

## Siemens in Japan

- In fiscal 2011 (October 1, 2010 – September 30, 2011), Siemens' sales to customers in Japan amounted to EUR 1.26 billion and new orders totaled EUR 1.4 billion.
- Siemens currently has about 2,200 employees in Japan.
- Japan suffered enormous damage from the Great East Japan Earthquake on March 11, 2011. Siemens responded quickly to support its customers in overcoming damages and to help healthcare customers in the affected areas continue caring for their patients.
- Siemens and its employees worldwide supported the people of Japan with donations totaling EUR 6 million.
- To deepen the understanding among customers and the media for the company's Environmental Portfolio, Siemens held a large and well-received event on "Siemens Answers to Sustainable Energy."
- Siemens acquired the majority stake in Acrorad Co., Ltd., a Japanese manufacturer specializing in the development of innovative semiconductor radiation detectors.
- Siemens has been active in the country since 1887. The company sponsored various activities to celebrate the 150<sup>th</sup> anniversary of German-Japanese relations in 2011.

Siemens offers a wide range of solutions and services in Japan, where its Healthcare Sector occupies a leading position. In fiscal 2011, Siemens in Japan scored major successes in the Industry, Energy and Healthcare Sectors:

### Industry Sector

The Industry Automation Division enjoyed strong growth during the year, particularly in the fields of automotive, semiconductor and specialty machinery, and provided solutions for both the domestic market and overseas. The number of Siemens solution partners in

Japan grew to 18 companies. Siemens' automation system was chosen by a Japanese company that is a leading global supplier of semiconductor production equipment. Siemens Simatic technology was adopted at the new automotive plant of Renault Nissan Automotive India Pvt Ltd. as their standardized automation solution in vehicle production lines. In the field of product lifecycle management (PLM) software, Siemens is a highly respected and trusted business partner for many leading companies in Japan, especially in the automotive, high-tech and electronics industries, and other industries that manufacture mechanical products. Siemens, for example, further reinforced its ties with key customer Power Systems Company, part of Toshiba Corp., through a project in 2011.

In the lighting segment, Osram continued its success with lamps and optoelectronic semiconductor light sources such as light-emitting diodes (LEDs). The company installed LED fixtures for lighting the ceiling of the Venus Fort shopping mall in Tokyo. Osram also launched FL LED retrofit products in response to the growing demand for energy and cost savings.

### **Energy Sector**

Siemens was awarded a long-term service agreement, worth EUR 100 million, from one of Japan's biggest power companies to maintain a combined cycle power plant. It is the largest service agreement for Siemens in Japan. Siemens also won an order to deliver a back-up power supply system for a nuclear power plant operated by one of Japan's major power companies, as part of the company's risk management following the earthquake.

In the field of green technology, a large energy event, "Siemens Answers to Sustainable Energy" was held. It was extremely well-received and deepened understanding of Siemens energy business among customers and the media.

In addition to its operations in Japan, Siemens is active overseas with Japanese customers. Siemens was awarded an order for 14 gas turbines for a new Independent Power Producer (IPP) in Thailand from Gulf JP Co., Ltd., currently 90-percent owned by J-Power Holdings (Thailand) Co., Ltd., a subsidiary of Electric Power Development Co., Ltd. (J-Power) of Japan.

## **Healthcare Sector**

Siemens' healthcare products and solutions have a strong presence in the Japanese market and are highly regarded for their innovative technology and superior reliability. Siemens new imaging software, syngo.via, was successfully launched at the Saiseikai Utsunomiya Hospital and there were positive reports in the media. Siemens is a pioneer of the Hybrid OR (Operating Room) concept. The solution is being used in clinical trials at three hospitals for transcatheter aortic valve implantation (TAVI). In the in-vitro diagnostics market, Siemens launched the Dimension EXL 200 integrated chemistry system, the VersaCell intelligent sample management solution, and the RAPIDpoint 500 blood gas analyzer. Siemens continued to strengthen its healthcare solutions business, holding events for medical professionals in areas such as integrated solutions for breast care, cardiology and liver disease.

Siemens' contact with Japan dates back to 1861. That year, an official delegation from Prussia visited Japan and presented the Edo government with a pointer telegraph invented by company founder Werner von Siemens. The company opened its first office in Japan in Tokyo in 1887. To mark its 125<sup>th</sup> anniversary of business operations in Japan in 2012, Siemens aims at further substantial growth.

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