

April 18, 2014
DENKI KAGAKU KOGYO KABUSHIKI KAISHA
(DENKA)

DENKA Launches a Local Subsidiary in Taiwan

DENKA (president: Shinsuke Yoshitaka) herein announces the launch of an overseas subsidiary in Taipei, Taiwan. The subsidiary initiated operations on April 1, 2014 as a sales base serving the Taiwanese customers who seek to expand into China and other markets around the world.

With an eye to penetrating the country's booming market for electric and electronics equipment, including LEDs and LCD panels, in 2008 DENKA established a representative office in Taipei to collect information on the relevant industrial sectors and step up local sales efforts. In recent years, Taiwanese government policies aimed at encouraging businesses expansion into high-value-added product fields have led to the country's growing market presence throughout Asia in addition to an upsurge in corporate investment in mainland China.

Cognizant of the strategic advantage of securing a stronghold in Taiwan, we have upgraded our Taipei representative office, making it a subsidiary to facilitate penetration into promising Asian markets. This move helps focus our management resources on new growth drivers while positioning us to move ahead with next-generation product development as we promote the new growth strategies set forth in the DENKA 100 management plan.

The subsidiary will center its marketing efforts on ALONBRIGHT, a phosphor for white LEDs, along with adhesives for use in the manufacture of LCD panels for cellular phones, including HARDLOC and TEMPLOC, while seeking new customers and applications for these products. In addition, the subsidiary's scope of operations will encompass the market development and promotion of DENKA CHLOROPRENE as well as functional resins. Moreover, as we aim to create an optimal production system under our new growth strategies, we are considering constructing a factory in Taiwan, given its advantageous location near the Chinese mainland.

Outline of New Subsidiary

Company name:	DENKA TAIWAN CORPORATION
Location:	4F-2, No. 76, Nanjing W. Rd., Datong District, Taipei 103-52, Taiwan R.O.C
Contact:	TEL: 886-2-2558-2026 FAX: 886-2-2558-2606 E-mail: denka-taiwan@denka.com.tw
Representative:	Yasushi Inagaki, General Manager
Operational kickoff:	April 1, 2014