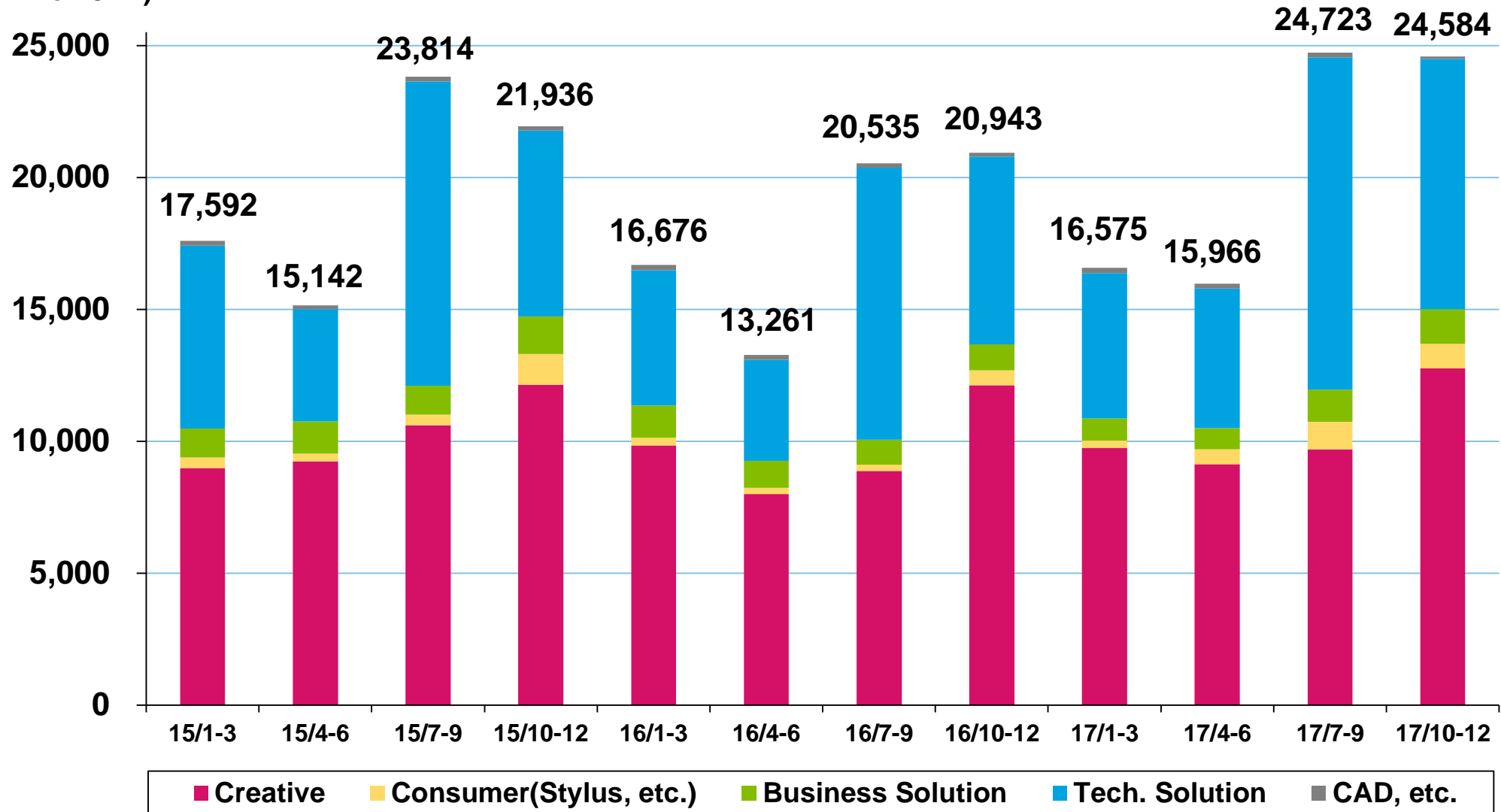
Sales by Product Line in Tech. Solution Business

(Unit: Million JPY)



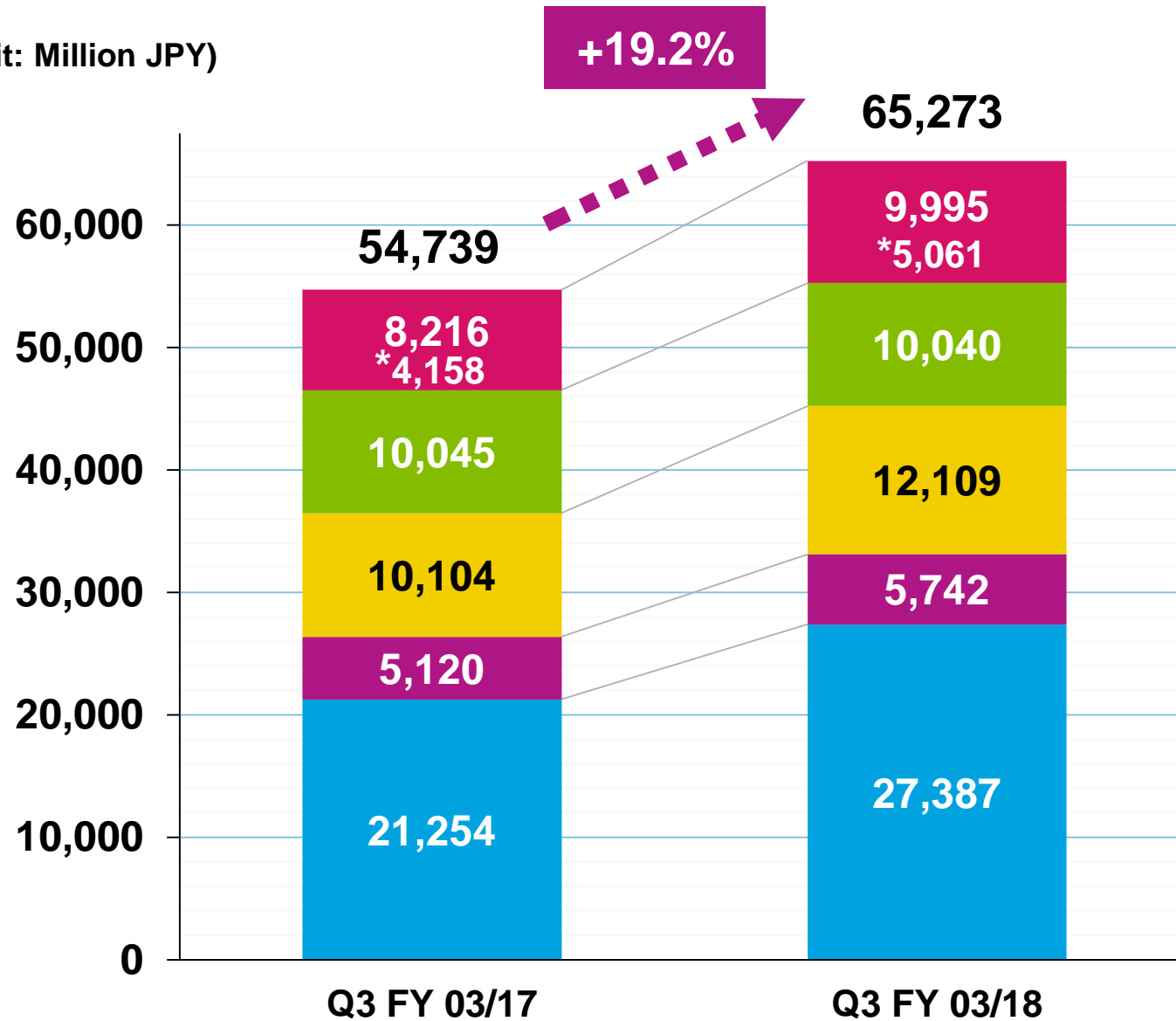
Quarterly Trend by Product Line

(Unit: Million JPY)



Sales by Regional Subsidiary

(Unit: Million JPY)



*Sales in China of Asia Oceania (**% growth based on CNY)

■ Asia Oceania

■ Germany

■ U.S.

■ Japan

■ Tech. Solution

Change Ratio

+21.7%

(**+17.9%)

0.0%

(-7.4%)

+19.8%

(+15.6%)

+12.2%

+28.9%

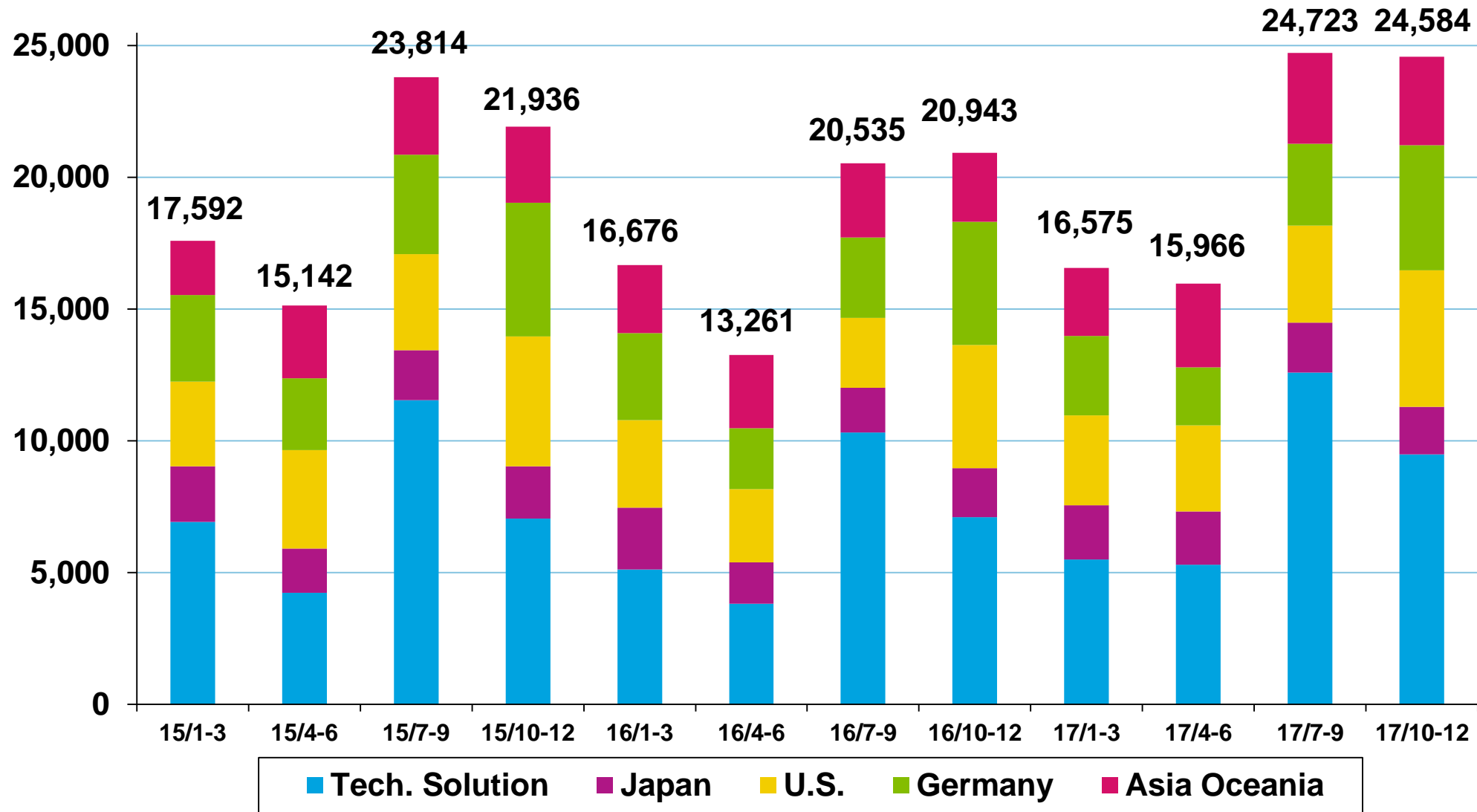
(%) growth based on local currency

(Ref.) Sales Changes in Local Currency Base

Region	Currency	YOY Change Ratio
Japan (excluding Technology Solution)	JPY	+12.2%
U.S.	USD	+15.6%
Europe	EUR	-7.4%
China	CNY	+17.9%
Korea	KRW	+20.3%
Australia	AUD	+6.5%
Singapore	USD	+16.7%
Hong Kong	USD	+29.0%
Taiwan	NTD	+7.9%
India	INR	-0.6%

Quarterly Trend by Regional Subsidiary

(Unit: Million JPY)



Consolidated B/S

(Unit: Million JPY)

	End of March 2017	End of December 2017	Change
Current Assets	39,500	47,173	7,673
Non-current Assets	10,750	9,645	-1,105
Total Assets	50,250	56,818	6,568
Current Liabilities	17,384	20,428	3,044
Non-current Liabilities	11,509	11,508	-1
Total Liabilities	28,893	31,936	3,043
Minority Interest in Subsidiaries	0	0	0
Net Assets	21,357	24,883	3,526
Total Liabilities and Net Assets	50,250	56,818	6,568
Equity Ratio	42.2%	43.7%	1.5%

Key Changes

Assets

- Increase in cash and deposits 4,646
- Increase in notes and accounts receivable
(sales expansion in each business) 2,742
- Decrease in intangible assets -1,046
(amortization of software assets)

Liabilities

- Increase in notes and accounts payable 2,013
- Increase in income taxes payable 1,555

Net Assets

- Increase in shareholders' equity 3,004
(Net profit posted for Q3, 9 months FY 03/18)

Consolidated C/F

(Unit: Million JPY)

	Q3 FY 03/17	Q3 FY 03/18	YoY Change
	04/16-12/16	04/17-12/17	Amount
C/F from operating activities	1,598	5,310	3,712
C/F from investing activities	-2,241	-311	1,930
C/F from financing activities	3,300	-972	-4,272
Effect of change in exchange rate	213	620	407
Increase-decrease of cash & cash equivalent	2,870	4,646	1,776
Beginning balance of cash & cash equivalent	14,365	14,205	-160
Ending balance of cash and cash equivalent	17,235	18,851	1,616

Major Activities in Q3 FY 03/18

C/F from operating activities

▪ Net profit before tax	4,958
▪ Depreciation	1,851
▪ Decrease in inventories	1,726
▪ Increase in notes and accounts receivable-trade	-3,072

C/F from investing activities

▪ Purchase of non-current assets (mold, etc.)	-834
▪ Proceeds from transfer of business	-572

C/F from financing activities

▪ Cash dividends paid	-972
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FY 03/2018

Basic Strategies and Business Focus

for a creative world™



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Assumptions for FY 03/18 Business Environment

as of the beginning of the fiscal year

The Global Economy

- The global economy is expected to expand driven by favorable growth in U.S. and sustaining growth in China.
- High uncertainty will be observed reflecting political developments such as a protectionist U.S. trade policy and instability in the EU.
- Geopolitical risk is expected to increase due to changing Middle East affairs and prolonged military tension in Far East.
- Instability in currency exchange rates is expected to persist.

The IT Industry and our Business Environment

- The IT industry is set to shift to a new industrial platform based on cloud services, big data, mobile communication services, and SNS. 5G and virtualization technology will accelerate innovation.
- IoT, VR/AR, 3D printing, and security-related business will continue to be key to our business. Creative markets will continue to expand and competition increases among major global IT players.
- Mobility, education, enterprise, and emerging countries are new business growth segments.
- Digital stationery linked with cloud services is expected to gain broader category awareness.
- Digital ink adoption is expanding to Windows, Chrome, and the other OS platforms.

Basic Strategies and Initiatives - 1

as of the beginning of the fiscal year

Basic Strategy

- Recover profitability through optimization of our global organization and cost structure.
- Achieve sustainable growth by enhancing Wacom's leadership in the digital pen and ink market.
- Plan new medium-term strategies to evolve our business model under a new management team.
- Improve user experience, enhance the relationship with customers

Key Initiatives

- Brand Product Business
 - Extend 3D design functions and develop enterprise markets (3D, VR/AR, CAD, Multimedia, etc.).
 - Build strong relationship with customers and communities by enhancing regional marketing functions.
 - Promote creative workflow solutions from ideas on paper to digital design and contents.
 - Develop and expand emerging market business (China, Asia/Pacific, LATAM).
 - Expand the digital stationery market, and build brand awareness through collaboration with partners.
 - Expand business solutions for enhancing efficiency in workflow and data security by digital signature technology

Basic Strategies and Initiatives - 2

as of the beginning of the fiscal year

- Technology Solution Business
 - Establish the de-facto-standard of digital pen technologies with EMR and AES for tablets.
 - Support the transition to Samsung's next-generation smartphone models.
 - Develop and expand business opportunities through pen adoption for the education market with partner companies.
 - Expand the digital stationery market in collaboration with various partner companies.
- Corporate
 - Enhance global organization and optimize cost structure and organization.
 - Promote WILL through DSC and establish effective business structure utilizing digital ink with partner companies.

Risks and Opportunities

- Risk
 - Brand Business: Slow sales, delay of development and launch, and quality issues of new products.
 - Technology Solution Business: Slow sales for Samsung's next model smartphone.
- Opportunities
 - Demand increase for new products and new technology (AES).
 - Further progress in cost reduction.

Assumptions for FY 03/18 Financial Forecast

- Reflected business update by reviewing market trend as of late January, 2018.
- In Technology Solution Business, actual results may materially differ from forecast in short term due to its business nature.
- Forex rate assumptions from October, 2017
 USD 1 = JPY 111 (YOY +2.0% weaker JPY)
 EUR 1 = JPY 128 (YOY +6.6% weaker JPY)
- Sensitivity to currency fluctuations: 12-month forecast

No change from the previous financial forecast as of November 1, 2017

Unit of sensitivity	In case of weaker JPY 1.00			
(Unit: Million JPY)	FY 03/18 (forecast)		(for ref.) FY 03/17 (result)	
Currency	USD	EUR	USD	EUR
Sales	530 (430)	110	500 (380)	110
Operating Profit	0 (-70)	70	30 (-50)	70

In case of the stronger JPY, read the following signs of plus and minus the other way round.

(Note) USD sensitivity reflects exposure of Asian currencies supposing they synchronize with USD.

Each figure in brackets above in USD shows sensitivity excluding exposure of Asian currencies, namely USD only.

Financial Forecasts: (Jan-Mar 2018) Guidance - 1

Consolidated performance

- Sales: Compared to the previous forecast (November 1, 2017), we expect steady sales expansion in the Technology Solution Business. However, we also estimate delays in new product launches and lower than expected sales of some products in the Brand Business. As a result, we expect sales for the 3 months ending March 2018 and full year sales to be at a similar level to the previous forecast.
- Operating profit: Compared to the previous forecast, we expect higher gross profit in the Technology Solution Business owing to sales expansion and we will pursue tight control on SG&A expenses across the Group. However, in the Brand Business we expect a cost increase in relation to the launch of new products. As a result, we expect an operating loss for the 3 months ending March 2018 and full year operating profit to be at a similar level to the previous forecast.

Financial Forecasts: (Jan-Mar 2018) Guidance - 2

Although we see the above changes in each business segment to the previous forecast for the 3 months ending Mar. 2018, we do not change the business segment forecast announced on November, 2017 due to the uncertainties involving new product launches and key customer trends.

Brand Business

- In Creative Business delay in new product launches in display products and sluggish sales in Mobile products are expected on the previous forecast.

Technology Solution Business

- Considering customers' sales status, sales for tablets are expected to expand compared to the previous forecast, although there is expected to be a seasonal slow-down in shipments for Galaxy Note8 smartphone.

Summary for FY 03/18 Forecast (vs. previous fiscal year)

(Unit: Million JPY)

No change

	Q4 FY 03/17 (rslt.)		Q4 FY 03/18 (fct.)		YOY
	01/17-03/17		01/18-03/18		Change
Sales	16,575		15,627		-948
Operating Profit	-1,797	-10.8%	-1,107	-2.8%	690
Ordinary Profit	-1,638	-9.9%	-1,103	-2.7%	535
Net Profit aft. tax	-5,436	-32.8%	-2,048	-5.1%	3,388
	FY 03/17 (rslt.)		FY 03/18 (fct.)		YOY
	04/16-03/17		04/17-03/18		Change
Sales	71,314		80,900		9,586
Operating Profit	-1,171	-1.6%	2,900	3.6%	4,071
Ordinary Profit	-870	-1.2%	3,100	3.8%	3,970
Net Profit aft. tax	-5,534	-7.8%	1,930	2.4%	7,464
ROE	--		9.1%		--

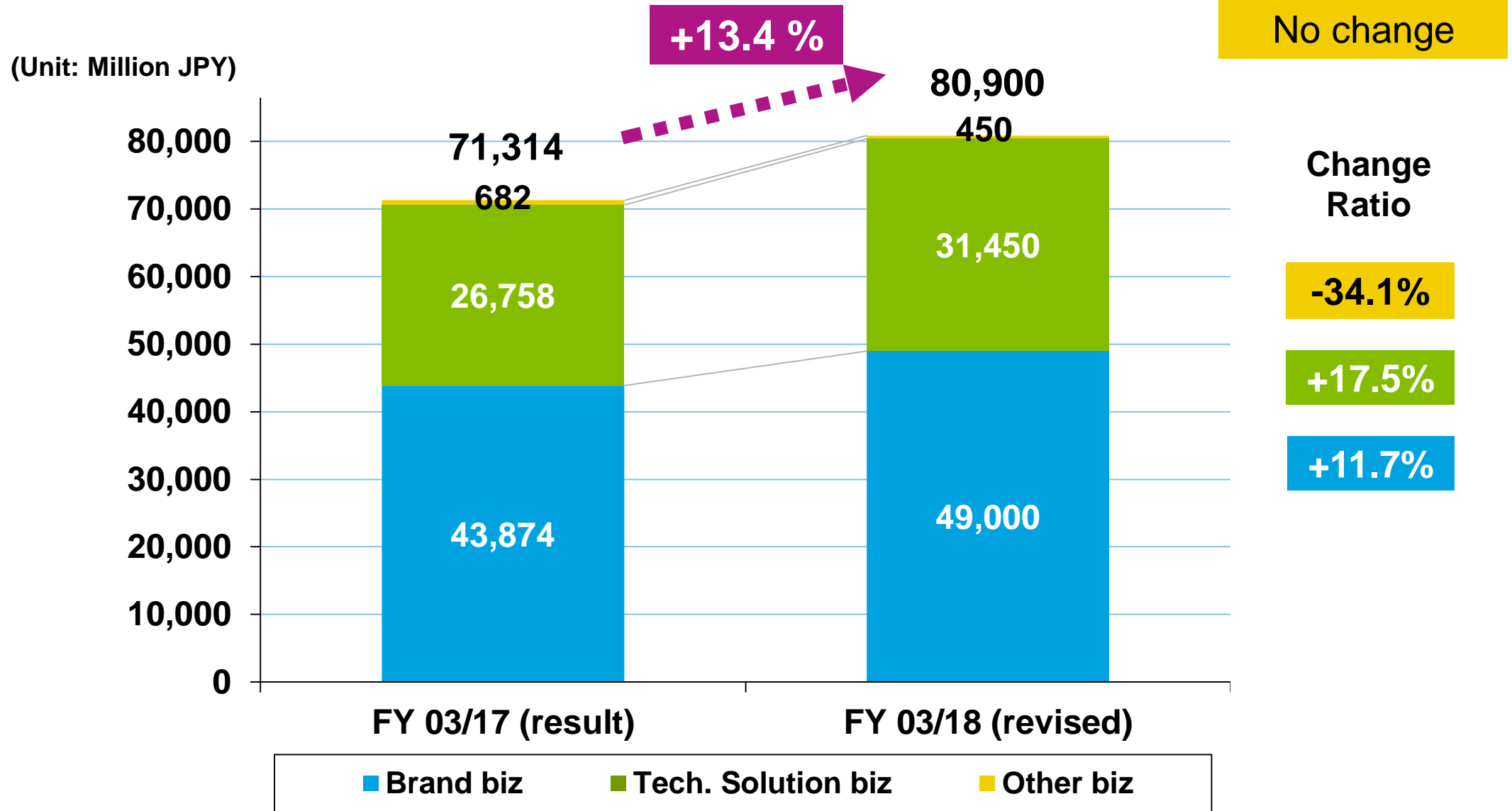
Forecast by Business Segment (vs. previous fiscal year)

(Unit: Mil JPY)

No change

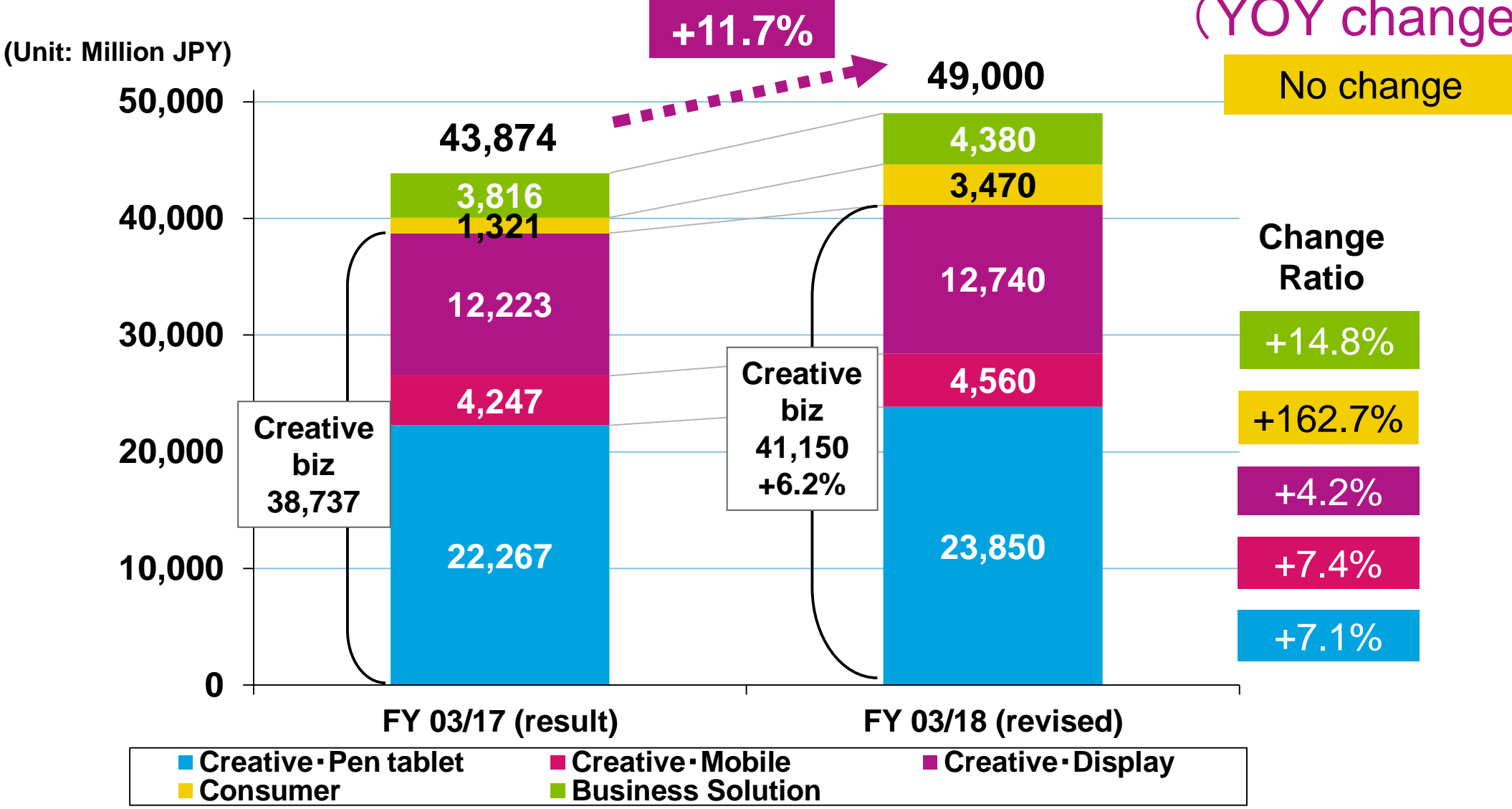
	FY 03/17 (rslt.)	FY 03/18 (fct.)	YOY	
	04/16-03/17	04/17-03/18	Amount	Change
Net Sales	71,314	80,900	9,586	13.4%
Brand biz	43,874	49,000	5,126	11.7%
Tech. Solution biz	26,758	31,450	4,692	17.5%
Other biz	682	450	-232	-34.1%
Operating Profit	-1,171	2,900	4,071	--
Brand biz	5,685	7,660	1,975	34.8%
Tech. Solution biz	2,443	3,900	1,457	59.6%
Other biz	-32	-50	-18	--
Corp. and others	-9,267	-8,610	657	-7.1%
profit margin %	-1.6%	3.6%		

Sales Forecast by Business Segment (YOY change)

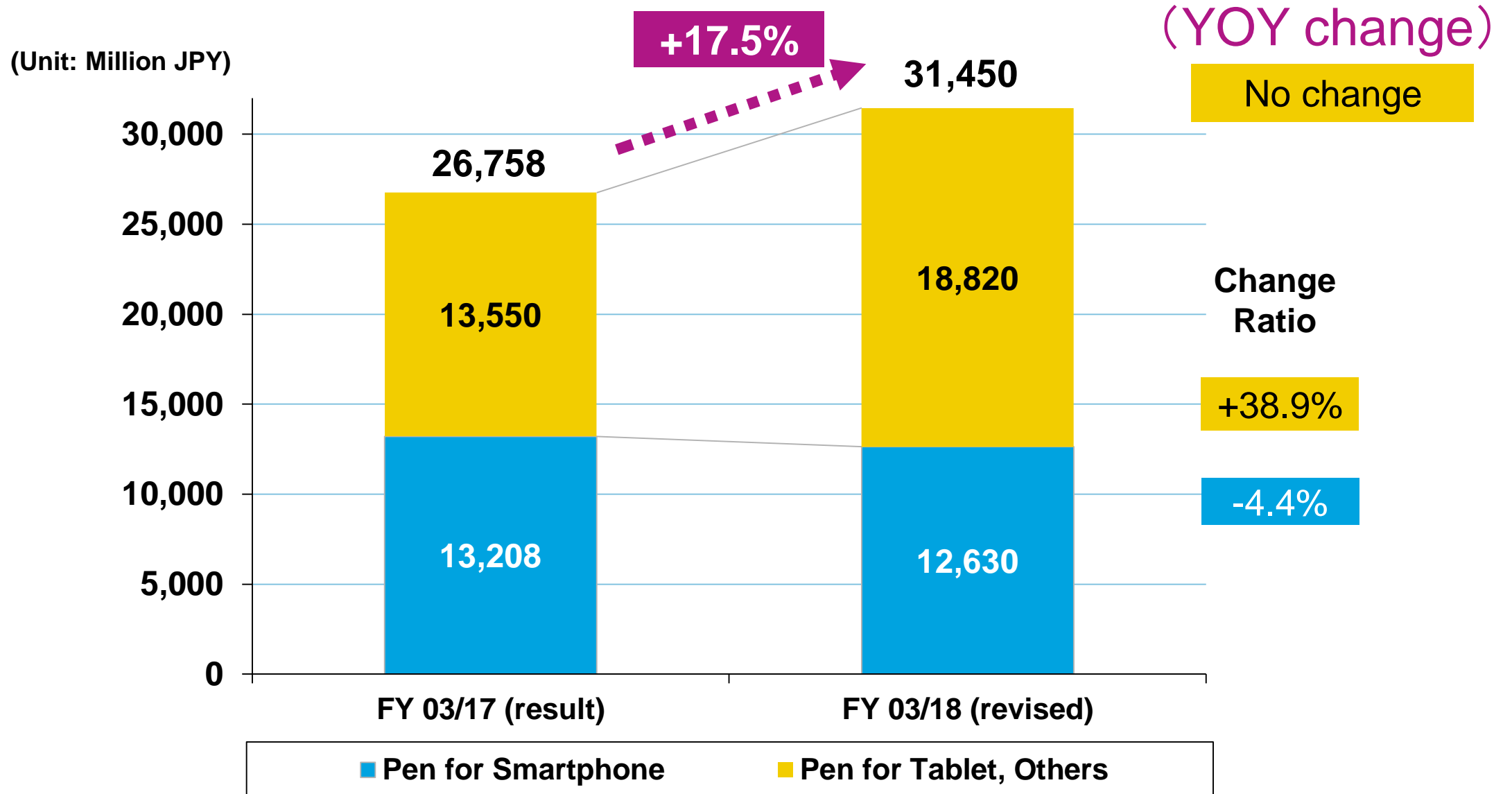


Sales Forecast by Product line in Brand Business

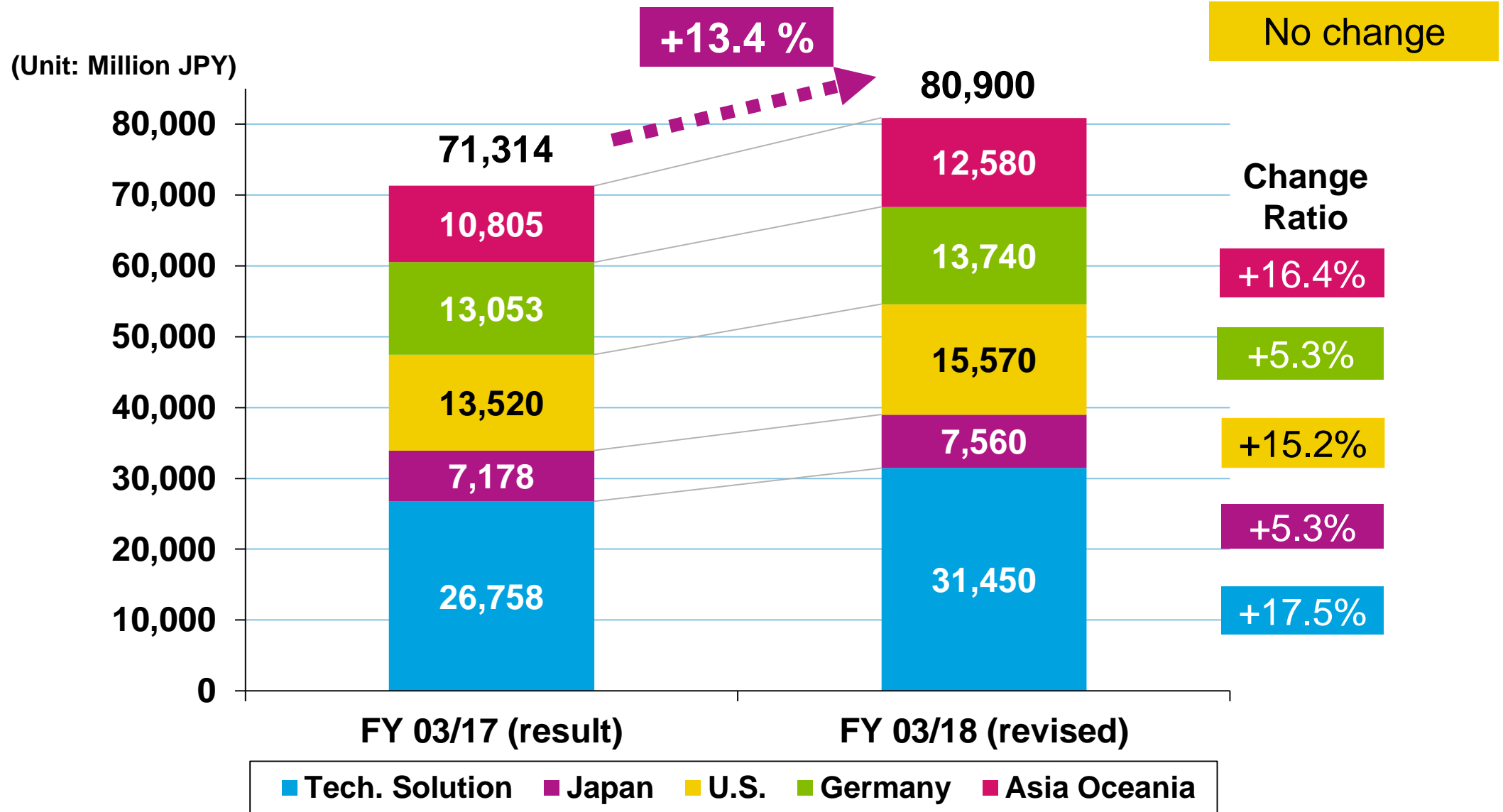
(YOY change)



Sales Forecast by Product line in Tech. Solution



Sales Forecast by Regional Subsidiary (YOY change)



Investment, depreciation and R&D

No change

Capital expenditure

2.10 bn JPY (YOY -41.3%)

- Key items: Metal mold for products in Brand Business and Technology Solution Business.
Expecting investment in mold for new product to be launched in the quarter ending March 2018.

Depreciation

2.60 bn JPY (YOY +1.1%)

- Key items: Depreciation of global IT infrastructure and metallic mold for products.
Expect depreciation of mold for new product to be launched in the quarter ending March 2018.

R&D expense

4.90 bn JPY (YOY +11.4%)

- Key items: New products development and next-generation technology research, etc.
Expect further alignment depending on necessities in further tightening on SG&A expenses.

Shareholders Return Policy for FY 03/18

No change

Dividend policy

- Continue steady dividend payout to shareholders while maintaining a stable financial base necessary for future business development.
- Target payout ratio maintains approximately 40% or more to attract global investment.

Dividend per share

- JPY 6.00 JPY per share for FY 03/18 (JPY 6.00 for FY 03/17)
- Payout ratio 50.5% (--% for FY 03/17)



for a creative world™

A WORLD ALIVE
WITH CREATIVITY.

Disclaimer

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