

Shanghai Mimaki opens a sales office in Beijing, China

Nagano, Japan (June 18, 2013)

Mimaki Engineering Co., Ltd. (President: Hisayuki Kobayashi), a leading manufacturer of wide format inkjet printers and cutting plotters, announced today that Shanghai Mimaki Trading Co.,Ltd., one of Mimaki subsidiaries, opens a sales office in Beijing, People's Republic of China on June 20, 2013.

1. Background and purpose

Mimaki opened Shanghai Mimaki Trading Co.,Ltd.(hereinafter called Shanghai Mimaki) in 2009 and then opened Guangzhou sales office in 2012. Since then, Mimaki has been developing its business in Eastern and Southern China.

In Northern and Northeast China, the economic growth has been continued, and therefore Mimaki aims to increase sales in each inkjet printer market of SG (Sign graphics), IP (Industrial product) and TA (Textile and Apparel) there. Especially, the expansion of SG printer market is highly expected. In order to provide professional and courteous services in those areas, Mimaki opens a sales office and a showroom in Beijing.

2. Business deployment in China

Mimaki opened a factory, Mimaki Technology (Zhejiang) Co.,Ltd., in December 2007. The production of major products for SG market has been shifted to the factory in China since 2012. Additionally, the sales structure is being built through three sales offices in Eastern, Southern and Northern China. Mimaki intends to gain market share all over China.

Mimaki will strengthen the production system and sales structure, and earnestly expand the business in China which is changing from the world's factory to the world's largest consuming country.

3. The outline of Beijing sales office

Office name	Beijing sales office (A branch office of Shanghai Mimaki)
Planned starting date	June 20, 2013
Address	South 1/F, Building 1, 9 Jiuxiangqiaodong Road, Chao yang District, Beijing, China P.R.O.C.
Office manager	Tomomitsu Hanaoka
The number of employee	5

4. The outline of Shanghai Mimaki Trading Co.,Ltd.

Capital	JPY 330,000,000 (Wholly-owned company of Mimaki Engineering Co.,Ltd.)
Date of foundation	June, 2009
Main business activity	Sales and technical service of inkjet printers, plotters and those supplies.
Address	2/F, Block 45 Guipingyuan, 555 Guiping Road, Xuhui District, Shanghai, China P.R.O.C.
Phone number	+86-21-3367-6651
Representative	Shiko Sakaguchi
The number of employee	47 (Employees of Beijing office are included)

5. Future prospects

No substantial impact will be made on our consolidated business in March, 2014.

About Mimaki

Mimaki is a leading manufacturer of wide-format inkjet printers and cutting machines for the sign/graphics, industrial and textile/apparel markets. Mimaki develops the complete product range for each group; hardware, software and the associated consumable items, such as inks and cutting blades. Mimaki excels in offering innovative, high quality and high reliability products, based upon its aqueous, latex, solvent and UV-curable inkjet technology. In order to meet a wide range of applications in the market, Mimaki pursues the development of advanced on-demand digital printing solutions. Mimaki Engineering Co. Ltd., (President: Hisayuki Kobayashi) Nagano (Japan), is publicly listed on the JASDAQ Securities Exchange, Inc.