

## Company Profile



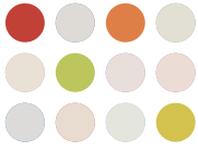
## Introduction

# As Visual Communication Experts

Sophisticated visuals have the ability to touch people's hearts. They are the essence of expressiveness.

The amana group believes that people should be at the center of its business. With that in mind, the group works hard to generate valuable creativity to contribute to visual communications in society. In line with this philosophy, we amass the expressive capabilities of each member of our staff as visual communications experts, through which we also raise our competitiveness. In this way, the amana group embraces the challenges of visual communications that come with the changing times.





Message from the CEO

## Stirring the Emotions with Visuals

### Not just sending a message, but getting it across

The amana group traces its origins to 1979, when operations began as an advertising photography company. Since that time, we have grown our business by concentrating on not just sending a message, but getting it across, honing our skills as a group of visual communications experts.

Our business model is one of responding to a broad range of markets: we create the visuals with the focus on advertising usage, plan and produce communications content, and sell creative elements. As we work to maximize the power of photographs and other visuals, we provide communications that are about not just sending a message, but getting it across. This sort of visual communications is at the heart of the amana group's business.

### Evoking Emotions with Visuals

The advancement of digital media and the spread of the Internet are encouraging people to communicate in ever more diverse ways. The ongoing emergence of ever more new devices is also changing the face of advertising. In response to this increasing diversity, the amana group remains a step ahead of the changing times with the creation of new business model and the solutions.

Our business now extends beyond the worlds of advertising and publishing, including new industries and an even broader range of industries and markets. We are also developing our business outside of Japan and into other parts of Asia.

With society growing increasingly diverse, we work to ascertain the reality that lies just ahead of the present as we search out and create visual communications that touch ever more people's hearts.

amana inc.  
Chief Executive Officer and Group CEO

Hironobu Shindo





Visual Communication Business

## Translating Messages through Visuals

The amana group leverages a rich variety of creative resources, serving as a one-stop location that employs visuals to draw up, produce and execute communications plans.

Our team of producers plans a range of visual communications to offer those best suited to the customer, whether they be advertising or other graphics, television commercials or websites. Our professional photographers and CG artists provide top-class performance of expression and technical capabilities, leveraging one of the industry's largest archives of creative elements to conduct communication that convey underlying customer messages with visuals. We are also taking advantage of the condensed corpus of our own media to develop new methods of expression.





## Visual Communication Business

### Producing over 10,000 Works a Year

We are professionals in the art of using visuals to touch people's hearts. Our 400-strong sales staff interface with advertising agencies, art directors and designers, as well as customers in the corporate public relations, advertisement and sales promotion arenas to meet a host of visual needs. Our 40 photographers and 190 CG artists work in a creative environment the amana group has built, including 27 photography studios, to maximize their potential, bringing to life the visuals that truly communicate the messages our customers want to express.



### Enhancing Expressiveness and Technical Capabilities in CGIs and Video

When creating visuals, mainly in product images, the use of computer-generated images, or CGIs, lends itself not just to lower costs but also for greater freedom of expression. They make possible a multifaceted usage and simulations of visuals. Also, the growing demand for video, whether for television commercials, websites or smart devices, makes it necessary to create high-quality visuals inexpensively. We apply leading-edge technologies to this purpose. In addition to honing our skills of expression, we work on a daily basis to research and develop new systems.



### amana's Digital Catalog

The increasingly pervasive Internet environment and proliferation of smart devices has led to an age in which companies can disseminate information using their own media. More than ever, now is an age that requires vast quantities of visuals. To achieve high-quality, richly expressive visual communications in answer to this need, amana focuses on the development of new products, ranging from the provision of a custom-tailored and ready-made digital catalog to the development of an e-commerce site that responds to multimedia and other new products. In an age attuned to the use of visuals on a massive scale, we develop systems to support creative works, such as cloud-based services for utilizing and managing visual assets.





amana creative service

## Site for Stock Content Sales “amanaimages.com”

We offer for sale the creative elements needed for advertisements, publications, television programs, websites and a host of other media. Working with photographers under contract and partner companies, we commission photos of people, landscapes, news, celebrity portraits and much more, offering a highly original collection of stock photos. In addition, to dramatically improve cost performance and working efficiency when producing computer graphics and video, we provide a wealth of video, 3D modeling and sound elements, as well as fonts that can be purchased and downloaded individually. Our leading-edge search functionality provides an on-line service environment that makes visual content convenient and easy to use.

### Providing Services to Support Creative Work

Our “panowork” offers panoramic photographs that express the world in its full 360-degree splendor. Available on the web, this service can be used to provide virtual spatial tours of offices and event spaces and is perfectly suited to sales promotion tools. We also have a network of 500 photographers in all over Japan. Whether the need is for portraits of people, offices, shops or events, we offer service packages to meet a range of uses and budgets. In addition to photography services, we also provide offerings, such as helping out with rights that are too much for individuals to handle or by casting models.



### Protected by Copyright Professionals to Put You at Ease

We arrange image rights, copyrights and other intellectual property rights to respond to a variety of issues and requests, so customers can have peace of mind when using our sites. For instance, we provide three optional rights services to ensure appropriate licensing and acknowledgement of visual content. We handle “rights clearance,” involving research and proxy applications on use of the rights of photo subjects. Through “art research,” we conduct research on images other than work provided on amanaimages.com, and “art reference” provides proxy application for permissions to reference stock photos.





amana creative service

## Art Photo Business

In keeping with the amana group's mission of touching people's hearts through high-quality visuals, we are responding to growing global demand for art photos. To create a market in Japan for art photos, we plan, produce and sell art photos under two brands. The IMA brand plays a major role in disseminating the fascination of art photos through composite media such as magazines and books, as well as at galleries and events related to art photos, expanding the base of this market. Meanwhile, the amanasalto brand offers a premium publishing business that employs world-leading platinum printing techniques to provide art photos to high-end customers. We have also launched the "amana photo collection" of works by young Japanese photographers and are working to build it into one of the world's foremost collections.

### IMA

In addition to publishing IMA, a quarterly photo magazine themed on "living with photography," we operate IMA Online to distribute photobooks and information about photos. We are also launching brick-and-mortar stores. The IMA Concept Store, which opened in Tokyo's Roppongi district, sells photographic works and hosts events by photographers. Meanwhile in Yokohama, we have opened "&ima," operating under the concept of a "home for enjoying photographs." A uniquely experience-oriented shop, &ima offers photography services, as well as a printing service for a host of photography-related items. Through these shops, we are working to broaden the base of photography fans.



### amanasalto

amanasalto employs a world-leading platinum photo-printing method to plan and publish works, as well as planning, producing and selling printed works. This method expresses gradations beautifully, as well as deep jet blacks and fine detail. Digital technologies are also employed to facilitate the expression of high-end monochrome. This method is extremely durable, with colors said to last 500 years without fading if stored properly. Some of the most well-known novelists and photographers in Japan and overseas employ this technique, including Hiroshi Sugimoto, Nobuyoshi Araki and Tadao Ando, and we are working to extend the business still further.



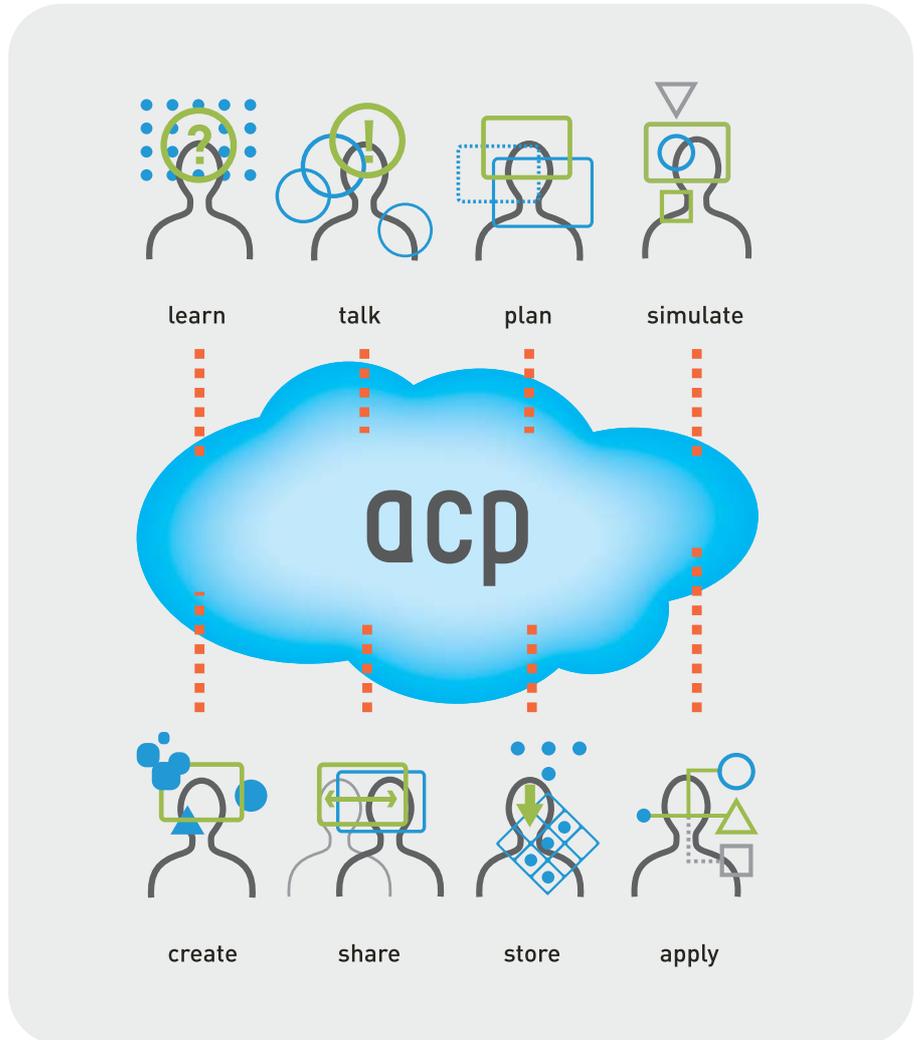


amana creative platform(acp)

## A New Concept for Creating the Visuals

The amana group has conceptualized the “amana creative platform (acp)” as a cloud-based system aimed at rationalizing the production process.

The platform that serves as the base for acp stretches across the amana group, allowing creators and producers to work on a common platform. This approach creates a database of groupwide knowledge, rationalizes production processes and ensures the safety of information. As a result, the system allows flexibility in meeting the needs of diverse clients, markets, media and means of expression. We also offer acp as a service, providing a creative platform for customers.



## The “shelf” System for Visual Asset Management and Operation

Appropriate management and operation of the wealth of visual assets we possess also helps rationalize workflows. To this end, we have developed “shelf,” a database that supports the management and operation of a range of visual assets, including logos and product photos. We concentrate on developing efficient systems in our role as a corporate visual solution partner.





## Corporate Profile

Company Name: amana inc.  
Representative: Hironobu Shindo, Chief Executive Officer  
Headquarters: 2-2-43,Higashishinagawa, Shinagawa-ku, Tokyo, Japan  
+81-(3)-3740-4011  
Main Businesses: Visual Communication Business  
Established: April 28, 1979  
Paid-in Capital: ¥1,097.14 million  
Stock Exchange Listing: Mothers Section, Tokyo Stock Exchange (Securities Code: 2402)  
Total Revenue: ¥19,645 million \*consolidated results for the year ended December 31, 2015  
Number of Employees\*: Consolidated: 1,068 Non-Consolidated: 469 \* As of April 1, 2016  
Website: <http://amana.jp/>

## amana group Directory

amana inc.

visual communication business

|                            |   |                               |
|----------------------------|---|-------------------------------|
| acube inc.                 | amana salto inc.                          | WESTVILLAGE CA CO., LTD.      |
| amanabi inc.               | A&A inc.                                  | wonderactive inc.             |
| amana digital imaging inc. | hue inc.                                  | WORKS ZEBRA CO., LTD.         |
| amanadesign inc.           | needs+ inc.                               | amanacliq Asia Limited        |
| amana images inc.          | The Culinary Laboratory & Production Inc. | amanacliq Shanghai Limited    |
| amana photography inc.     | un inc.                                   | amanacliq Singapore Pte. Ltd. |

alphabetical order

|                              |  |
|------------------------------|--|
| Company Name                 | amana inc.   |
| Group CEO                    | Hironobu Shindo  |
| Board Members                |  |
| Directors                    | Yukihiro Sawa, Kazuo Fukasaku, Yukihiro Ishigame, Kinya Horikoshi, Kazuhito Tanaka, Shinji Koba  |
| Outside Directors            | Muneaki Masuda   |
| Corporate Auditor            | Keiko Endo   |
| Outside Corporate Auditors   | Junichi Tobimatsu, Toshihiro Takahashi   |
| Operating Officers           | Hidefumi Aihara, Nobuaki Aburatani, Yusuke Arai, Jun Ichimura, Makoto Uesaka, Ayumi Okubo, Hitoshi Ote, Takashi Okamoto, Hiromasa Gamo, Takayuki Sasaki, Yasuhiro Saeki, Akira Sato, Kimiyuki Sato, Yuta Sato, Kazunori Shimomura, Keigo Sugihara, Yuichi Takita, Takashi Taniai, Mitsuru Tsukiyama, Wataru Nakata, Makoto Harikae, Yoshikazu Fukao, Manabu Hori, Tomoki Matsubara, Tetsuya Minakawa, Yasuhiro Miyahara, Satoshi Yashima, Toshimitsu Yamaguchi |
| Headquarters                 | 2-2-43, Higashishinagawa, Shinagawa-ku, Tokyo, Japan<br>+81-(3)-3740-4011  |
| Main Business                | Visual Communication Business  |
| Founded                      | April 28, 1979   |
| Paid-in Capital              | ¥1,097,140,000   |
| Total Revenue                | ¥19.6 billion (consolidated results for the year ended December 31, 2015)  |
| Number of Employees          | Consolidated : 1,068<br>Non-Consolidated: 469 *As of April 1, 2016   |
| Main Banks                   | Bank of Tokyo-Mitsubishi UFJ, Ltd.; Resona Bank, Limited.;<br>Development Bank of Japan Inc.; Sumitomo Mitsui Banking Corporation;<br>Central Cooperative Bank for Commerce and Industry (Shoko Chukin Bank);<br>The Bank of Yokohama, Ltd.  |
| Consolidated Group Companies | acube inc., amana images inc., amana salto inc., amanadesign inc.,<br>amana digital imaging inc., amanabi inc., amana photography inc., un inc.,<br>WESTVILLAGE CA CO., LTD., A&A inc., needs+ inc., hue inc.,<br>The Culinary Laboratory & Production Inc., wonderactive inc., WORKS ZEBRA CO., LTD.,<br>amanacliq Asia Limited, amanacliq Shanghai Limited, amanacliq Singapore Pte. Ltd.  |
| Equity-Method Affiliate      | amanaANG inc., amanaJKG inc., amanaTIG inc., art liaison inc., YellowKorner Japan inc.,<br>DAYS Book Co., Ltd., MISSILE COMPANY inc.   |
| Affiliated Organization      | Commercial Photo Approval Association  |
| Corporate Website            | <a href="http://amana.jp/">http://amana.jp/</a>  |

amana inc.

visual communication business

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