

March 10, 2014

Announcement of Organizational and Personnel Changes

Sysmex Corporation (HQ: Kobe, Japan; Chairman and CEO: Hisashi Ietsugu) is pleased to announce today its decision to implement organizational and personnel changes, effective April 1, 2014, as detailed below.

These organizational changes are intended to reinforce our structure in order to promote growth in the key non-hematology field* of immunochemistry and accelerate overseas business.

1. Organizational Changes

(1) Reinforcement of Business Promotion Structures in the Immunochemistry Field

a) Reinforcement of Activities to Boost the Clinical Value of New Testing Parameters

- We will establish the Market Development department to proactively pursue joint developments and other activities with key opinion leaders (KOLs) in Japan and overseas to enhance the clinical value of Sysmex's new immunology parameters.

b) Reinforcement of Promotional Structures in Domestic Sales Divisions

- Within the Sales & Marketing East / Japan and Sales and Marketing West / Japan divisions, we will establish Immunology Business Promotion departments to concentrate on marketing activities in the field of immunochemistry.

(2) Reinforcement of Overseas Business Promotion Structure

a) Enhancement of Headquarters Structure in Tune with Regional Characteristics

- We will establish the EMEA & Americas Business Management and AP & China Business Management departments in order to promote business and conduct management in a manner more carefully tailored to the needs of overseas regions.

(3) Other Organizational Changes

a) Reorganization of the Domestic Business Promotion Structure

- We will transfer promotion functions of total solution to the Sales & Marketing East / Japan and Sales & Marketing West / Japan divisions in the aim of proposing more diverse solutions to customers in Japan more swiftly and in a more flexible manner. As a result, we will eliminate the Consulting &

Promotion department within the Business Management (Japan) division.

- We will establish the National Account Management department to reinforce marketing covering national accounts and over a broader regional basis.
- To increase the speed of domestic business promotion, we will transfer the domestic advertising function to the Marketing & Business Planning (Japan) department, which handles marketing functions. Accordingly, we will eliminate the Advertising department.

b) Reconfiguration of the Elemental Technology Development Structure

- To augment the speed at which we promote technology development, we will reorganize the departments handling elemental technology development into three, from two at present.

* Non-hematology field: *in-vitro* diagnostics fields excluding hematology but including hemostasis, immunochemistry, clinical chemistry, urinalysis and others.

2. Personnel Changes and Appointment

(1) Appointment of Executive Officer (Newly Appointed)

Name	New Position
John Kershaw	Executive Officer

(2) Changes in Operating and Functional Changes of Executive Officers

Name	New Position	Current Position
Kaoru Asano	Senior Executive Officer In charge of; R&D Strategic Planning Div. Central Research Laboratories Technology Development Div. Medicaroid Corporation Sysmex Engineering Co.,Ltd. Executive Vice President of Central Research Laboratories Vice President of Medicaroid Corporation	Senior Executive Officer In charge of; R&D Strategic Planning Div. Central Research Laboratories Technology Development Div. Medicaroid Corporation Executive Vice President of Central Research Laboratories Vice President of Medicaroid Corporation

Name	New Position	Current Position
Iwane Matsui	Executive Officer Executive Vice President of International Business Management Div. Vice President of EMEA & Americas Business Management Dept.	Executive Officer Executive Vice President of International Business Management Div.
John Kershaw	Executive Officer President and CEO, Sysmex America, Inc.	President and CEO, Sysmex America, Inc.

* Sysmex Engineering Co.,Ltd. is scheduled for establishment in April 2014.