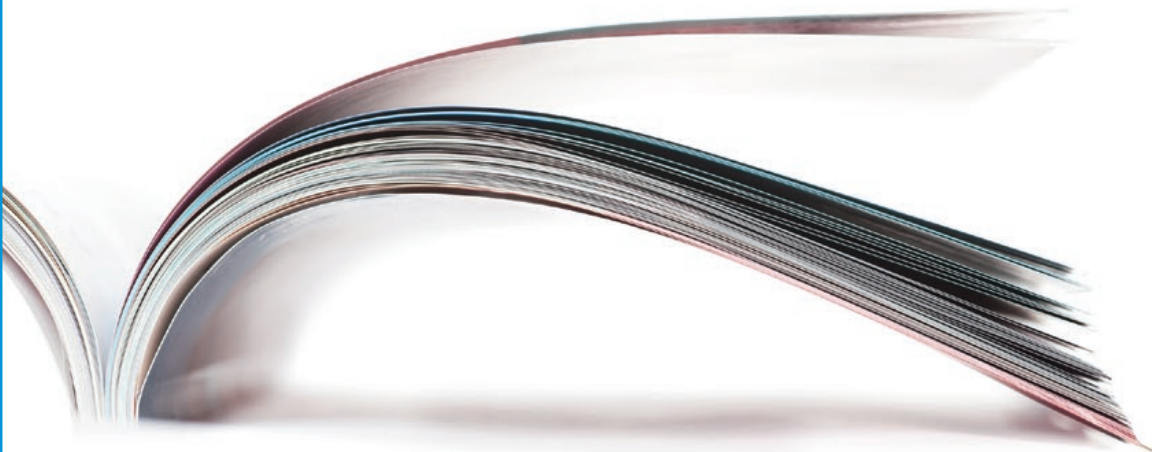


DNP's Businesses

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DNP at a Glance

01

Profile

- **We solve the problems of businesses, consumers, and society in order to create what everyone will take for granted in the future.**

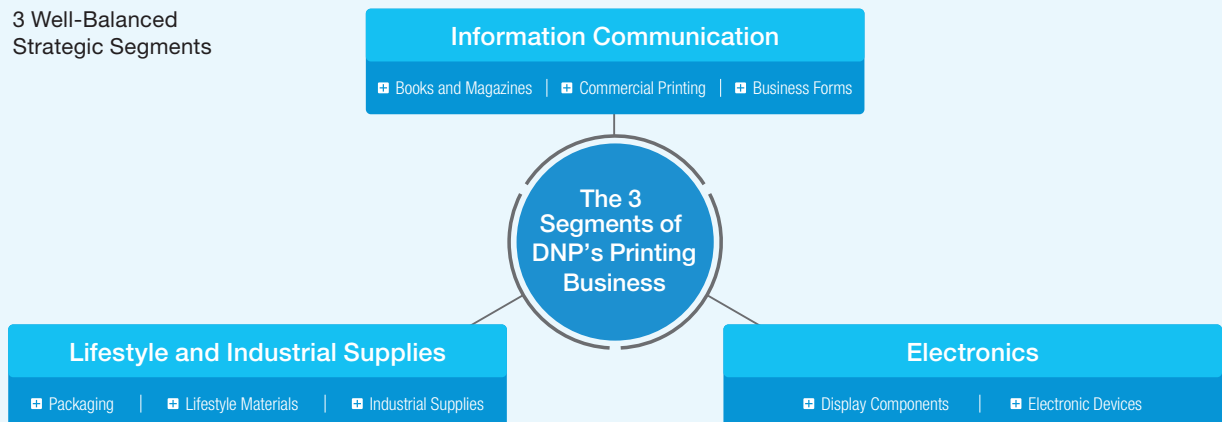
DNP is one of the world's largest comprehensive printing companies. We provide a variety of products and services in a wide range of business fields to consumers and some 30,000 corporate clients in Japan and around the world.

DNP's main strengths are the printing and information technologies that it has cultivated since its founding in 1876. The Company has branched out from publishing and commercial printing into diverse fields including packaging, decorative materials, display components, and electronic devices. DNP has even grown to be the world's largest supplier of many products in these areas, and we continue to take on the challenge of expanding into new business fields, such as environment, energy, and life sciences.

From early in its development, DNP set about boosting the efficiency of the overall Group's management by promoting overall optimization, greater profitability, and effective use of management resources. We work hard to manage the company efficiently, for example by concentrating functions such as planning, sales, and research and development in our head office while positioning manufacturing divisions and specific technology development divisions within various Group companies.

As of March 31, 2012, the DNP Group employed 39,986 people. The Group had 47 sales bases and 60 production plants in Japan, 24 offices in 15 countries and a region, and 13 overseas production plants in 10 countries and a region. Overseas sales contributed 12.8% of the Group's overall net sales in the fiscal year through March 2012. In April 2011, we established a Group company to coordinate sales, planning, and manufacturing functions for Japan's Chubu region, as we have already done for the Hokkaido, Tohoku, and Nishi Nippon regions, to help us respond appropriately to the particular needs of each region.

3 Well-Balanced Strategic Segments



02

Business Portfolio

- **A business portfolio that is well-balanced from the standpoints of stability, profitability, growth potential and risk**

DNP has two main businesses: Printing, which contributes about 96% of consolidated net sales, and Beverages, which generates about 4% of the Group's sales through Hokkaido Coca-Cola Bottling Co., Ltd.

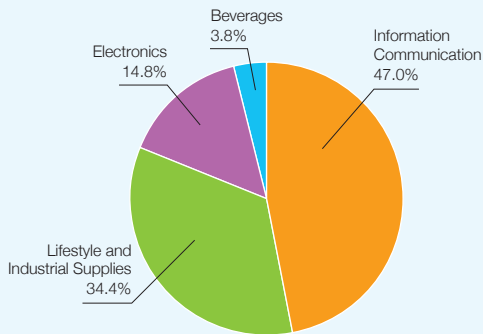
Printing consists of an assortment of businesses through which DNP applies and develops printing and information technologies in order to solve problems for consumers, and for client companies who operate in all types of business fields and in diverse formats. We divide our Printing business into three segments: (1) Information Communication, which includes the book and magazine publishing and commercial printing businesses where DNP got its start, (2) Lifestyle and Industrial Supplies, which supplies a wide range of products including packaging products, decorative materials, optical films and color ink ribbons, and energy-related components, and (3) Electronics, which supplies display components and electronic devices, among other products. These three segments cooperate with each other and form a business portfolio that is well-balanced from the standpoints of stability, profitability, growth potential, and risk.

Our Beverages business takes advantage of the strength of the Coca Cola brand while also developing original DNP products. We are working on bolstering our beverages business base, for example by promoting production and procurement in liaison with bottlers in other parts of Japan.

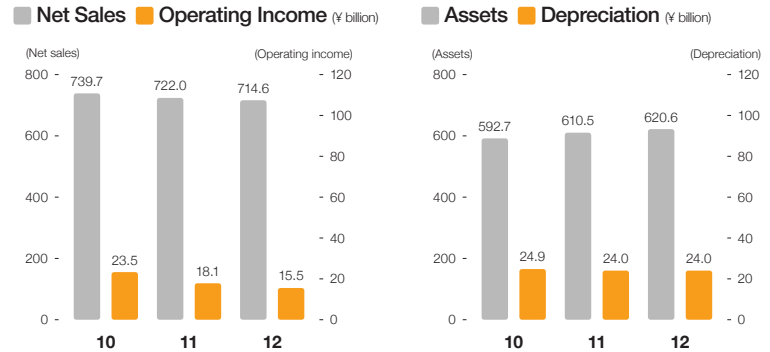
Armed with this business portfolio, DNP aims to expand its overall business and increase its corporate value by striving to solve problems for corporate clients and consumers.

Net Sales

by Segment (Year ended March 31, 2012)

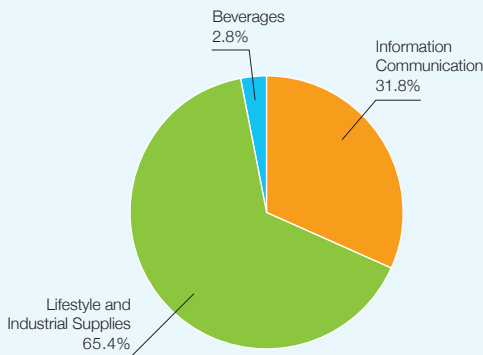


Information Communication



Operating Income

by Segment (Year ended March 31, 2012)

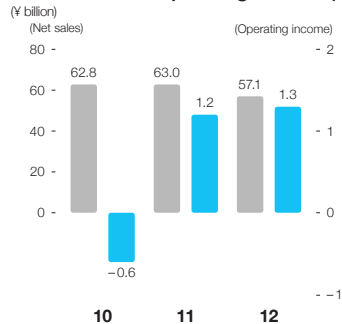


Lifestyle and Industrial Supplies



Beverages

Net Sales Operating Income (Loss)



Electronics

Net Sales Operating Income (Loss) Assets Depreciation (¥ billion)



Our Products

Information Communication

• Books and Magazines

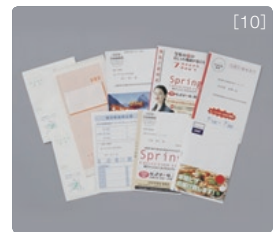
[1] Magazines [2] Books (Pop-up books) [3] Dictionaries
 [4] Hybrid bookstore network "honto" membership card (left);
 "My Bookshelf" display (right)

• Commercial Printing

[5] Catalogs [6] Calendars
 [7] Augmented reality (AR)
 [8] Orikomio! e-flyer service
 [9] Digital signage (integrated into furniture) "Monitana"

• Business Forms

[10] Personalized mail
 [11] Smart cards
 [12] SIM cards [13] Lippmann hologram
 [14] OpenSTAGE™ digital pen-based presentation system



Lifestyle and Industrial Supplies

• Packaging

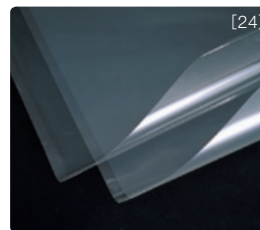
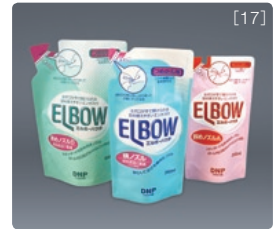
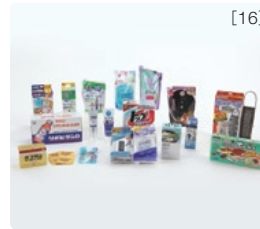
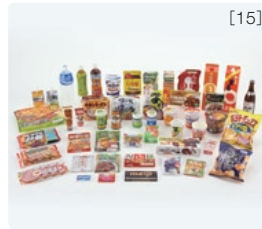
[15] Packaging for foods [16] Packaging for toiletries and pharmaceutical products [17] Universal design products
 [18] Packages made of IB film
 [19] PET plastic bottles and preform
 [20] Aseptic filling systems for PET plastic bottle

• Lifestyle Materials

[21] Residential interior materials [22] Automotive interior materials [23] Interior coverings for railway cars (Tohoku Shinkansen Hayabusa Reserved "Green" Car)

• Industrial Supplies

[24] Optical film for displays [25] Projector screens
 [26] Soft pack for lithium-ion battery
 [27] Dye-sublimation thermal transfer printing media
 [28] Barcode label
 [29] Self print terminal "PrintRush"



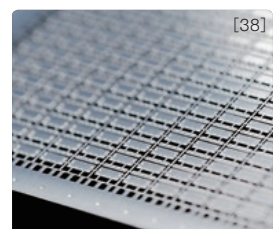
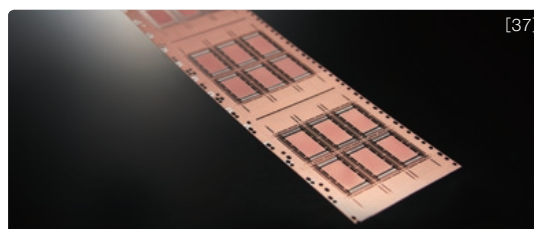
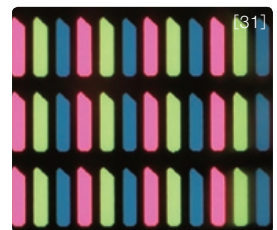
Electronics

• Display Components

[30, 31] LCD color filters
 [32] Large-scale photomasks
 [33] Touch panel sensors

• Electronic Devices

[34] Semiconductor photomasks
 [35] Template for nanoimprinting
 [36] Hard disk drive suspension
 [37] Lead frames for semiconductor packages
 [38] Metal substrate for LED light
 [39] Camera modules
 [40] Reader/writer modules [41] IC tags
 [42] Ultracompact IC tags
 [43] MEMS (micro electro mechanical systems) products



Note: Numbers in square brackets correspond to photographs on p.30-31.

