



Brother's business areas



Online Karaoke system

Business areas Business seg		gments	Area (Main products & service portfolio))			
Industrial	Machinery/FA	Nissei					today special		vator
		Machinery	Industrial Equipment						
			Industrial Sewing	Industrial Sewing Machines	Reducer	Gear	Machine tool		rial Sewing chines
ial area	Industrial Printing		Machines	Garment Printing	Was a second		COLUMN CO		
		Domino			Garment printer	Coding and	d marking equipment	Digital prir	nting equipment
		Pri Sc	Labeling	Commercial & Industrial Labeling					
Consumer		nting & Commu	Labelling	Home & Office Labeling	Commercial &	Marie Control of the	person (car	boths	
nus			Communications & Printing Equipment		Industrial use label printer	Mobile printe	r Labeling system	Printer	All-in-One
ner area	Home & Culture	Personal & Home			orace O o				
		Network & Contents		Home sewing m	achine	Home cutting machine	Online	Karaoke system	

Home sewing machine

Contents

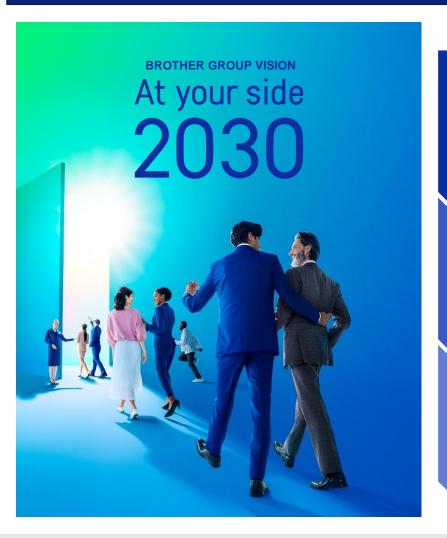


- ✓ Brother Group Vision
- √ Review of CS B2021
- ✓ Outline of CS B2024
- √ Management targets of CS B2024

Brother Group Vision "At your side 2030"



This vision, launched in April 2022, presents Brother's raison d'être and value proposition to society. The medium-term strategy CS B2024 was drafted by backcasting from this vision.



Our Purpose

By being "At your side," we enable people's productivity and creativity, contribute to society, and help protect the earth.

Our Approach

We identify and eliminate barriers to customers' success by utilizing our unique technologies and global network.

Our Focus Areas

Industrial - Become a trusted, invaluable solutions partner. Printing - Continue leading print innovation and pioneering new offerings.

Contribute to society and help protect the earth



Brother has identified the five materialities below as priority social issues to contribute to society and help protect the earth, and will work to address them.

Materialities to be undertaken by Brother (priority social issues)

At your side

2030 Our Purpose

By being "At your side," we enable people's productivity and creativity,

contribute to society, and help protect the earth.



Materiality

- Supporting people's value creation
- Realizing a diverse and active society
- Pursuing a responsible value chain

- Reducing CO₂ emissions
- Circulating resources

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CS B2021 "TOWARDS THE NEXT LEVEL"

~ Establish a firm foothold for the future~



Printing - win to survive

- Maintain scale and raise profitability by acquiring high-PV users and improving hardware profitability
- Accelerate shift to new business models to secure stable profits and closer customer relations



Machinery/FA - accelerate growth

- Achieve significant growth in Industrial Equipment with focus on auto/general machine market
- Increase FA business through capturing a surge in laborsaving/automation needs



Industrial Printing - develop a growth platform

- Re-accelerate Domino's growth with synergy realization/reinforcement
- Expand Industrial Printing area by inkjet-centered printing technologies



Form a solid foundation to gain speed/cost advantage

- Thorough operational transformation across the board by leveraging IT
- Maximize organizational performance by cultivating talent pool and optimizing talent deployment

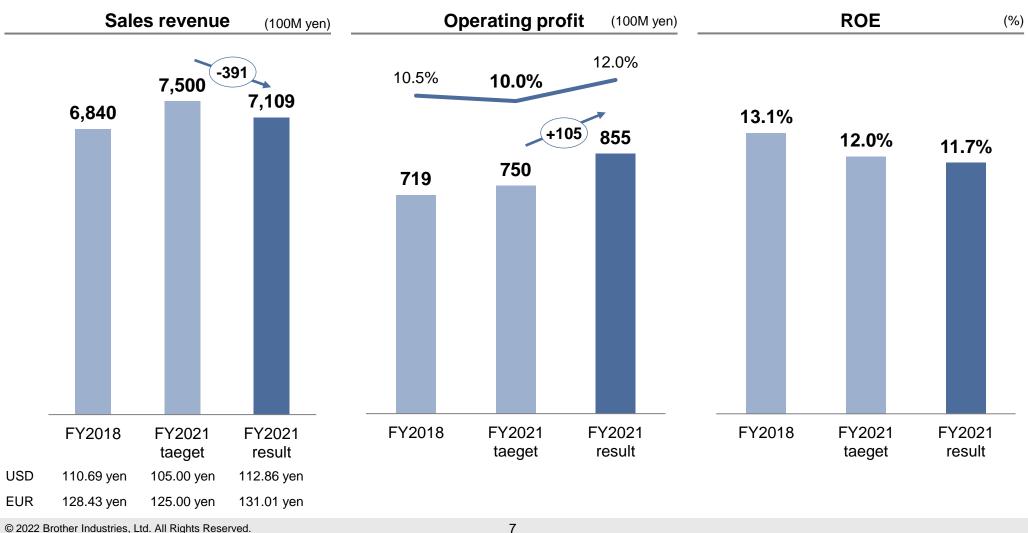
 Revitalize unprofitable/lowprofit businesses

PV = Print Volume

Review of CS B2021 – Financial indicators



Operating profit exceeded the target and ROE was around the same level as the target, although sales revenue fell short.



Review of CS B2021 – Four strategic themes



Profitability improved significantly, but we did not achieve the target for growth in the Industrial area, and we recognize the need for a variety of transformations for the future, including those in various management foundations.

Achievements of CS B2021

Challenges for CS B2024

- Printing win to survive
- Achieved significantly improved profits due to steady sales of consumables, improved product lineup, and mitigation of price competition

- Accelerate business model transformation
- Achieve growth in Commercial & Industrial Labeling business

- Machinery/FA accelerate growth
- In Industrial Equipment business, increased sales in automobile and general machine market

- Achieve continuous growth in sales of Industrial Equipment business
- Return Nissei's business to a growth trajectory

- Industrial Printing develop a growth
 platform
- Domino's C&M and garment printing achieved steady growth
- Enhanced Domino's product lineup by utilizing Brother's development resources

- · Accelerate growth in Domino business
- Strengthen technological foundation for product development in Industrial Printing area

- Form a solid

 1 foundation to gain speed/cost advantage
- Reduced manhours and other measures through operational reforms and responded to a myriad of irregular operations under the COVID-19 pandemic
- Improve resilience of own supply chain, which showed confusion due to the COVID-19 pandemic
- Optimize allocation of talents to priority areas such as the industrial business area

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At your side 2030

Achieving the vision



Take off towards our new future



Towards **EXPANSION** in the Industrial area

- ✓ Achieve significant growth in Industrial Equipment business
 - Improve productivity and environmental performance and contribute to sustainable manufacturing for customers
- ✓ Accelerate growth in Domino business
 - Introduce new products in DP area and strengthen customer foundation in C&M area

Business portfolio transformation

Towards the business portfolio of the future

- Create new businesses that help to address materialities
- Evolve inkjet-centered printing technologies and expand scope of application

Towards **transformation** in the Printing area

- √ Accelerate P&S business model transformation
 - Expand Commercial and Industrial Labeling business
 - Accelerate shift in printing business model and maintain profits



Management foundation transformation for a sustainable future

- ✓ Undertake environmental efforts towards carbon neutrality
 - Reduce CO₂ emissions at Group facilities
 - Improve products' environmental performance and adopt resourcesaving designs
 - · Promote business based on a circular economy

- ✓ Enhance and expand connections with customers
 - Transform business models in each business
 - Build resilient and sustainable supply chains





Encourage employees to take on challenges



Improve employee engagement

Assumptions for performance targets



In order to better clarify the direction and scale of growth of CS B2024, this presentation compares FY2022 target with FY2024 using the same exchange rate

Recent performance and FY2024 target FY2022 FY2022 target FY2021 FY2024 target (100M yen) performance forecast with changed FX 8,000 7,750 7,200 Sales revenue 7,109 **10% 730** 640 Operating profit 855 **Profit and loss** at least **Profit for 7**% 510 610 **450** the period at least USD 108.00 112.86 122.00 **Exchange rate** (against JPY) **EUR** 131.01 133.00 125.00 A year in which extraordinary The latest forecast that has been updated FY2022 target using the factors related to the impact of with new assumptions regarding currency same exchange rate as exchange rates since the global situation COVID-19 had a significant **FY2024**

impact on profit.

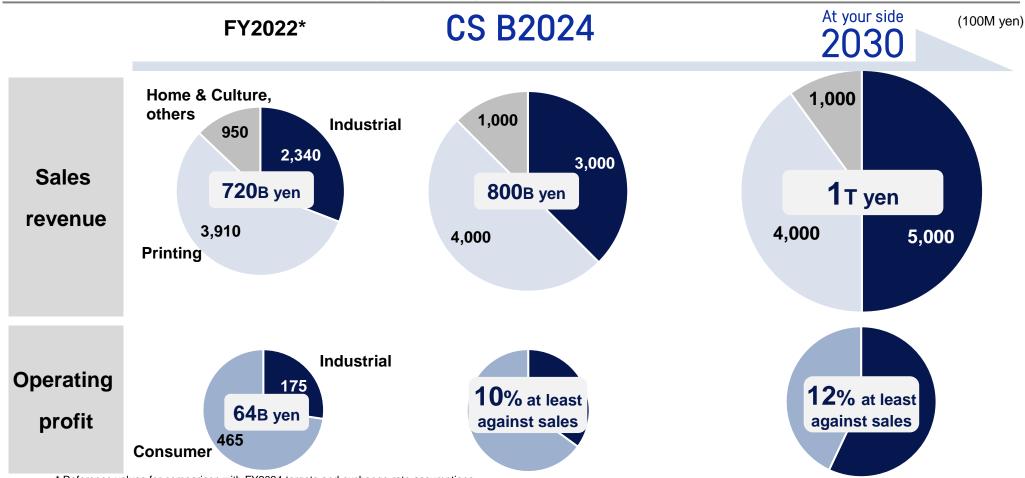
changed suddenly in March.

Approach to business portfolio



Transform business portfolio through expansion in Industrial area and transformation in Printing area and continue to grow as a multi-business enterprise in Industrial and Consumer areas



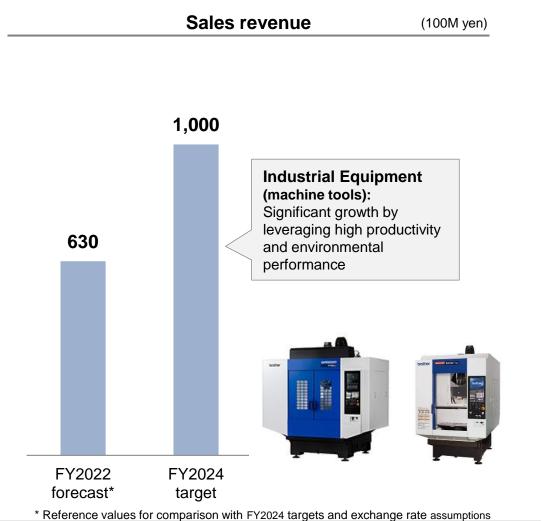


^{*} Reference values for comparison with FY2024 targets and exchange rate assumptions

Towards expansion in the industrial area Achieve significant growth in Industrial Equipment business



Improve productivity and environmental performance and contribute to enhancing competitiveness of manufacturing for customers and reducing CO₂ emissions to achieve significant growth in the Industrial Equipment business



Enhance product performs

- Contribute to customers' strengthening of manufacturing competitiveness and reduction of CO₂ emissions
 - Further pursue strength of high productivity and energy-saving performance

Key initiatives

- Expand sales by effectively promoting environment performance
- Provide peripheral services using digital technologies
- Expand production capabilities and storage functions

Expand customer base

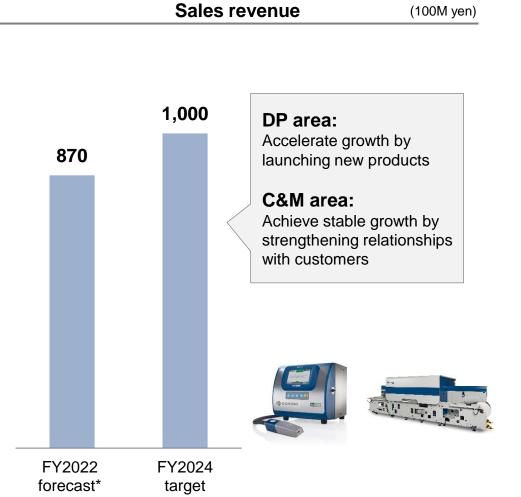
strength and

supply

strength

- Expand sales to automobiles and general machinery market
 - Use change in processing requirements as an opportunity and launch full-scale push in EV-related market
 - Develop non-auto applications towards further growth
- Enhance sales systems in major markets
 - Expand and enhance sales facilities and human resources in Japan, China, and India
- Introduce new category products

Accelerate growth by enhancing product strength in DP area and strengthening relationships with customers in C&M area, and at the same time, enhance inkjet technology foundation to secure long-term competitiveness



• Pursue best-in-class "

Key initiatives

Enhance ability to provide highlyspecialized solutions

Enhance industrial inkjet technology foundation

- Pursue best-in-class "customer experience"
 - Solve expanding issue of traceability in daily consumables
 - Use expertise in digital printing technology to provide solutions
 - Strengthen relationships with customers using digital technologies and expand aftermarket sales
- Enhance product competitiveness
 - Continue to launch new competitive products in DP and C&M areas using Brother's development foundation
- Enhance development of element technologies
 - Develop printing heads and inks with a view of future application expansion and sustainability requirements
- Strengthen inkjet production foundation

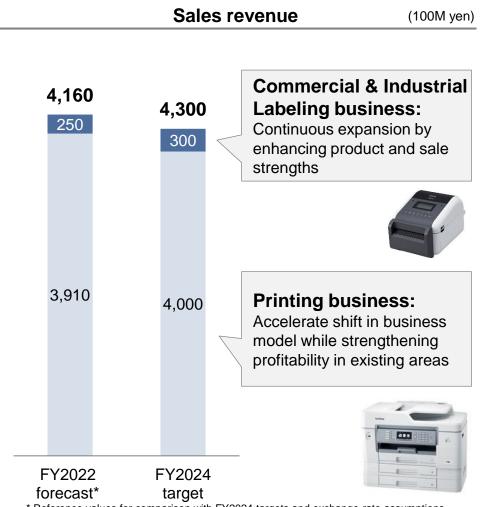
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^{*} Reference values for comparison with FY2024 targets and exchange rate assumptions

(2) Towards transformation in the printing area Accelerate business model transformation of P&S business



Strive to further optimize profitability of existing business even amid the harsh market environment, and at the same time, accelerate transformation for the future, including shifting business model and expanding Commercial & Industrial Labeling business



Expand Commercial & Industrial Labeling business

Strengthen sales in auto-ID market

Key initiatives

- Provide simple barcode printing solution that is easy to implement for retail, logistics, and manufacturing industries
- Expand application of label printers
 - Enhance consumables and apps that are compatible with labeling applications in various situations, such as wire marking

Accelerate shift in printing business model and strengthen profitability

- Expand businesses with continuous ties to customers
 - Enhance contract-based services that respond to a wide variety of customer needs, including remote work
 - Build contact points with customers using apps of labeling equipment
- Undertake efforts that contribute to sustainability
- Maintain laser business market position
- Profit and growth of inkiet business

^{*} Reference values for comparison with FY2024 targets and exchange rate assumptions

(3) Towards the business portfolio of the future Create new businesses that help to address materialities



Search widely for business opportunities that enable working people's productivity and creativity and help protect the earth by further evolving Brother's strengths

Approach to consideration



Look at customers' value chains and find barriers that obstruct their flow



Use the Brother Group's variety of unique technologies and global networks



Expand business domain to areas around existing businesses



Enhance use of external resources

(investments in ventures, M&A, etc.)

Examples of areas to consider for new businesses

Businesses that enable working people's productivity and creativity

Manpower saving and automation,

Support for diverse businesses



Addition of multiple functions to various equipment and machines, including those for industrial use

CO₂ emission reduction

Productivity

improvement

Businesses that help protect the earth



On-demand solutions using compact industrial and special business devices

Resource saving

4 Management foundation transformation for a sustainable future Undertake environmental efforts towards carbon neutrality



Undertake reduction of CO₂ emissions, resource circulation, and biodiversity conversation through various activities to achieve carbon neutrality in the Group's business activities by 2050

Main efforts in CS B2024

Reduce CO₂ emissions at Group facilities globally

- Promote energy-saving activities
- Conduct energy-generation activities such as installation of solar panels
- Purchase CO₂-free electricity



Reduce CO₂ emissions in product life cycle

- Further reduce energy consumption and lengthen lifespan
- Maximize use of recycled materials
- Strengthen collaboration with suppliers for reduction of CO₂ emissions across the entire supply chain



Promote businesses based on a circular economy

- Expand recovery and recycling of consumable printer cartridges
- Encourage product reuse
- Expand businesses with continuous ties to customers, such as subscription services



Others

- Conduct tree-planting and forest conservation activities
- · Invest in environment-related venture capital

2030 targets of Environmental Vision



[Scopes 1 and 2] **65%** reduction

[Scope 3] **30%** reduction (from the FY2015 level)



Ratio of virgin materials used in products: **65%** or less



Reduction of environmental impact on the ecosystem and conduct of activities to restore and conserve the ecosystem

Management foundation transformation for a sustainable future Enhance and expand connections with customers



Use digital technologies thoroughly and promote business model transformation and building of resilient supply chains to connect with even more customers and continuously provide more value than ever before

Transform business models

Promote DX
(digital
transformation)
in business
models and
main functions
of each
business



Use **data**obtained
through
relationships
with customers
to create even
more customer
value

Industrial

Deepen relationships with customers through services using IoT, etc. and expand aftermarket revenue

P&S

Connect with customers such as through contract-based businesses and user registration to achieve more value provision with greater continuity than ever before

P&H

Connect with customers and maximize LTV using apps, services, and products that widen the scope of creativity

Build resilient and sustainable supply chains

Redefine roles of factories

Undertake efforts on human rights of workers

- Asia: Move from pursuit of low costs to factories with multiple functions including recycling and repair
- Europe and U.S.: Strengthen local production for local consumption of consumables
- Expand production facilities for industrial products
- Promote attainment of RBA certification by manufacturing facilities
- Promote CSR procurement
- Strengthen collaboration with suppliers

30 million customers or more by 2030





Use digital technologies thoroughly

Management foundation transformation for a sustainable future

Foundation for all transformations – Evolution of F

Foundation for all transformations – Evolution of BVCM and employees' challenges and engagement



Continuously undertake the three priority themes below as baseline activities to continue to improve the Brother Group's productivity and creativity

Three priority themes that form the foundation for all transformations

Evolve BVCM





BVCM basic process



 Create bidirectional chain for circular economy



 Improve products quickly based on customer feedback, mainly in the industrial area





Encourage employees to take on challenges

- Support true autonomy of employees
- Enhance development and reskilling of talents working on the industrial area and DX
- Develop culture that allows every individual to play active roles



- Create work for people wishing to work
- ✓ Create factories with pleasant atmospheres
- Develop the import-based industry into the export-based industry



Improve employee engagement

Brother and employees share the same vision

Brother and employees grow together Promote DE&I (pursue diversity, equity, and inclusion)

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Performance targets



Target 800B yen sales revenue and at least 10% operating profit ratio in FY2024 by growing businesses and improving profitability while incorporating prior investments for the future

FY2024 performance targets

Assumed exchange rate

Exchange rate (against JPY)

1USD=**108.00**JPY

1EUR=**125.00**JPY

Sales revenue

Operating profit ratio

(Profit for the period ratio*)

ROE

800B

yen

10.0%

at least

(7% at least)

10.0%

at least

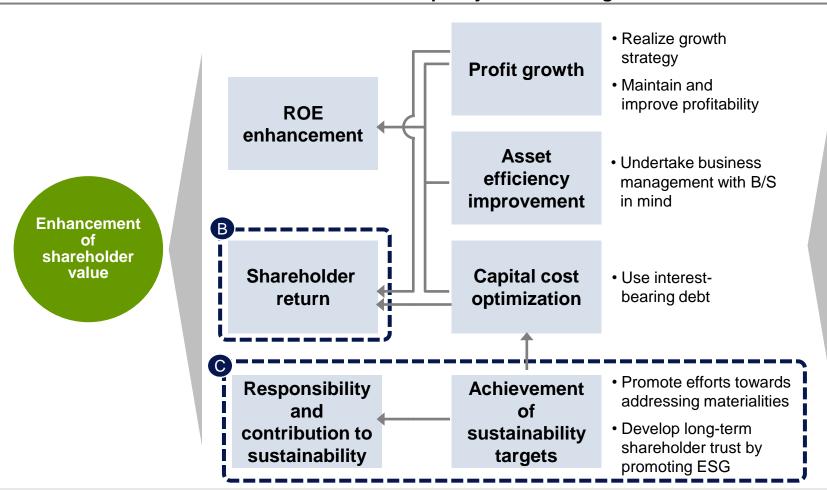
(above capital cost)

Financial policy – Towards enhancing shareholder value



Achieve continuous enhancement of shareholder value by balancing success in business and contribution to sustainability through effective capital utilization

Overview of financial policy for enhancing shareholder value



Normal investments

Prior investments for the future

Strategic investment quota for business portfolio transformation, environmental efforts, BCP, and other investments from a long-termer perspective, as well as M&A

Financial policy – Capital policy (cash allocation)



Actively perform investments for the future using operating cash flow, generated from business growth, and interest-bearing debt while enhancing shareholder return

Cash allocation

Interest-bearing debt

Self-funding

FY2022-24 operating cash flow * 2,000 _{100M yen}

* Excluding lease obligation payments

Prior investments for the future 1,500 _{100M yen}

Normal investments 800 100M yen

Working capital, etc.

Dividend

Additional return

Prior investments for the future

 Strategic investments, including M&A and investments based on returns from a longer-term perspective, towards inorganic business growth, environmental efforts, and BCP

Normal investments, working capital, etc.

- Continue to conduct investments necessary for continuous business growth
- Ensure a certain level of funds in preparation for increase in working capital due to business growth and uncertainties

Shareholder return (stable and continuous dividends)

- Commit to a minimum annual dividend of 68 yen per share during period of CS B2024
- Consider additional shareholder returns, including an increase in the dividend level, depending on performance and other factors

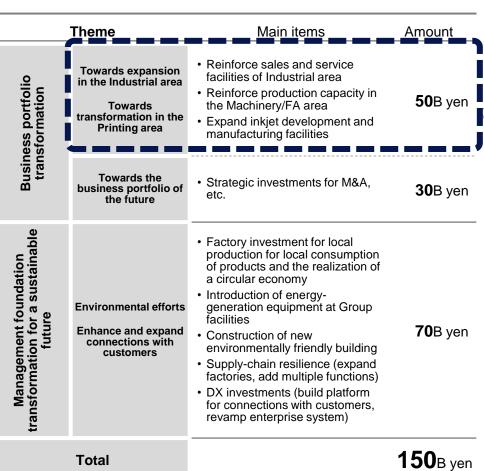


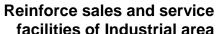
Financial policy – Prior investments for the future (1/3)



Set a total of 150B yen for prior investments; invest 50B yen to make a leap forward in the Industrial area and to transform the Printing area

Prior investments for the future









Reinforce production capacity in the Machinery/FA area (Expand Nissei's) factories

Expand inkjet development and manufacturing facilities (Hoshizaki Factory)



(A) Financial r

Financial policy – Prior investments for the future (2/3)



Set a total of 150B yen for prior investments; invest 30B yen towards the business portfolio of the future

Prior investments for the future

Theme Main items Amount Reinforce sales and service Towards expansion facilities of Industrial area Business portfolio transformation in the Industrial area Reinforce production capacity in **50**B yen **Towards** the Machinery/FA area transformation in the Expand inkjet development and Printing area manufacturing facilities Towards the Strategic investments for M&A, business portfolio of **30**B yen the future Management foundation transformation for a sustainable future Factory investment for local production for local consumption of products and the realization of a circular economy Introduction of energy-**Environmental efforts** generation equipment at Group facilities **70**B yen Enhance and expand Construction of new connections with environmentally friendly building customers · Supply-chain resilience (expand factories, add multiple functions) · DX investments (build platform for connections with customers, revamp enterprise system) **150**B yen **Total**

Create new businesses and technologies that help to address materialities

Strategic investments: **30**B yen

Further evolve inkjet-centered printing technologies and expand scope of application



Look at customers' value chains and find bottlenecks that obstruct their flow



Businesses that enable working people's productivity and creativity



Businesses that help protect the earth

Applications in the consumer area

Applications in the industrial area





Brother's printing technologies

Enhance technology portfolio

Financial policy – Prior investments for the future (3/3)



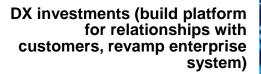
Set a total of 150B yen for prior investments; invest 70B yen for management foundation transformation for a sustainable future

Prior investments for the future

	Theme	Main items	Amount
Business portfolio transformation	Towards expansion in the Industrial area Towards transformation in the Printing area	 Reinforce sales and service facilities of Industrial area Reinforce production capacity in the Machinery/FA area Expand inkjet development and manufacturing facilities 	50 B yen
Busin tran	Towards the business portfolio of the future	Strategic investments for M&A, etc.	30 B yen
Management foundation transformation for a sustainable future	Environmental efforts Enhance and expand connections with customers	 Factory investment for local production for local consumption of products and the realization of a circular economy Introduction of energy-generation equipment at Group facilities Construction of new environmentally friendly building Supply-chain resilience (expand factories, add multiple functions) DX investments (build platform for connections with customers, revamp enterprise system) 	70 B yen
	Total		150 B yen



Supply-chain resilience (expand factories, add multiple functions)





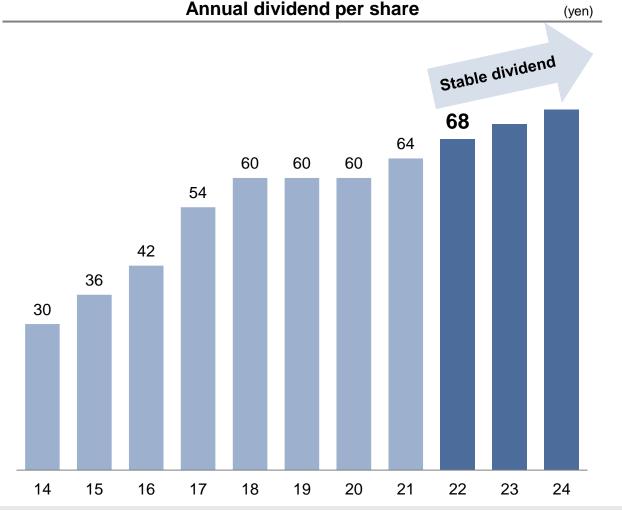
Construction of a new environmentally friendly building (head office area)



Financial policy – ROE and shareholder return



Implement stable shareholder returns with a minimum annual dividend of 68 yen per share during period of CS B2024



Shareholder return policy

Basic policy

Implement stable and continuous shareholder returns

- Minimum annual dividend of 68 yen per share during period of CS B2024 (Used consolidated dividend payout ratio of 35% based on net income forecast of 51B yen for FY2022)
- Consider additional shareholder returns, including an increase in the dividend level, depending on factors such as business performance. In addition, flexibly carry out repurchase of our own shares.



Materiality and sustainability targets



Set sustainability targets related to newly identified materialities and promote company-wide efforts to address them as a management issue.

	Materiality	Targets for FY2024	Significance of targets
	Supporting people's value	 In the machine tools business, secure performance advantage of products that contribute towards improving customer productivity and reducing CO₂ emissions 	3 GOOD HEALTH 8 DECENT WORK AND 9 NECESTRY, INCOVARION 12 RESPONSIBLE AND WELL-BEING 13 CHIMATE 17 PARTHERISMIN'S FIRM THE COLUMN AND PRODUCTION 18 DECENTION 19 NECESTRY, INCOVARION AND PRODUCTION 19 NECESTRY, INCOVARION AND PRODUCTION 10 NECESTRY, INCOVARION AND PRODUCTION AND PRO
iety	creation	In P&S business, build platform to connect directly with customers towards improving LTV of customers	
society		 Visualize employee engagement at the global level and improve engagement survey scores 	
ute to	Realizing a diverse and active society	Enhance talent development and governance for encouraging the assignment of local employees to top management positions of facilities outside Japan	3 AND WELL-BEING 4 COULTION 5 CONDER 5 CONDER 6 CONDER 8 COCCO TROOR AND 17 PARTINGENSING 18 THE COULT 18
Contribute	active society	Strengthen talent pipeline for healthy gender balance in management positions and establish environment for achieving diverse ways of working*	
ပိ	Pursuing a	 Expand the scope and subjects of the human rights risk assessment on suppliers 	3 GOOD HEALTH 4 CUALITY 5 GOWGEN 8 DOCKEN CHOOME 10 REQUALITY 17 FARTHCRSHIPS TOUGHT TO RECOLLED 17 FARTHCRSHIPS THE COLLEGE TO THE RECOLLED T
	responsible value chain	Attain RBA Gold certification for three Group manufacturing facilities	
Protect the earth	Reducing CO ₂ emissions	 [Scope 1 and 2] Achieve 47% reduction from the FY2015 level (9% reduction during the three-year period from FY2022 to FY2024) Ref.) FY2030 Targets: 65% reduction from the FY2015 level [Scope 3] Take measures to reduce 150,000 tons through own effort Ref.) FY2030 Targets: 30% reduction from the FY2015 level 	7 AFFORDABLE AND CONCLUMITED AND PRODUCTION AND PRODUCTION AND PRODUCTION OF THE THE STATE OF TH
Prote	Circulating	 Achieve ratio of virgin materials used in products of 81% or less 	6 CLEAN WATER 11 SOUTHWARE CRIES 12 PESCHNISHES 14 LIFE 15 LIFE 17 PARTHERSHIPS 18 DECOMB 18 AND SHOULDING 18 AND SHOULDING 18 AND SHOULDING 18 AND SHOULDING 19 AND SHOULDING 19 AND SHOULDING 10 AND SHOULDING 11 AND SHOULDING 12 AND SHOULDING 13 AND SHOULDING 14 BELLOW RATES 15 ONLY 16 AND SHOULDING 16 AND SHOULDING 17 AND SHOULDING 18 AND SHOU

resources

*Brother Industries Ltd

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Ref.) FY2030 Targets: below 65%









Acronym	Official term	Explanation		
ВСР	Business Continuity Plan	A plan for continuing business under unforeseen circumstances		
BVCM	Brother Value Chain Management	Brother's unique customer-oriented management system defining the flow of value provision to customers		
C&M	Coding & Marking	Coding & Marking business for the development, manufacturing, sales, and servicing of equipment for printing and marking of expiration dates, lot numbers and so forth on plastic bottles, cans, and food packaging materials, etc. and their consumables		
DP	Digital Printing	A printing method to print directly from digital-based typesetting data generated on a PC onto a substrate		
DX	Digital Transformation	Transformation of business models and operations using digital technologies		
DE&I	Diversity, Equity & Inclusion	A way of thinking that recognizes and accepts the diversity of people and actively establishes environments and engages people to allow individuals to apply their capabilities; also referred to as		
ESG	Environment Society Governance	The three elements of environment (E), society (S), and governance (G) which are important for achieving a sustainable world and long-term corporate growth		
EV	Electric Vehicle	A vehicle that runs on electricity		
FA	Factory Automation	Automation of various factory works and processes using machines and information systems		
LTV	Life Time Value	Customer lifetime value, which is the value to customers and profits generated for companies over the entire usage period of products and services		
MPS	Managed Print Service	An outsourcing service that improves the output environment of copiers, printers and other equipment in the office and provides total support for their operation and management		
PV	Print Volume	Printing volume		
RBA	Responsible Business Association	An industrial organization comprising electronic equipment-related manufacturers and major suppliers which establishes standards to ensure that working conditions are safe, that workers are treated with respect and dignity and that business operations are conducted environmentally responsibly and ethically in the supply chains of the manufacturing industry		
Carbon neu	tral	A state where the amount of greenhouse gas emitted is the same as that absorbed		
Sustainabili	ty	Systems and processes which are sustainable into the future		
Circular eco	onomy	An ideal for economic activities that use resources in a sustainable manner instead of the traditional one-way manner of activities in an economic society		
Scopes 1, 2,	, and 3	Categories of greenhouse gas emission sources; Scope 1 refers to emissions from the combustion of fuels at a company's facilities, Scope 2 refers to those from electricity use at a company's facilities, and Scope 3 refers to those from a company's upstream and downstream activities, including the use of the company's products		
Materiality		A social issue to be undertaken by a company, which has been given priority and expressed in an easy-to-understand manner; it is a priority issue for an organization		
Reskilling		Redevelopment and retraining of occupational skills		