

Why is KEYENCE unique?

Who We Are

KEYENCE has steadily grown since 1974 to become a worldwide leader in the development and manufacture of sensing equipment ranging from automation sensors, measuring instruments, and vision systems to laser markers and digital microscopes. Our innovative products not only meet the current but also future customer requirements in many manufacturing and research industries. At KEYENCE we strive to anticipate the market's future needs to provide tomorrow's solution today.

At KEYENCE, we are not content to merely have the best products on the market, we also provide our customers with the most knowledgeable and trained sales professionals in the industry. We are dedicated to supporting the customer's mission of becoming the leader of their respective industry.

KEYENCE, a blue chip company, has been named one of Business Week's "1000 Best Valued Companies", ranks in the top 50 of Newsweek's Electronic Industry ranking and consistently ranked in Japan's Nikkei, Tokyo Stock Exchange, newspaper's yearly list of the "Top Ten Excellent Companies in Japan". Today, KEYENCE serves over 100,000 customers in some 40 countries around the world, where its name stands for innovation and excellence.

Company Data

Facts

Global Headquarters: Osaka, Japan
 Founded: May 1974
 Capital: 30,637 million yen

2009 Global Sales: \$1,496,450,000 USD
 Worldwide Employees: 3,081

Note: All dollar figures herein refer to U.S. dollars. Dollar amounts are converted from Japanese yen, for convenience only, at ¥91=US\$1, the approximate exchange rate on March 20, 2010.

An Exceptional Company

KEYENCE has been named one of Business Week's "1000 Best Valued Companies" and consistently ranked ahead of companies such as Sony and Honda Motors in Japan's Nikkei, Tokyo Stock Exchange, Newspaper's ranking of the "Top Ten Excellent Companies in Japan."

Newsweek Electronics Industry Ranking

1	IBM	:	:
2	HP	16	Xerox
3	CANON INC.	:	:
4	Panasonic	26	Seagate
5	Apple INC.	:	:
6	ABB	39	KEYENCE
7	DELL	:	:
8	Schneider Electric	42	Rockwell Automation
9	Emerson Electric	43	Cooper Industries
10	Sony	:	:

Nikkei Newspaper (Recent Top 10)

1	Nintendo
2	FANUC LTD.
3	Astellas Pharma Inc.
4	Takeda Pharmaceutical
5	KEYENCE
6	ROHM CO.,LTD.
7	CANON INC.
8	Trend Micro Inc.
9	TOYOTA Motor Corp
10	NTT DOCOMO,INC.

- Maintains its ranking in top 30 (for 20 years)
- Ranked 1st twice (1995,1996)
- Ranked in the top 10 from 2005 to 2008

Dedicated to adding value for our customers.

Dedicated to Adding Value for Our Customers

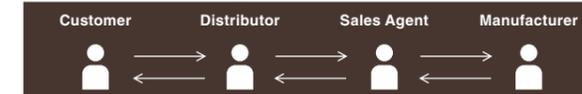
Direct Approach

Our technically trained sales engineers have extensive product knowledge along with application and industry experience. Customers can expect on-site support to quickly solve applications saving invaluable time.

KEYENCE Direct Sales System



Conventional Sales Style



Fast Delivery

KEYENCE has established a fast delivery system to deliver required products whenever necessary. Products are shipped from warehouse centres in Japan, Singapore, Malaysia, Thailand, China, Taiwan, South Korea, U.S., Mexico, Canada, the U.K., Germany, France and Italy as well as many other locations worldwide.

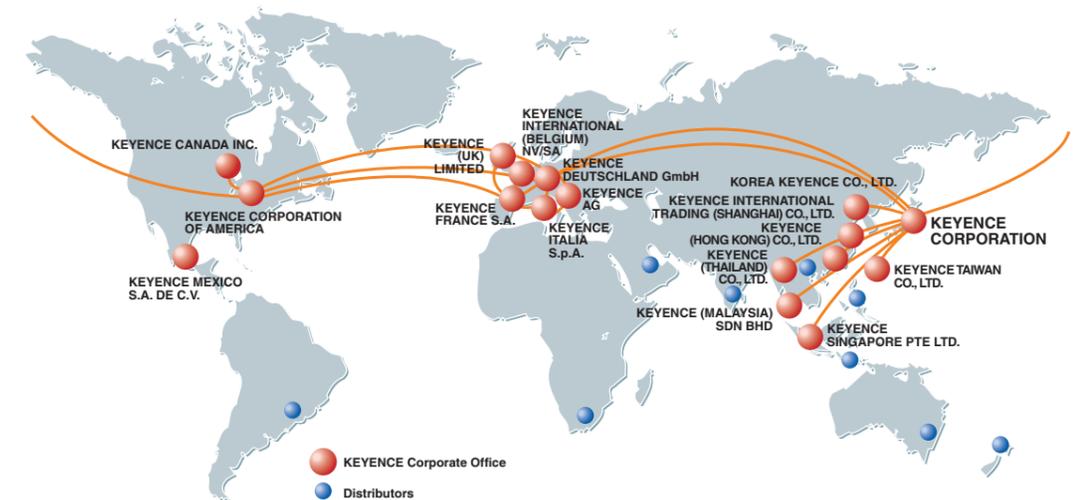


Comprehensive Support

KEYENCE supports customers with extensive on-site manufacturing and automation knowledge. This includes comprehensive support from model selection to line operation with on-site operating instructions and precautions after product adoption.



Worldwide Direct Sales Networks



Global Support : Over 150 Offices in more than 40 Countries

In the over 30 years since its inception in Japan in 1974 the KEYENCE Corporation has flourished into a global leader in industrial automation technologies, rapidly expanding into an efficient global network of 16 international organisations with over 150 offices in more than 40 countries. Worldwide companies ranging from the largest Fortune 500 manufacturers to niche suppliers have come to rely upon KEYENCE to offer solutions that improve the quality and efficiency of their automated manufacturing.

KEYENCE offers the many benefits of our Direct Sales network throughout the world. Our highly trained personnel can benefit your factories or support your arriving equipment in worldwide locations. By offering the most innovative solutions, KEYENCE provides the tools manufacturers need to stay competitive in the global marketplace.