



## EIZO Establishes New Sales Subsidiary in India with Operations Set to Commence in April 2023

**Hakusan, Japan, January 19, 2023** – EIZO Corporation (TSE: 6737) announced the establishment of a wholly-owned subsidiary, EIZO Private Limited, in Mumbai, Maharashtra, India to expand its sales and marketing activities across the region. The subsidiary is set to formally be established in February 2023 with operations scheduled to commence in April of the same year.

EIZO Private Limited is EIZO's 11<sup>th</sup> wholly-owned overseas subsidiary. EIZO products are currently sold worldwide in more than 120 countries and regions with EIZO-owned subsidiaries now covering 60 of them, including India.

EIZO has been engaging markets in India through a distributor for 17 years. With economic growth and development in India expected to continue over the mid to long term, the establishment of Indian subsidiary enables EIZO to actively invest in corporate resources and implement flexible sales measures in response to the needs of the market.

Years of sales activities in India has resulted in the expansion and diversification of local markets and applications for which EIZO products are sought. The Indian healthcare and creative work markets, for which a firm foundation has been established by EIZO, are expected to continue expanding annually. EIZO is also actively cultivating other verticals in India, such as industrial and air traffic control, by deeply investing in long-term relationships with customers, developing supply systems, and implementing initiatives that speak to the strengths of EIZO as a manufacturer, such as flexible customization and prompt support services.

Furthermore, adding India to the scope of existing target regions of Japan, North America, Europe, and China, further strengthens EIZO's global structure and broadens its business opportunities with multi-national companies that are increasingly investing in the Indian market.

Rohan Chahande, representative director of EIZO Private Limited, states, "We are confident that we can achieve long-term, sustainable growth by strengthening our business base with partners in India and neighboring countries, and seizing new business opportunities."

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### About EIZO

EIZO (TSE:6737), which means image in Japanese, is a visual technology company that develops and manufactures high-end visual solutions to enrich people in their professional and personal lives. EIZO offers total imaging solutions with a range of monitors, software, video capture, processing, and distribution solutions, cameras, and advanced integrated technologies, to meet the specialized needs of customers in business, creative fields, healthcare, air traffic control, maritime, security & surveillance, and more. Headquartered in Hakusan, Japan, EIZO has R&D and manufacturing facilities in Japan, China, Germany, and the United States, and representation in more than 120 countries.

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