

## **Wacom Group Medium-Term Business Plan: Wacom Chapter 2** **-To Deliver Digital Ink Experiences Tightly-knit with Customer Needs-**

Wacom has announced its new Medium-Term Business Plan, 'Wacom Chapter 2' for the four-year period from April 2018 to March 2022. Under the Wacom Chapter 2, we re-enforce our commitment as a "Technology Leadership Company" with a mission of delivering unique digital ink and pen experience and achieve a profit-focused management structure by strategically utilizing our business resources. To this end, we reinforce the governance by Board of Directors and realize financial health which enables us to execute aggressive measures for growth.

Through these initiatives, Wacom strives to deliver the best digital pen experience, reiterating its corporate vision 'for a creative world' and advocating the 'Life-long Ink' concept, with which customers can keep enjoying the value of digital ink throughout their lives.

### **1. Basic Strategy**

#### **(1) Technology Leadership**

To maintain our leadership in the field of digital ink and pen technology, we will newly establish the CTO office, which formulates the company's medium- to long-term technology roadmap to accelerate innovation. We will increase investment in human and business resources to promote our technology leadership and improve product quality.

#### **(2) Island & Ocean Strategy**

We liken our two main business domains, Branded Business and Technology Business, to Island and Ocean respectively. In the former, we continuously evolve our technology that allows us to offer the ultimate customer experience for exercising creativity. In the latter, we promote the widespread adoption of digital ink and pen, proposing Wacom's technology for a de facto standard.

We will accelerate innovation by ensuring collaboration in various functions, including technology, between the two domains, to explore efficient utilization of our expertise. We will also work to establish foundations for sustainable growth by adding new business segments which accounts for approximately 10% of total sales for the fiscal year ending March 2022.

#### **3) Extreme Focus**

We will carry out meticulous selection and concentration on our focus areas, by carefully segregating investment items in light of business needs, based on criteria whether they are in line with our technology leadership or they lead to strengthening relationships with customers.

## 2. Major Management Indices (Targets)

Through the implementation of our Medium-Term Business Plan, we will aim to achieve the following targets in the fiscal year ending March 2022.

1. Profitability – Consolidated operating profit margin: 10%
2. Business size – Consolidated sales: 10 billion yen
3. Capital efficiency – Consolidated return on equity (ROE): 15-20%

Please refer to Wacom's website for Investor Relations "[Disclosed Info & Reports](#)" for our supplementary material "Wacom Chapter 2 – Medium-Term Business Plan, FY36 ending March 2019 – FY39 ending March 2022" for detail, such as business strategies and capital policy.

(\*) This is translated to English from a Japanese announcement solely for convenience of non-Japanese readers.

---

For inquiries:

IR, Wacom Co., Ltd.

Telephone: +81-3-5337-6502

IR Website:

<http://investors.wacom.com/en-jp/index.html>