



COMPANY PROFILE

AGENDA

- ◆ INTRODUCTION
- ◆ OFFICES & ORGANIZATIONS
- ◆ COMPANY HISTORY
- ◆ COMPANY POLICY
- ◆ STRENGTHS
- ◆ CHALLENGES
- ◆ PRODUCTS
- ◆ EXPERIENCES

INTRODUCTION

We will be your Reliable Business Partner

Through the provision of our main products,
Shredders & Laminators,
we will contribute growth of your business

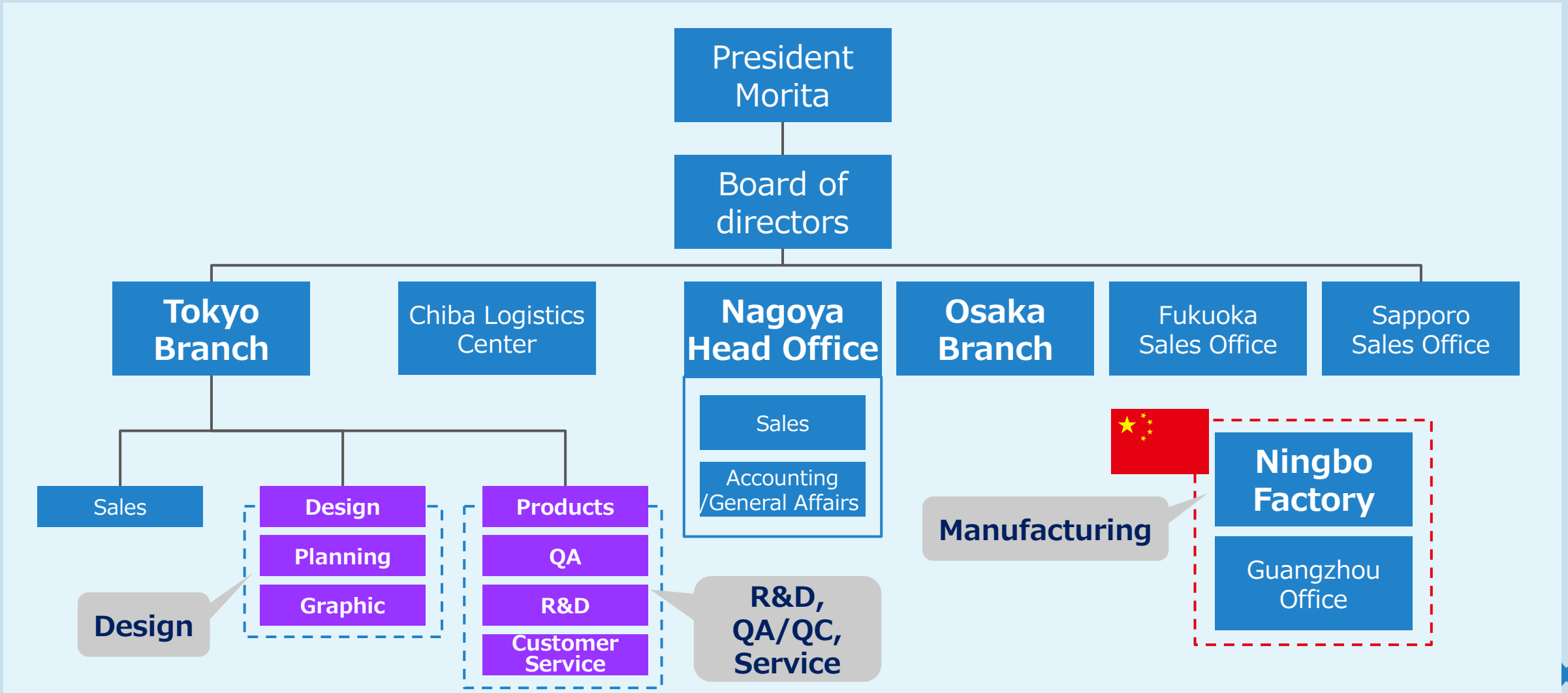
OFFICES

- ASKA Corporation's Head office is located at Nagoya city in **Aichi** prefecture with branches and sales offices throughout Japan.
- We have our own factory in China with **high quality control**.



ORGANIZATIONS

- ASKA has an own system that enables it to serve customers from product R&D, manufacturing, quality control to the provision of service parts, all from a single point of view.

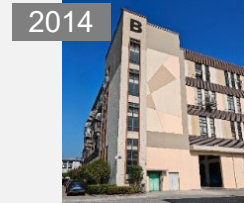


COMPANY HISTORY












- ASKA Corporation was founded in 1998, and the head office was relocated to the current location at Nagoya, Aichi in 2001. **Overseas business has been developed from 2005.**

OFFICE HISTORY

- 1998 ● **ASKA Corporation established**
- 1999 ● Mechanism development office established
- 2000 ● Design department relocated
- 2001 ● Kyushu office relocated
- 2002 ● **Head office and Nagoya office relocated**
- 2003 ● **Osaka office relocated**
- 2004 ● Sapporo office relocated
- 2004 ● Johei office newly established
- 2005 ● Fukuoka office relocated
- 2005 ● Design department relocated
- 2005 ● Guangzhou office relocated
- 2009 ● Sendai branch office newly established
- 2010 ● **Guangzhou office relocated**
- 2011 ● Sendai branch office merged to Sapporo office
- 2014 ● Fukuoka office relocated
- 2014 ● **Ningbo factory relocated**



OVERSEAS BUSINESS HISTORY

- 2005 ● Start the first overseas export to **South Korea**. Contracted with a stationery importer. Products: office accessories and pencil sharpeners for school children. 
- 2005 ● Start exporting shredders to **Malaysia** through local distributors. Products: A4 shredders & laminators. 
- 2007 ● Start exporting shredders to **Indonesia**. Products: Large A4 shredders. 
- 2007 ● Contracted with Office Mate, a major conglomerate group in **Thailand**, A4 shredders & laminators supplied. 
- 2009 ● Exclusive contract with a major **Korean** MFP manufacturer for shredders & laminators. 
- 2010 ● Start exporting to **Singapore**. Handled small batch of small tabletop shredders and A4 size laminators. 
- 2010 ● Start exporting to local franchise companies of Tokyu Hands in **Taiwan**. Products: small stationery, pencil sharpeners & letter openers. 
- 2014 ● Start business with a local stationery importer in **Hong Kong**. Products: pencil sharpeners, letter openers, manual shredders, whiteboards. 
- 2016 ● Participate in JETRO's large-scale export consortium PJ. With the support of JETRO, we visited Hanoi, **Vietnam**. 
- 2017 ● Start supplying shredders to HST, which was previously a local distributor of Kyocera Docs. in **Vietnam**. Won tender projects related to the government. 
- 2019 ● Start exporting A4/A3 shredders to Kyocera Document Hong Kong. 



COMPANY POLICY

- Our Mission is “**Create New Conveniences**” that fits the needs of the times. We keep discovering New conveniences and give form to them. This is our basic stance in bringing the brand “**ASMIX**” to the world.
- **3** important elements of our aim to become a **global company** are our Values.

MISSION

Create “New Conveniences”

Our ultimate goal is to be a **global company** that is unique and has strong areas of expertise. And in order to grow into a company capable of creating **global standards**, we will continue to focus on strengthening our **engineering and design** capabilities into the future.

VALUES

To satisfy **USERS'** desires,

our **PRODUCTS** meet a wide variety of needs and wants.

Our **STAFFS**

- designers and engineers anticipate needs
- quality controls manage products with a keen eye
- sales department provides a variety of services in sales promotion activities.

STRENGTHS

- Our **3 strengths** have made us the preferred choice of our customers for many years, and we have continued to expand our business since our establishment.

1. Commitment to Quality

- ✓ We provide reliable products that are not prone to failure not to stop your business.
- ✓ In addition to complying with the strict safety standards of Japan and Europe (PSE, REACH, etc.), we have established our own quality standards based on the know-how we have accumulated.

2. Professional Support

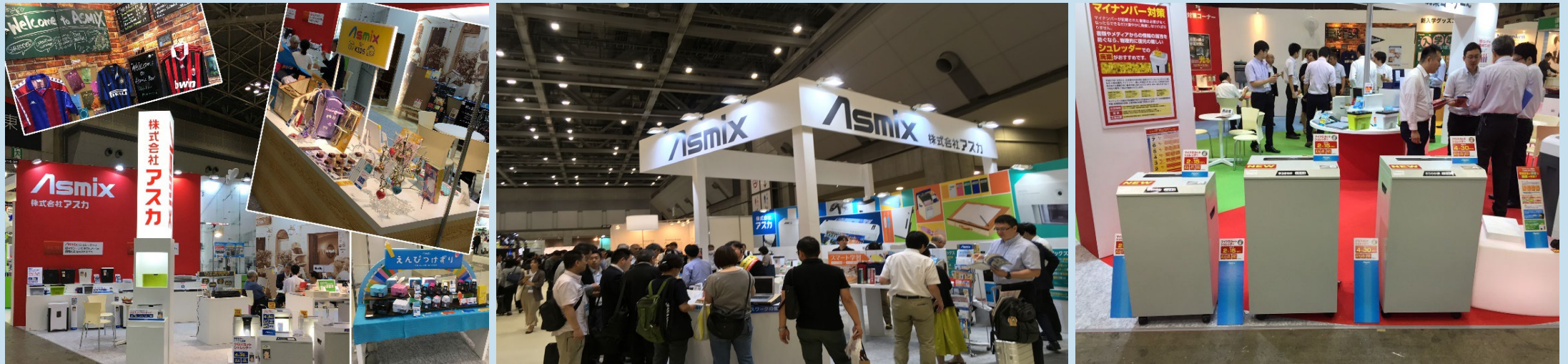
- ✓ We don't think that selling a product is the end but the start. In order for our customers to use our products safely for a long time, we will provide sufficient maintenance & technical support in a timely manner.
- ✓ We have established a system that can solve the problem as soon as possible in the event of breakdown.

3. Design & Development

- ✓ We do not just manufacture what is requested by the customer, but we think together with the customer from the planning stage to solve the customer's problem and create a product as a solution together.
- ✓ We put particular emphasis on the development of new products.

CHALLENGES

- Based on our continued growth in Japan, we're taking on the challenge of overseas markets.
- Started businesses in **Indonesia**, **Hong Kong** and **Vietnam** in collaboration with **Kyocera Document Solutions** group, which is a global Office equipment manufacturer.



PRODUCTS

PRODUCTS

- Main product is a high-spec shredder for large office use, with high volume and for high-security requirement. Laminators and Electric height adjustable desks will also be developed for overseas markets.

ASKA products line-up

Hand shredders

Shredders

Pass cases

Shredder supplies

Laminators

Films for laminators

Bookbinding supplies

Calculator

Pencil sharpener

E-Desks

White & Pinboards

Security items

Stationaries

Life support products

S300

MICROCUT SHREDDER

Cut size: **2x15 mm**



A3
Size



S400M

CROSSCUT SHREDDER

Cut size: **4x30 mm**



Shredders

L413A3



A3
Size

L620A3



Laminators

EDK10BK



EDK10W



Electric height adjustable desk

EXPERIENCES

MAJOR CUSTOMERS

- Our products, which are resistant to failure and are highly cost-competitive, are used by many public institutions, including government agencies.
- Through electronics retailers and online catalog shops, it is used by a wide range of customers, including general households.



Governments & Public Institutions

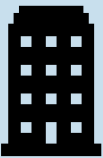
Ministry of Defense
Ministry of Interior
Ministry of Foreign Affairs
Ministry of Education



Schools



Wholesale electronics stores



Hotels



Online catalog retailers



Professional Firms



Hospitals



Banks



Restaurants



Asmix