

## Creating New Value

In 2008, Sysmex celebrated the 40th anniversary of its founding. We created a new corporate logo to commemorate this date and make a definitive statement about our fervent desire to move to the next stage of healthcare.

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Although Sysmex got its start as specialized manufacturer in the field of hematology, the Company has since extended its operations into a broad range of fields spanning hemostasis, immunochemistry, urinalysis and clinical chemistry. We are also expanding our business in the life sciences, which we perceive to be a driver of future growth. The environment in which we operate has changed substantially in line with these shifts, and our stakeholders have become more global. Accordingly, their needs and our responsibilities have grown more sophisticated and diverse.

To keep pace with these developments, we recognized the need to redefine a basic management policy that had served us well since the Company's foundation. Our groupwide corporate philosophy, the "Sysmex Way," went into effect in April 2007. The Sysmex Way comprises three parts: mission, value and mind. "Mission" outlines the significance to society

of the Company's continued existence. "Value" elucidates the principles that we consider important and defines our management stance, while "mind" expresses the attitudes that we expect every member of the Sysmex Group to uphold.

In addition to putting the Sysmex Way into practical application, in October 2008 we unveiled a completely redesigned corporate logo to symbolize the many ways in which the Company is evolving toward a new stage in its development. Our new logo embodies our dedication to remaining at the leading edge of healthcare, the assurance that we will work toward ever higher levels of health and peace of mind, and a firm commitment to innovation in testing and diagnostics technology. Owing to its frontrunner status, Sysmex fosters a host of knowledge and creates new technologies. We also aim to contribute to society by raising patient quality of life (QOL) and bringing peace of mind to people throughout the world.

Kobe is well-known as a port city surrounded by nature, especially the sea and mountains.

### About Our Logo

The mark combines two contrasting elements symbolizes the fusion and sublimation of two contrasting ideas. The shape reminds us of the infinity symbol "∞" and illustrates the unlimited possibilities of Sysmex. The ocean and mountain design evokes the evolution of life as well as the landscape of Kobe, the birthplace of Sysmex.



The Sysmex Group is conducting a number of activities to entrench its new corporate philosophy, the Sysmex Way. Through “VQ Sessions,” we conduct activities designed to make the Company attractive to various stakeholders. As one aspect of these activities, we work to promote communications on a global level to unleash Sysmex’s new potential.

In striving to make the Company attractive to a variety of stakeholders, we believe it is important for each employee to understand the ideas behind our corporate philosophy, consider these concepts carefully in light of their everyday activities and discuss their meaning, as they steadily put these ideas into practice. Sysmex considers fiscal 2009 to have been a turning point in the creation of corporate value, and we aim to make a qualitative shift.

One program that we introduced to encourage communications on a global level and introduce activities that would create new value for stakeholders was the “VQ Session.” A VQ Session involves all employees Groupwide. True to the meaning behind the acronym—a quest for value—a VQ Session provides the framework for employees to consider and debate actions that can be taken to make Sysmex attractive to stakeholders, and then to put theory into practice.

The VQ session held in fiscal 2009 was attended by approximately 4,000 employees from throughout the Group. Participants considered seriously a broad range of themes, from everyday operations to new business. Employees introduced ideas, and

then each person proposed a theme involving something they hoped to achieve. We shared these themes worldwide via the Web, sparking spirited debates with other employees and developing even better ideas in the process. Next, we segmented the ideas into regions, including Japan, Americas, Europe, China and the Asia-Pacific, and encouraged further debate through face-to-face meetings and videoconferences. Following these several months of debate, ideas were sorted by area into representative themes for presentation to the Company’s management in Japan in October 2008, as well as by employee discussion sessions accompanied by explanatory posters.

Selected themes that are not field-specific, such as environmental preservation and social contribution, are currently at the implementation stage, with various activities taking place both within and outside the Company. We plan to continue holding the VQ Session, as we have seen that it does encourage communications on a global level. For a knowledge-centric enterprise such as Sysmex, we hope that such sessions will foster development and progress along the way to raising corporate value for our wide range of stakeholders.



### VQ Session

VQ, short for “value quest,” epitomizes our search for Sysmex-appropriate value that will put the Sysmex Way into action and launch us toward our next stage of operations.

