

Relocation of Office of Machine Tools Sales Subsidiary in Thailand

Star Micronics (Thailand) Co., Ltd. (“the subsidiary”), a machine tools sales subsidiary in Thailand wholly owned by Star Micronics Co., Ltd. (“the Company”), has decided to relocate its office in April 2014.

The office of the subsidiary has been located in Samutprakam in Thailand since its establishment in February 2005. This subsidiary has now decided to relocate to a new office within the same region because the current office has become too small and cramped.

The new office complex includes a hitherto unavailable warehousing space. As a result, the subsidiary will be able to maintain a warehouse inventory of a certain amount of products, thereby allowing it to respond to customers’ orders with short delivery periods.

Furthermore, there will be a larger showroom space, enabling the subsidiary to offer an improved pre-sale service centered on potential customers being able to study and inspect the Company's actual machine tools and to perform the test production of machine parts. Moreover, a training room will be available to offer practical training in machine tool operations and machine programming, as well as training directed at improving maintenance techniques. The subsidiary will now focus more strongly on providing education and training for customers’ and agents’ technical staff.

The subsidiary’s sales activities cover not only Thailand, but the entire Southeast Asia region. The relocation to the new office will enable a further sales expansion, and the company is aiming to triple its current level of sales after three years.

The following describes some details of the new location.

Address of new location

Moo 13 Soi Kingkaew 25/1, Kingkaew Road, Tambol Rachathewa, Amphure Bangplee Samutprakarn, Thailand 10540

Notes

1. The new office will be only 15 minutes by car from Bangkok’s Suvarnabhumi Airport, and is located about 2 kilometers south of the former office.
2. The new office has three floors and with a total (gross) floor area of 700 square meters, its floor area is 2.4 times larger than the former office.
3. Both the new and former offices are leased properties.