

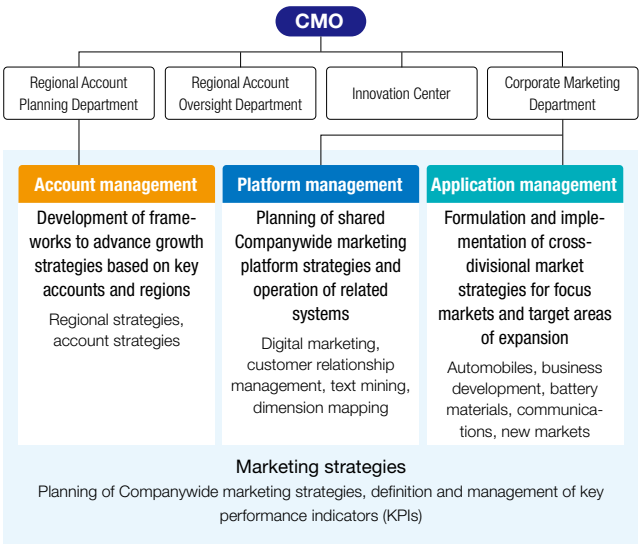
# Marketing Strategies

## Mission for Creating Value

**The Showa Denko Group conducts marketing activities that entail coordination between Groupwide business and sales divisions from the perspectives of markets, customers, and regions. In addition, we are developing and utilizing digital tools to improve the efficiency of marketing procedures, as we seek to generate co-creative projects through the proposal of new value and the provision of hands-on technical experience to customers.**

## Policies and Management

Our marketing organizations are actively reinforcing systems for internal coordination to maximize our ability to propose new value and provide hands-on technical experience to customers. A particular focus is the enhancement of regional account management, through which we seek to maintain an understanding of region-specific customer issues so that we can provide optimal solutions. We also formulate and implement cross-divisional marketing plans to enhance our understanding of markets and applications, in an effort to provide value that blurs the lines between divisions.



## Innovation Center for Creating Value

The Innovation Center has been established on the 29th floor of Pacific Century Place Marunouchi in Tokyo, located next to our Marunouchi office, to serve as a venue for co-creation and relationship building with stakeholders.

This facility is used as forum for two-way communication aimed at exploring new themes. Visitors will find hands-on exhibits that let them experience some of our core technologies, to facilitate our goal of engaging in co-creation with customers, business partners, and all of our other stakeholders.



## Strategies

The integration of Showa Denko and Showa Denko Materials has greatly increased the breadth and depth of our technology portfolio and product lineup. We have thus undertaken efforts to allow for better visualization of the products and technologies of the newly integrated company, so that employees of manufacturing, development, sales, or other divisions can choose combinations more effectively from this massively expanded range of offerings and thereby create value for customers through their respective functions.

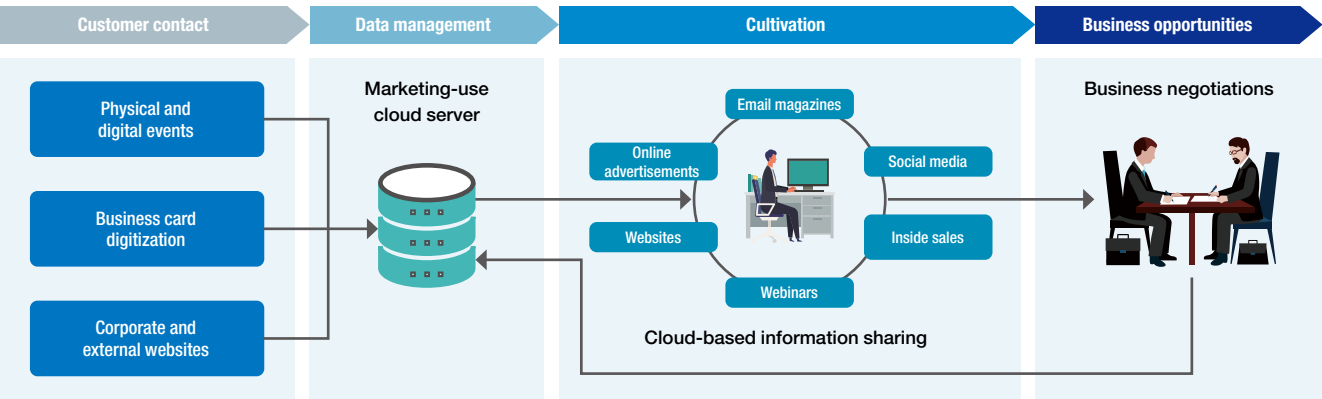
At the same time, marketing divisions are coordinating with sales divisions to collect information on market technology trends and the technical issues faced by customers. The market and customer needs revealed through this process will be addressed with combinations of the newly visualized products and technologies, to propose value that takes advantage of the unique characteristics of the Showa Denko Group.

## Marketing Platform Development

The global COVID-19 pandemic has made it more difficult for us to communicate directly with customers, a situation that has placed increased importance on digital marketing initiatives powered by digital tools. For this reason, we are developing systems that allow employees of business and sales divisions to conduct smooth promotional campaigns via marketing activities through digital channels, such as websites, email magazines, and social media. At the same time, we are exploring new marketing channels on a global scale.

Moreover, customer relationship management systems and initiatives for better mobilizing sales divisions are under way with the aim of facilitating smooth, cross-divisional sharing of sales and marketing information and improving operational efficiency.

## Companywide Marketing Support Platform



## Examples Digital Marketing Campaigns

### Campaigns Targeting the Japanese Market

- Almic-can highly secure and esthetically appealing food packaging
- Contribution to reduced use of plastic for food packaging
- Targeted promotions aimed at the food production industry, conducted by combining email magazines and websites



### Campaigns Targeting the European Market

- Low transmission loss-adhesive film
- Contribution to large-capacity, high-speed electrical equipment required in next-generation communications platforms
- Strong reception through webinars advertised via social media



## Initiatives to Resolve Social Issues as a “Co-creative Chemical Company”

### WelQuick Technology Embodying a Hybrid Approach

WelQuick employs a technology concept for bonding of dissimilar materials, such as metals and resins, that was born out of co-creation between polymer field engineers and aluminum field engineers. In recent years, there has been an increasing need in the field of material bonding and adhesion to save energy and labor. As such, customers need joining and bonding processes that are both simple and time-saving. In addition, “multi-materialization” has become a keyword in materials development to realize weight reduction or high strength through the combined use of dissimilar materials such as resins and metals. In response to such customer and market needs, we have developed a film-type bonding technology that is easy to use and provides strong bonding of dissimilar materials based on our material technologies and interface control technologies for both resins and metals.

Moreover, WelQuick is easily detached and can be reapplied after detachment, making it incredibly reusable. This feature, combined with the lack of a need for volatile organic compounds, makes this a product that contributes to the realization of a sustainable society.

