Anritsu's Value Creation Model

120 Years of History

1900 — 1950 — 1975 — 2000

Wireless communications~Mobile measurement

Quality assurance for microwave telecommunications equipment
Contributed to the installation of NTT's microwave systems linking Tokyo and Osaka

Signaling tester
Contributed to realization of the third-generation mobile virtual network and the rapid spread of service area

TYK-type wireless telephones
Became pioneer in commercializing wireless telephone sets, thus contributing to making safe navigation through Ise Bay possible

Measuring devices for all tests in mobile device development
PDC terminal measuring devices contributed to spreading digital mobiles in Japan

Japan "firsts" and world "firsts" that changed society

TV broadcasting equipment
Developed TV broadcasting equipment in response to requests from Japan's father of TV, Dr. Kenjiro Takayanagi

Cable loss tester
World's first handheld measurement device for maintenance and management of wireless networks

Radio receivers
Japan's first radio receiver

Bit error tester
Featured fastest error detection in the world, thus contributing to the stability of communications

Wireline communications~Network Infrastructure Measurement

Semiconductor laser
Began in-house development of key devices to support the coming age of optical communications

Quality assurance for optical communications equipment
Contributed to the spread of ultra-high-speed Internet and broadband communications

Automatic public telephone unit
The first public telephone installed in Japan

Optical fiber damage inspection equipment
Searches for damage to optical fiber and supports communications security

---

Over 120 years—Building our brand through innovation and earning trust as well as creating cutting-edge core technologies
(Telecommunications, test and measurement, high frequency transmission, fiber optics, and sensors)

Expanding our management resources and customer support system to the global market

Stable financial base to deal with changes in the operating environment

---

Anritsu
envision : ensure

Sincerity, Harmony, and Enthusiasm

Trust

Contributing to Build a Safe, Secure, and Comfortable Society

Maintaining Harmony with the Global Socio-Economy

Promoting Global Environmental Protection

Promoting Communications

Advanced capabilities

Innovative

Original & High Level

Company Philosophy

Sources of Anritsu value

Anritsu's corporate mission

Continuous Growth with Sustainable Superior Profits

2020 VISION

Financial capital
- **Management with awareness of the cost of capital**
- Management for improving ROE and ACE (Original Anritsu KPI for increasing corporate value)
- Adoption of International Financial Reporting Standards (IFRS)

Manufactured capital
- **Global supply chain system**
- Realize stable global procurement and production systems through partnership with business associates
- Create risk management systems for the overall value chain
- Global development of service and support centers with close ties to the local regions of our customers

Intellectual capital
- **120 years of accumulated knowledge and innovation**
- R&D system with centers in Japan, the United States, Europe, and Asia
- Global customer support systems
- Management systems for quality, safety, and the environment

Human capital
- **Fusion of global and local team management**
- Corporate governance system that contributes to increasing corporate value
- Professional human resources around the globe
- High level of compliance awareness and satisfaction among employees and customers

Social and relationship capital
- **CSR management awarded as "A Sincere Corporation"**
- The Anritsu Group's Corporate Behavior Charter and Code of Conduct
- Trust in the Anritsu brand
- Partnering with our customers

Natural capital
- **Environmental management through life-cycle thinking**
- Environmental management in the global organization
- Realization of high environmental efficiency and performance
- Implementation of life-cycle assessment in all product development

Test and Measurement business
Supporting broadband services

Contributed to ongoing development of smartphone terminals
MOBILE

Supporting wireline and wireless infrastructure
NETWORK INFRASTRUCTURE

Evaluation of electronic devices that support daily life
ELECTRONICS

Industrial automation
Support safety and security in the food product business through devices to detect foreign matter

Information and communications services and devices
Realized broadband services

TECHNOLOGY BACKGROUND

Business Origination
Building the society of the future through innovation

Increasing corporate value

Anritsu's strengths

Anritsu's businesses contribute to society and stakeholders