

# Company Profile

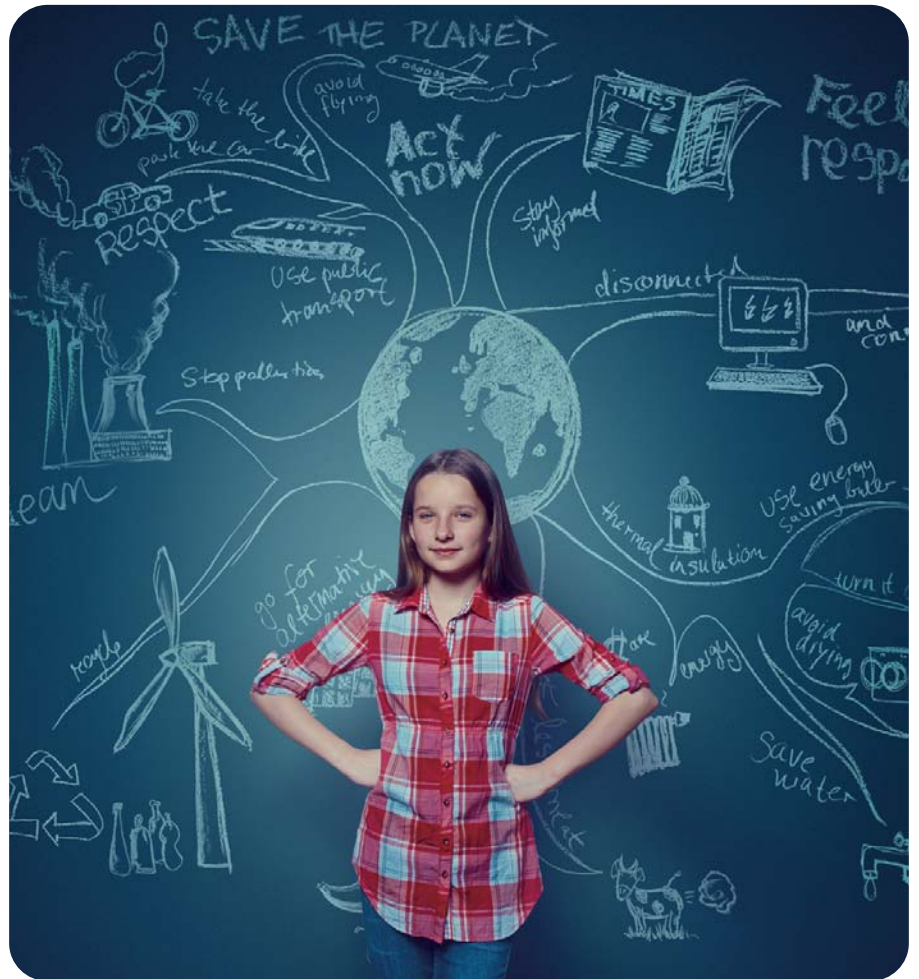


## Introduction

# 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 Visual contents

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 creative services.

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



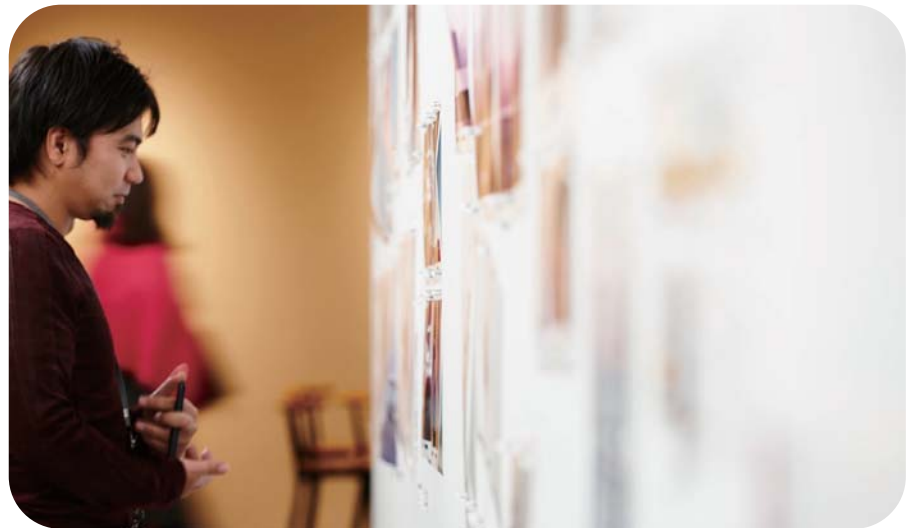


Visual Communication Business

## 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 15,000 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 20 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.



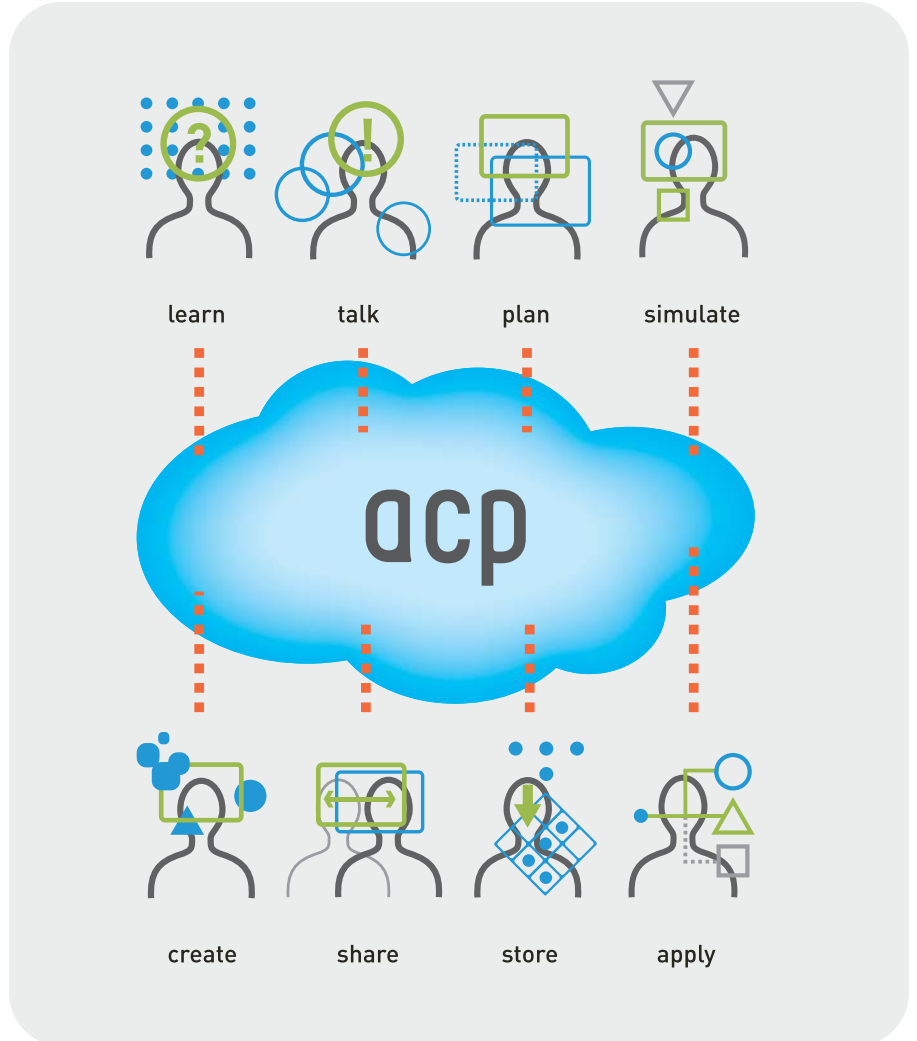


amana creative platform(acp)

## 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.





Company Name	amana inc.
Representative	Hironobu Shindo, Chief Executive Officer
Board Members	
Directors	Yukihiro Sawa, Kazuo Fukasaku, Mitsuru Tsukiyama, Yoshikazu Fukao, Kinya Horikoshi, Yukihiro Ishigame
Outside Directors	Muneaki Masuda
Corporate Auditor	Keiko Endo
Outside Corporate Auditors	Junichi Tobimatsu, Yukako Nishii
Operating Officers	Hidefumi Aihara, Nobuaki Aburatani, Yusuke Arai, Jun Ichimura, Makoto Uesaka, Ayumi Okubo, Hitoshi Ote, Takashi Okamoto, Hiromasa Gamo, Takayuki Sasaki, Akira Sato, Kimiyuki Sato, Yuta Sato, Yasuhiro Saheki, Kazunori Shimomura, Keigo Sugihara, Yuichi Takita, Takashi Taniai, Wataru Nakata, Makoto Harikae, Manabu Hori, Tomoki Matsubara, Tetsuya Minakawa, Yasuhiro Miyahara, Satoshi Yashima, Toshimitsu Yamaguchi
Headquarters	2-2-43, Higashishinagawa, Shinagawa-ku, Tokyo, Japan +81-3-3740-4011
Main Business	Visual Communication Business
Paid-in Capital	¥1,097,140,000
Established	April 28, 1979
Total Revenue	¥21,752 million (consolidated results for the year ended December 31, 2017)
Consolidated Group Companies	acube inc., amana images inc., amana salto inc., amanadesign inc., amana digital imaging inc., amanabi inc., amana photography inc., un inc., WESTVILLAGE CA CO., LTD., A&A inc., needs+ inc., hue inc., The Culinary Laboratory&Production Inc., wonderactive inc., amanacliq Asia Limited, amanacliq Shanghai Limited, amanacliq Singapore Pte. Ltd.
Equity-Method Affiliate	amana ANG inc., amana TIG inc., art liaison inc., YellowKorner Japan inc., DAYS Book Co., Ltd., MISSILE COMPANY inc. AMANA JKG
Affiliated Organization	Commercial Photo Approval Association
Number of Employees	Consolidated : 972 * As of Jan 1, 2018
Main Banks	Resona Bank, Limited.; Central Cooperative Bank for Commerce and Industry (Shoko Chukin Bank); Development Bank of Japan Inc.; The Bank of Yokohama, Ltd.; Sumitomo Mitsui Banking Corporation; MUFG Bank, Ltd.; Mizuho Bank, Ltd. * As of Jan 1, 2018
Corporate Website	<a href="http://amana.jp/en/">http://amana.jp/en/</a>

amana inc.

visual communication business

---

acube inc.

amanabi inc.

amana digital imaging inc.

amanadesign inc.

amana images inc.

amana photography inc.

amana salto inc.

A&A inc.

hue inc.

needs+ inc.

The Culinary Laboratory & Production Inc.

un inc.

WESTVILLAGE CA CO., LTD.

wonderactive inc.

amanacliq Asia Limited

amanacliq Shanghai Limited

amanacliq Singapore Pte. Ltd.

alphabetical order

1979	Apr.	Urban Publicity inc., forerunner of the amana group, is established and begins commissioned production of advertising photography.
1987	Jan.	The Aoyama Office is established in Aoyama, Minato-ku, Tokyo, and commences design and sales of stock photographs.
1990	Jun.	Urbane USA Inc. is established in New York to fortify Urban Publicity's stock photography design and sales business.
1991	Apr.	Urban Publicity changes its name to IMA Co., Ltd.
1996	Nov.	Photonica Europe Ltd. is established in London to fortify IMA's stock photography design and sales business.
1997	Nov.	IMA merges with stock photo agency Camera Tokyo Service and changes its name to amana inc.
1998		amana Italy S.r.l. (Milan/Feb.), amana France S.A. (Paris/Mar.) and amana Germany G.m.b.H. (Hamburg/Sep.) are established, expanding the base of stock photo operations in Europe.
	Dec.	amana merges with Studio Kanno Ltd. and changes its name to Zillion Ltd.
1999	Jul.	amana merges with VIN SEPT Ltd. reinforces the digital imaging division of amana's visual content design and production business.
	Sep.	amana (Kansai Region) combines its stock photography sales offices in Osaka to form a separate company: aiwest inc.
2000	Aug.	Part of the photography department of amana Photography is spun off into a separate company: aura inc.
	Sep.	amana also turns its illustration coordination department into a separate company: art liaison inc.
2001	Apr.	amana photography sets up part of its photography department as un inc., a separate company.
	Aug.	amana establishes Corbis Japan, a stock photography agency, as a joint venture with Corbis Corporation of the United States.
	Oct.	Viz Consulting Co., Ltd. is established to expand the market for amana's visual content design and production business.
	Dec.	amana images international Ltd. is established in London to fortify amana's stock photography design and sales business.
2002	Jan.	Changing its company name from Zillion inc., amanaonline inc. is established to boost stock photograph Internet-based search-and-sales operations.
		amana transfers its holdings of art liaison(September), Viz Consulting(September) and aiwest(December) to boost management efficiency.
2003	Mar.	amana images international changes its name to iconica Ltd.
2004	Jul.	amana shares are issued on the Market of High-Growth and Emerging Stocks (Mothers) on July 1.
	Oct.	needs+ inc., a model casting company, is established.
2005	Jan.	Kaburagi Studio is established to enhance its visual contents design and production business for the distribution industry.
	Mar.	acube inc., SPOON inc., dip inc., hue inc., and voile inc. are established in a reorganization of amana photography.
	Jun.	Overseas subsidiary stocks are transferred to Getty Images Inc., of the United States, thus boosting sales capacity for stock photography overseas through a comprehensive tie-up.
	Jul.	enterarks inc. is established to expand business in the entertainment market.
	Oct.	amana acquires shares in stock photography agency neovision inc., expanding its stock photo business content.
	Nov.	bin inc., a branding and products promotion design and production company that focuses on visual images, is established.
		amana Beijing Co., Ltd. is established and commences visual content design and production for major Beijing advertising agencies.
	Dec.	amana acquires shares in Orion inc. a stock photography agency expanding its stock photo Business content.
		amana acquires shares in computer graphics video production company NABLA inc. to reinforce visual solutions for cross-media.
		Corbis Japan's stock is transferred through the signing of a sales agency agreement.
2006	Jan.	amana acquires shares in A&A inc., a design company that concentrates on sales promotion planning and production.
		amana acquires shares in Sekai Bunka Photo inc., a stock photography agency, and the company changes its name to Seibun Photo inc.
	Feb.	All of amana holdings in Mature inc., an equity-method affiliate until the previous consolidated fiscal year, are transferred to equity partner Senior Communication Co., Ltd.
	Apr.	axia inc. is established, focusing on production of corporate brochures and public relations publications.
	Jun.	amana purchases additional shares in aiwest and includes it as a subsidiary to expand stock photography business in the Kansai market. As a result, aiwest subsidiary ailead Co., Ltd. becomes an indirectly held amana subsidiary.
		amana productions inc. is established in New York to enhance content competitiveness in the stock photography business.
	Aug.	amana acquires shares in MISSILE COMPANY inc., a design company specializing in advertising planning and production.
	Dec.	amana acquires shares in Digital Archive Japan inc. to boost consulting-based sales of rights-free contents in the stock photography market.

## Company History

---

2007	Jan.	For the reorganization of stock photo business, Seibun Photo merges with Orion and divides stock photo business. And its changes its business name to amana images inc.. anonymous inc., a premium content design and production stock photography company, is established. amana acquires shares in HiSCHOOL inc., to launch amana in the television commercial industry.
	Dec.	amana transfers its shares in bin.
2008	Feb.	For thereorganization of visual design and production business, axia is dissolved.
	Apr.	For the reorganization of stock photo business, amanaimages merges with Digital Archive Japan. Kaburagi Studio changes its name to azray inc., through restructuring of visual content design and production business, and subsequently fuses its sales division with amana's sales division to instigate a production company specializing in visual materials for sales promotion.
	Jul.	amana converts to a holdings company and changes its name to amana holdings inc. while transferring its visual content design and production business to the newly established amana inc.
	Aug.	For the reorganization of visual design and production, amana merges with enterarks.
	Oct.	Additional aiwest shares are purchased through restructuring of stock photography design and business, and amanaimages is included as a full subsidiary. For the reorganization of stock photo business, amanaimages merges with neovision and anonymous.
	Nov.	amana holdings gains ISO/IEC 27001:2005 international standard certification for its information security management system(November 24).
	Dec.	MISSILE COMPANY inc. (equity-method affiliate) stock transfer is carried out.
2009	Jan.	amana spins off a portion of visual content design and production business to newly established amana interactive inc.
	Oct.	amana spins off a portion of visual content design and production business to newly established amana cgi inc.
	Dec.	For the reorganization of visual design and production, amana interactive merges with HiSCHOOL.
2010	Jan.	For the reorganization of visual design and production, dip merges with aura and voile. And its changes its business name to Vda inc.
	Apr.	amana spins off a portion of visual content design and production business to newly established Hydroid inc.
	Nov.	For the reorganization of the stock photography sales business, amana productions inc. is dissolved.
	Dec.	wonderactive inc. is established to handle advertising design and production in the visual design and production business.
2011	Jan.	amana purchases shares in WORKS ZEBRA CO.,LTD. and includes it as a subsidiary to expand the CG design and production business in the visual design and production business. As a result, WORKS ZEBRA CO.,LTD., a subsidiary of WORKS ZEBRA USA, INC., becomes an indirectly held amana subsidiary.
	Apr.	amanagroup acquires shares in Polygon Pictures Inc.(equity-method affiliate), to expand the CG design and production business.
	Jul.	amana holdings purchases additional shares in Polygon Pictuires and includes it as a subsidiary to expand CG design and production business.
	Oct.	amana interactive purchases shares in The Culinary Laboratory & Production Inc. and includes it as a subsidiary to expand the advertising design and production business.
2012	Jan.	amana salto inc. is established by merging with Salto Ulbeek, to expand the platinum print business.
	Jul.	For the reorganization of visual design and production, NABLA inc. changes its name to RIZING inc.
	Sep.	amanacliq Asia Limited is established to expand the visual design and production business in the Asian market. amanaimages acquires shares in Nature Production, Nature Pro Henshushitsu and Nature Books to expand the stock photography sales business.
	Oct.	amanacliq Shanghai Limited, subsidiary of amanacliq Asia Limited, is established as a business base for the visual design and production business in the Asian market.
	Dec.	amana acquires shares in WESTVILLAGE CA CO., Ltd. to expand the advertising design and production business.
2013	Jan.	For the reorganization of amana and amana interactive, amana divides its production business with amana interactive, and amana interactive divides its sales activities with amana. amanainteractive changes its name to amanacreative inc.
	Apr.	amanaTIG inc. (equity-method affiliate) is established by merging with Taka Ishii Gallery, to expand content sales capabilities in the consumer market and to aim at the creation of a business base.
	Jun.	J CUBE Inc., which develops 3DCG softwares, is established by Polygon Pictures Inc.

---

## Company History

---

- Jul. amanacliq Singapore Pte. Ltd., subsidiary of amanacliq Asia Limited, is established as a business base for the visual design and production business in the Asian market.
- Aug. amana acquires shares in Ray Breeze inc. to accelerate the development of new products and makes it a subsidiary. For the reorganization of the visual communication business, WORKS ZEBRA USA, INC. is dissolved.
- Oct. For the reorganization of the stock photo business, amana images inc. (surviving company) merges with Nature Books.
- 2014 Jan. amana establishes amanadesign inc., design company in the visual communication business.  
amanacreative changes its name to studio amana inc.
- Mar. amanaANG inc. (equity-method affiliate) is established, to set a business base and a content sales base in the domestic and foreign high end consumer market.
- Apr. For the reinforcement of the group's sales structure and the use of strategic and flexible management resources, amanaholdings (surviving company) merges with amana and changes its name to amana, becoming the successor company. One part of the stock photography business possessed by amanaholdings is divided.  
SPOON Inc. (surviving company) merges with Vda Inc. and changes its name to parade inc. to plan the rationalization of the visual production system.
- Jun. amana images inc. (surviving company) merges with Nature Production to expand the educational market in the stock photography business.
- Jul. AMANA JKG (equity-method affiliate) is established by a joint investment with Jean-Kenta Gauthier, to establish a business base in the domestic and foreign high end consumer market.
- Aug. Nature Pro Henshushitsu changes its name to nature&science inc.
- Dec. One part of the amana equity securities of Polygon Pictures are transferred to King Record Co. Ltd. and to Polygon Pictures Holdings, to build a new business and production system and to optimize management resources in the group.  
amana acquires shares in Eyedentify Inc. and makes it a subsidiary to accelerate the development of digital products.
- 2015 Jan. aiwest changes its name to amana west inc., to reinforce the management system of Western Japan.
- Apr. amanabi inc. is established for amana to deal with the management and planning of a company and staff training in visual communication.
- Jun. DAYS Book Co., Ltd. is established by a joint investment with TSUTAYA Co., Ltd to expand the sales route of "DAYS Book 365".
- Jul. amana Australia Pty Ltd is established in Australia by a joint investment with Adam Lionel Read to expand the foreign market.
- 2016 Dec. amana images inc. (surviving company) merges with nature&science inc.
- 2017 Jan. For the reinforcement of the group's industrial-wide sales structure and promotion streamlining of the creative section, amana inc. merges with amana west inc.  
studio amana inc. merges with parade inc. and changes its name to amana photography inc.  
RIZING inc. merges with amana cgi inc. and Hydroid inc. and changes its name to amana digital imaging inc.