

Corporate Philosophy & Purpose

Corporate Philosophy

We will make efforts to help all of our customers achieve their dreams thereby contributing widely to society through providing “only-one” technologies and “number one” products to the world bearing safety and reliability in mind in the medical and industrial equipment fields.

1. **Development of technology** is vital for us, thus challenging to create new technologies and products.
2. Based on the “**Customer First**” motto, we provide our customers with the best quality products and services.
3. We seriously **pursue good results** while pursuing happiness for both the company and individuals.

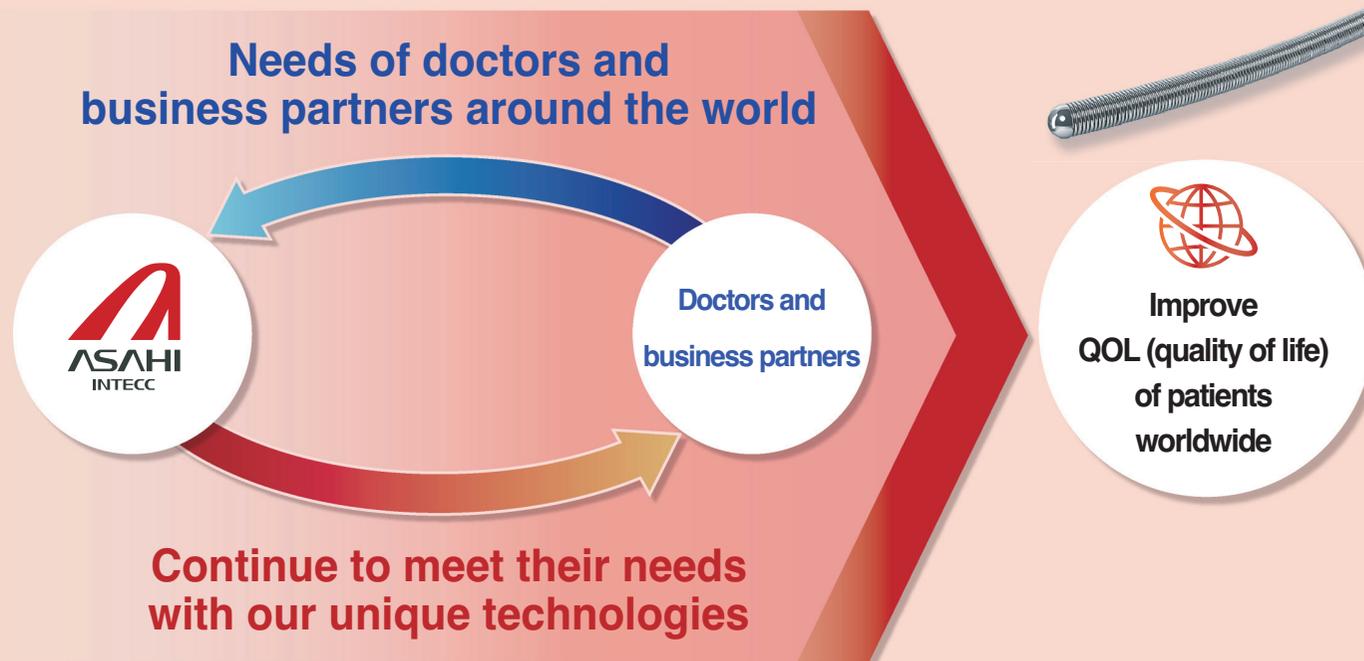
Purpose

By continuing to address the needs of doctors and business partners around the world with our unique technologies, we will provide “number one” products of high added value with global quality and realize the dreams of customers around the world.

01 Our Importance of Existence

Contribute to the future of medicine with our “only-one” technologies

Our mission is to realize our clients' wishes in a single ultra-fine wire. Our importance of existence is to continue to address the needs of doctors and business partners around the world with our unique technologies and to contribute to medical care and people worldwide.



Our main products are guide wires and catheters for intravascular treatment. We continue to produce high value-added products opening up the possibility of CTO treatment, which has traditionally relied on surgery.

*See page 18 for details.

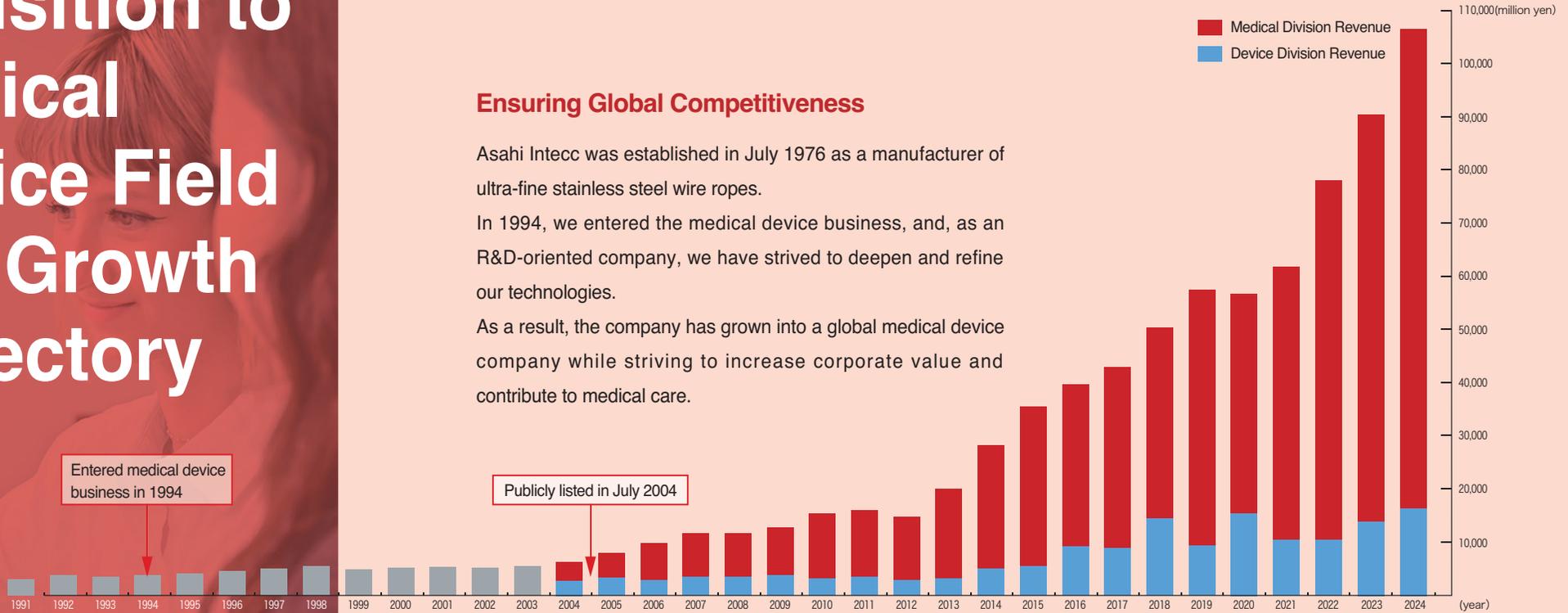
02

Transition to Medical Device Field Our Growth Trajectory

Established in 1976

Entered medical device business in 1994

Publicly listed in July 2004

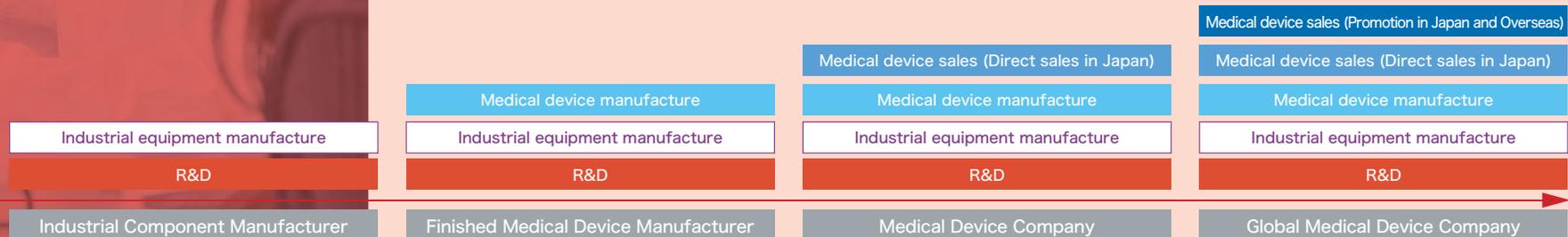


Ensuring Global Competitiveness

Asahi Intecc was established in July 1976 as a manufacturer of ultra-fine stainless steel wire ropes.

In 1994, we entered the medical device business, and, as an R&D-oriented company, we have strived to deepen and refine our technologies.

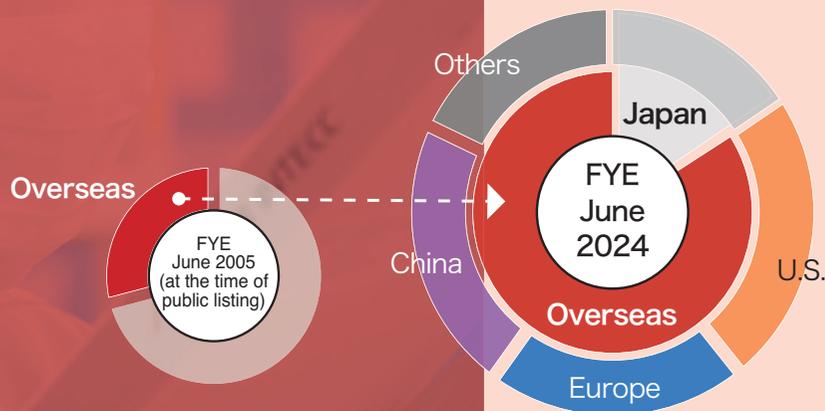
As a result, the company has grown into a global medical device company while striving to increase corporate value and contribute to medical care.



*See page 22 for details.

03

Global Market Expansion



FYE June 2005
(at the time of public listing)

Revenue: **7.8** billion yen
Ratio of Overseas Sales: **30%**

FYE June 2024

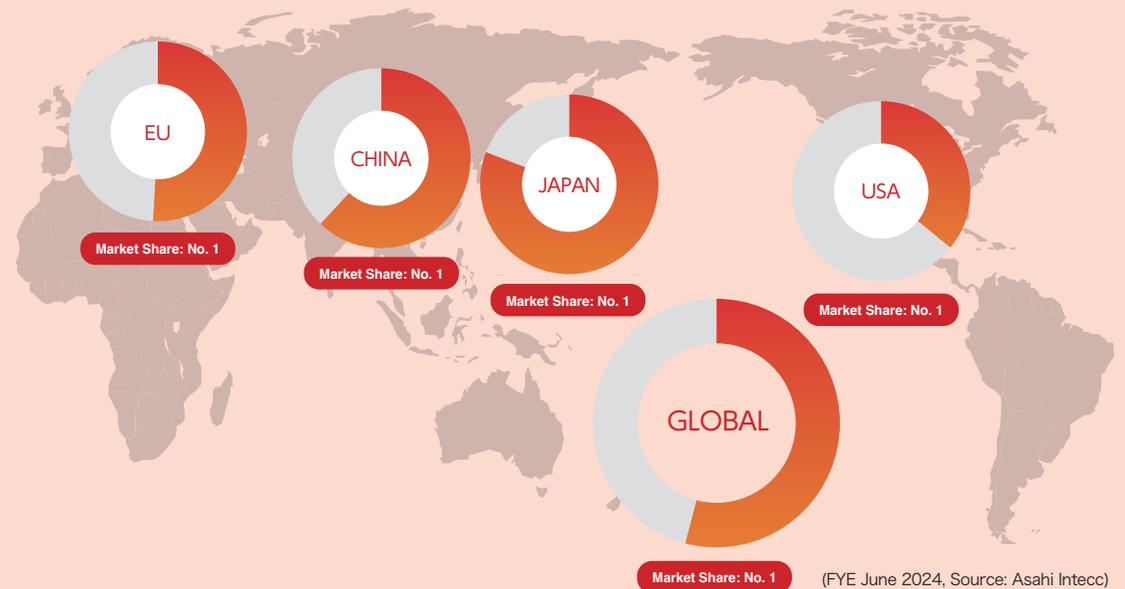
Revenue: **107.5** billion yen
Ratio of Overseas Sales: **84%**

With its outstanding development capabilities and manufacturing technology in the medical device field, Asahi Intecc has a high share around the world. And we continue to expand our market share in growing markets on a global scale.

Markets surrounding catheterization are growing, which continues to expand significantly, primarily in emerging countries, owing to the spread of minimally invasive treatments.

Asahi Intecc aims to achieve sustainable growth on a global scale by responding appropriately to such trends of the times and securing a stable supply of high-quality products essential for medical care.

Our PCI Guide Wire Share



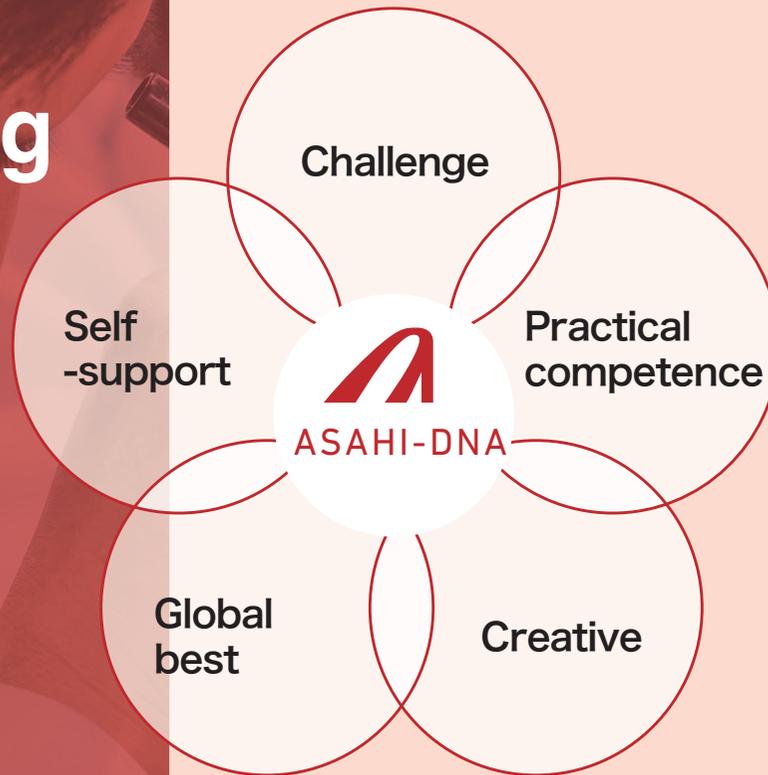
We have achieved the number one market share in all regions, including Japan, the United States, Europe and China, and continue to expand our market share. This shows that doctors have high confidence in our products.

*See page 29 for details.

04

Human Capital Supporting Growth

In order to achieve further growth, we are developing human resources who understand diversity and can engage in business from a wide range of perspectives from multiple angles. This has led to the growth of Asahi Intecc Group.



Desired profile by our company

Those who make their dreams come true by an insatiable challenging spirit with ASAHI-DNA in mind.

We are constructing an education and training system to promote value penetration and human resource development through the basic principles of "Challenge," "Practical Competence," "Self-Support," "Global Best," and "Creative Manufacturing Group," which is our Group's DNA.



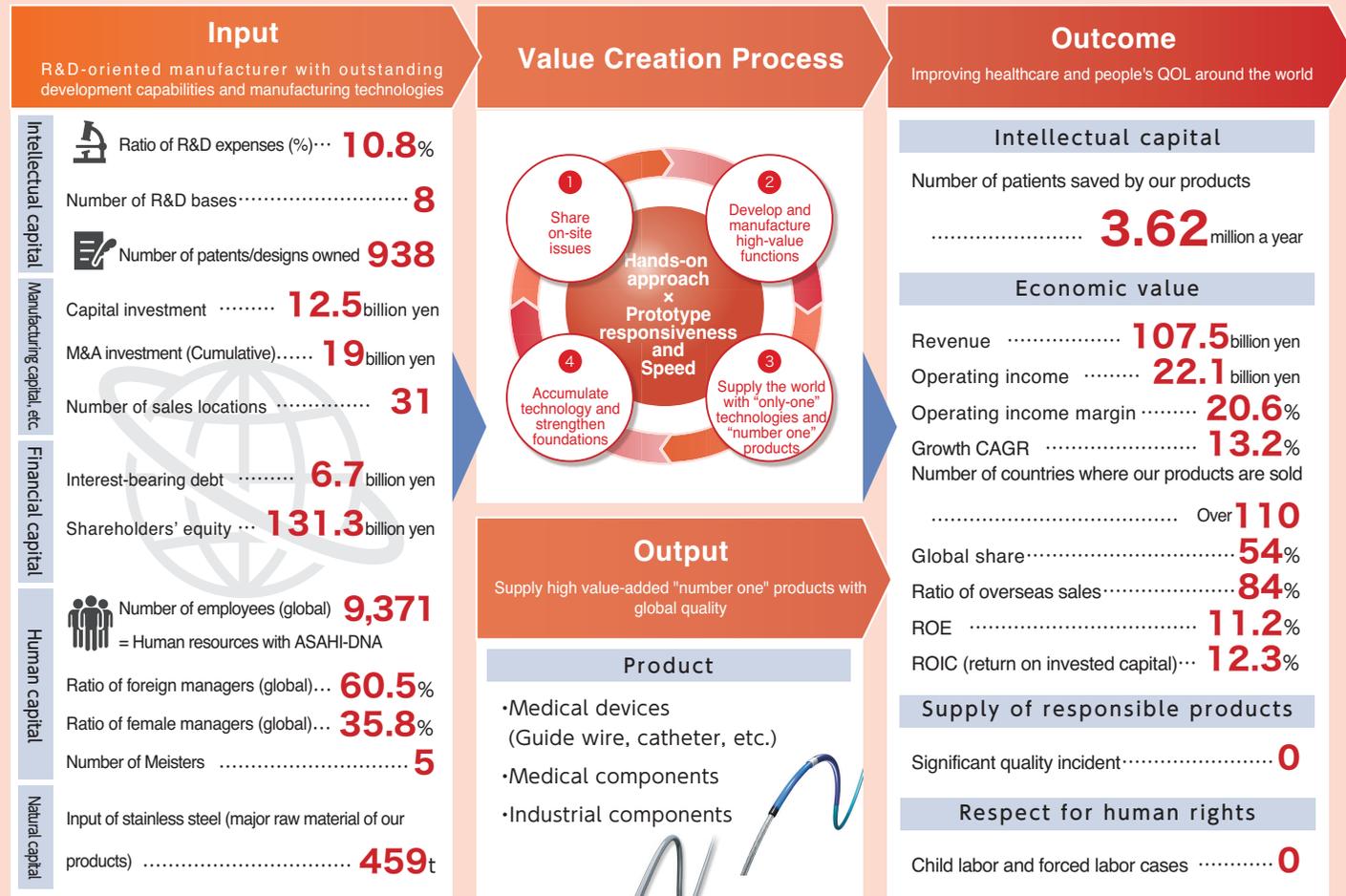
*See page 70 for details.

05

Value Creation Cycle & Indicators

Asahi Intecc's Value Creation Cycle & Indicators

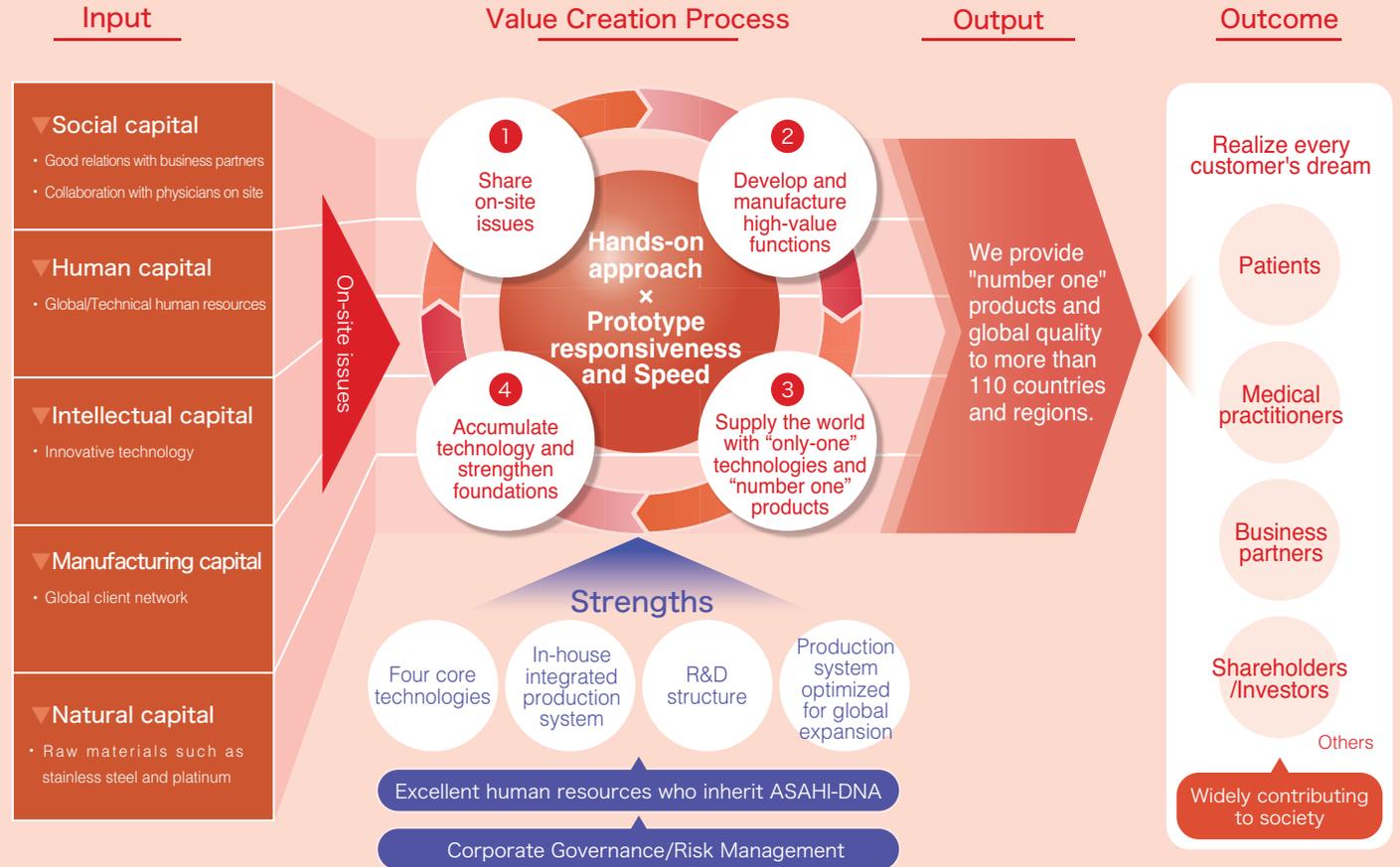
We will engage in a virtuous cycle that promotes business and strengthens our foundation based on the technological capabilities developed and cultivated in the course of meeting the advanced needs of our customers, thereby contributing to the continuous improvement of corporate value and the promotion of a sustainable society as a whole.



06

Value Creation Process

By continuing to address the needs of doctors and business partners around the world with our unique technologies, we will realize the dreams of customers around the world.



*See page 17 for details.