

IP Landscape: Contribution to Business Strategy

-IPL activities in Asahi Kasei-

Asahi Kasei Corporation
Corporate IP
Sakae Nakamura & Jo Sagawa



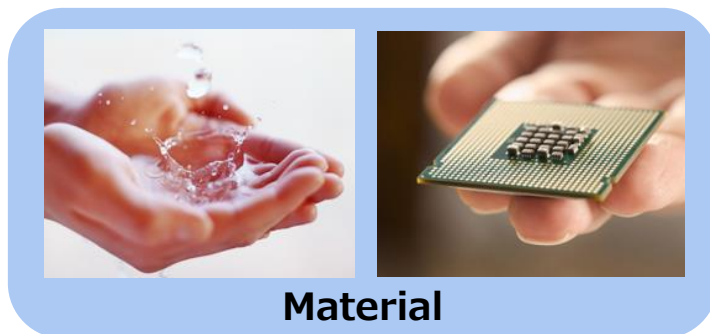
Introduction of the Asahi Kasei Group

Asahi Kasei Corporation Snapshot

| | | |
|--------------------------|--|-----------|
| <u>Establishment:</u> | May 21, 1931 | |
| <u>President:</u> | Hideki Kobori | |
| <u>Net Sales:</u> | 2.04 Trillion Yen (US\$ 20 Billion) | (FY 2017) |
| <u>Operating Income:</u> | 199 Billion Yen (US\$ 1.99 Billion) | (FY 2017) |
| <u>Employees:</u> | 33,720 (March 2017) | |



Main Business Sectors:



Asahi Kasei Major Products

Material



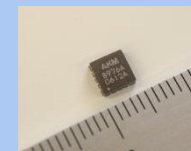
Fibers & Textiles



Performance
Polymers



Consumables



Electronic
Devices



Petrochemicals



Performance
Materials



Electronic
Materials

Homes



Homes



Construction
Materials

Health Care



Pharmaceuticals



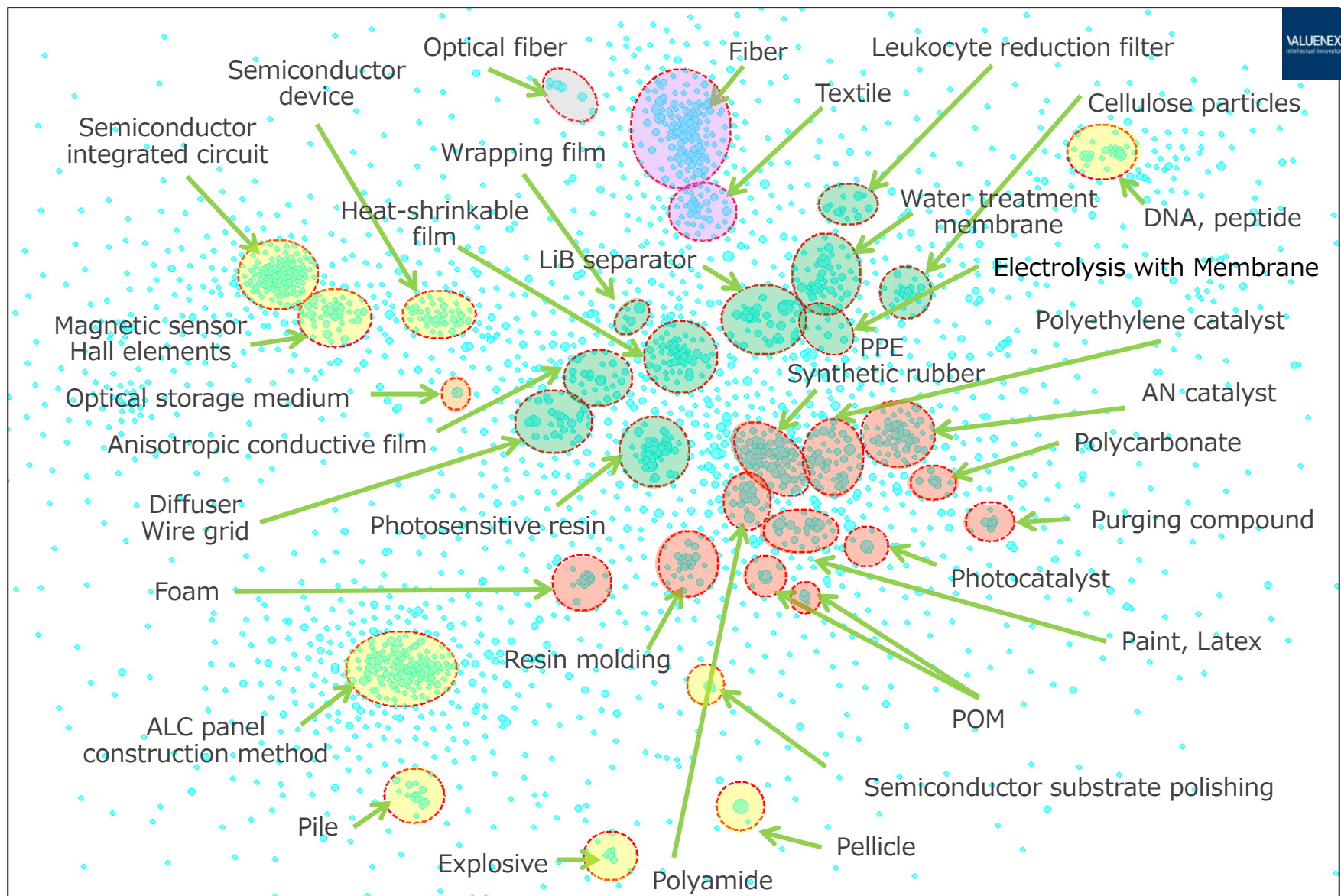
Medical Devices



Acute
Critical Care

Panoramic View

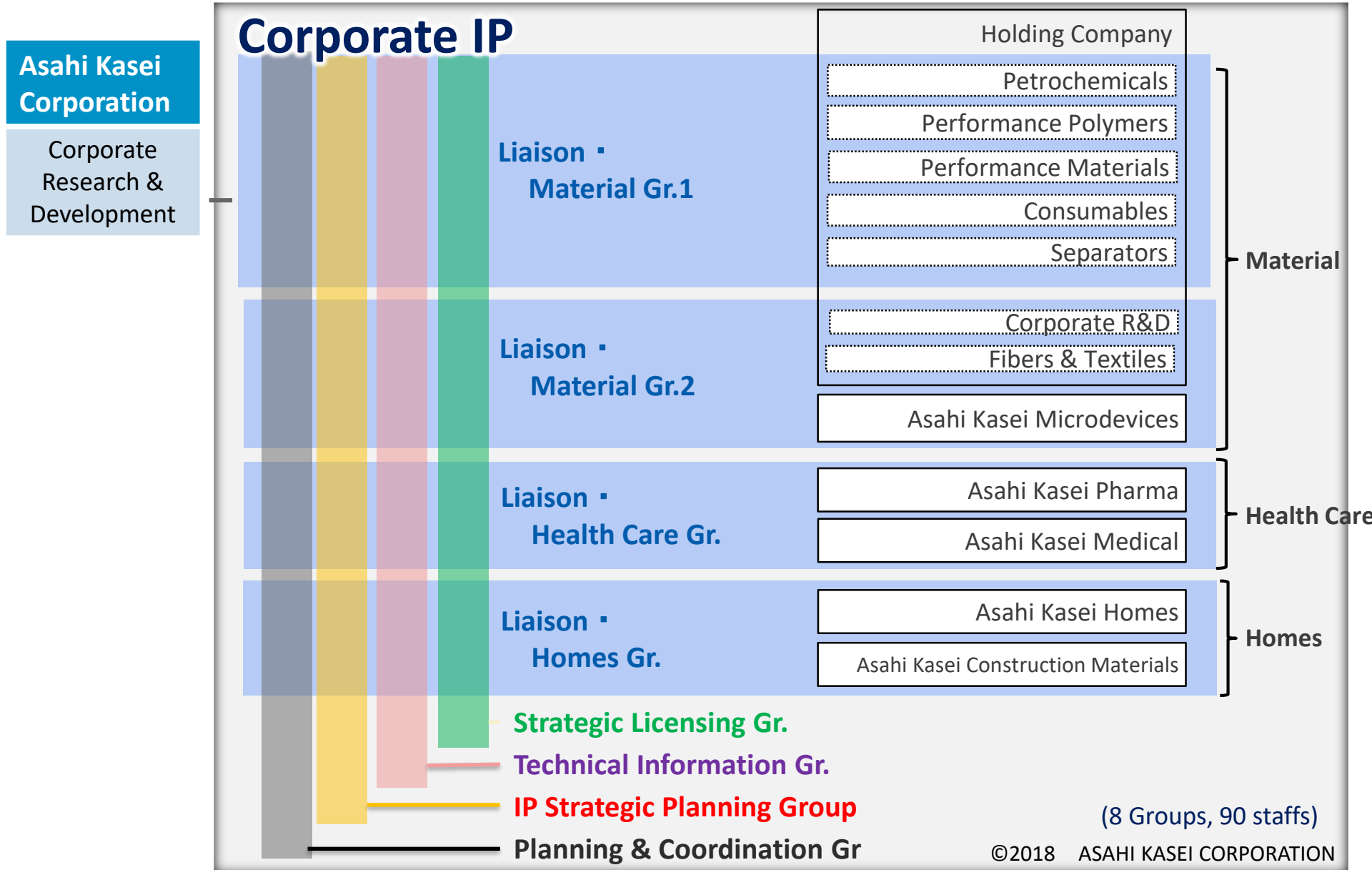
of 26,000 AK Patents in the last two decades





IP Activity of Asahi Kasei

Corporate IP Organization



Basic policy of IP activity



Obtaining and making use of IP rights to contribute to business

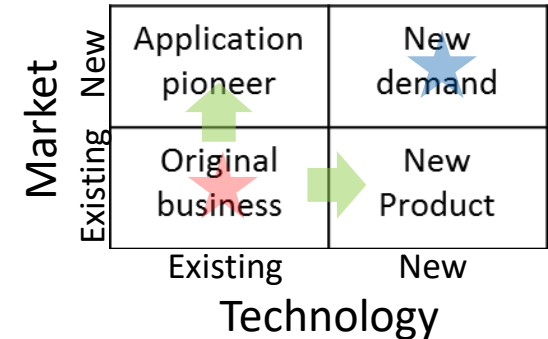
Assured patent clearance and preservation of prior use right to secure business operation (FTO)

Settlement and solution of IP problems caused by global expansion of business

Analyzing, providing and utilizing IP information for supporting creation of new business and development of R & D and business strategy

IP Landscape (IPL)

IPL stimulates to strategically move on to the next step.



Business Enhancement

- Analyze competitors in IP and business
- Specify **core value**
- Formulate IP strategy to develop the core value

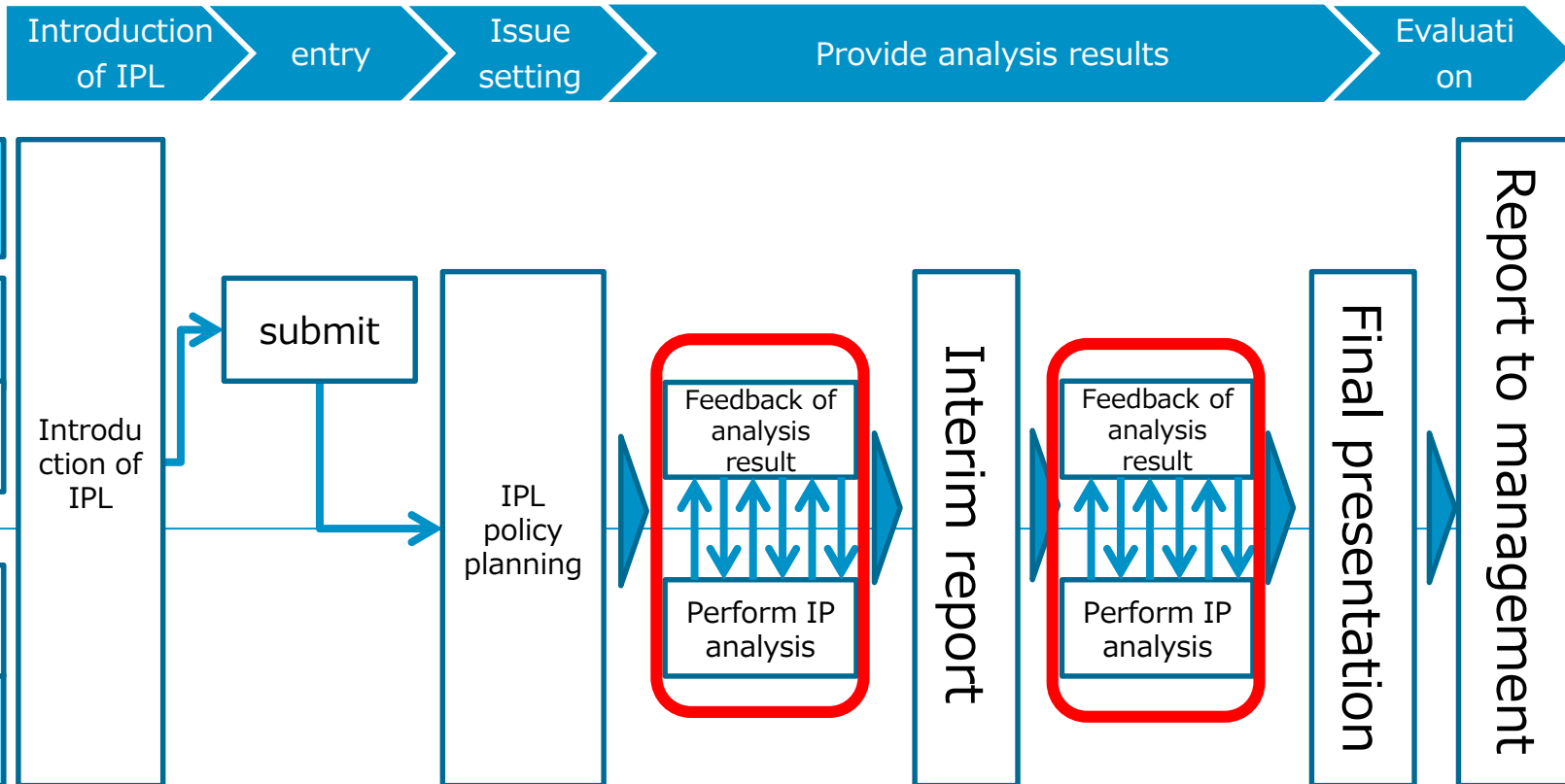
New Business Creation

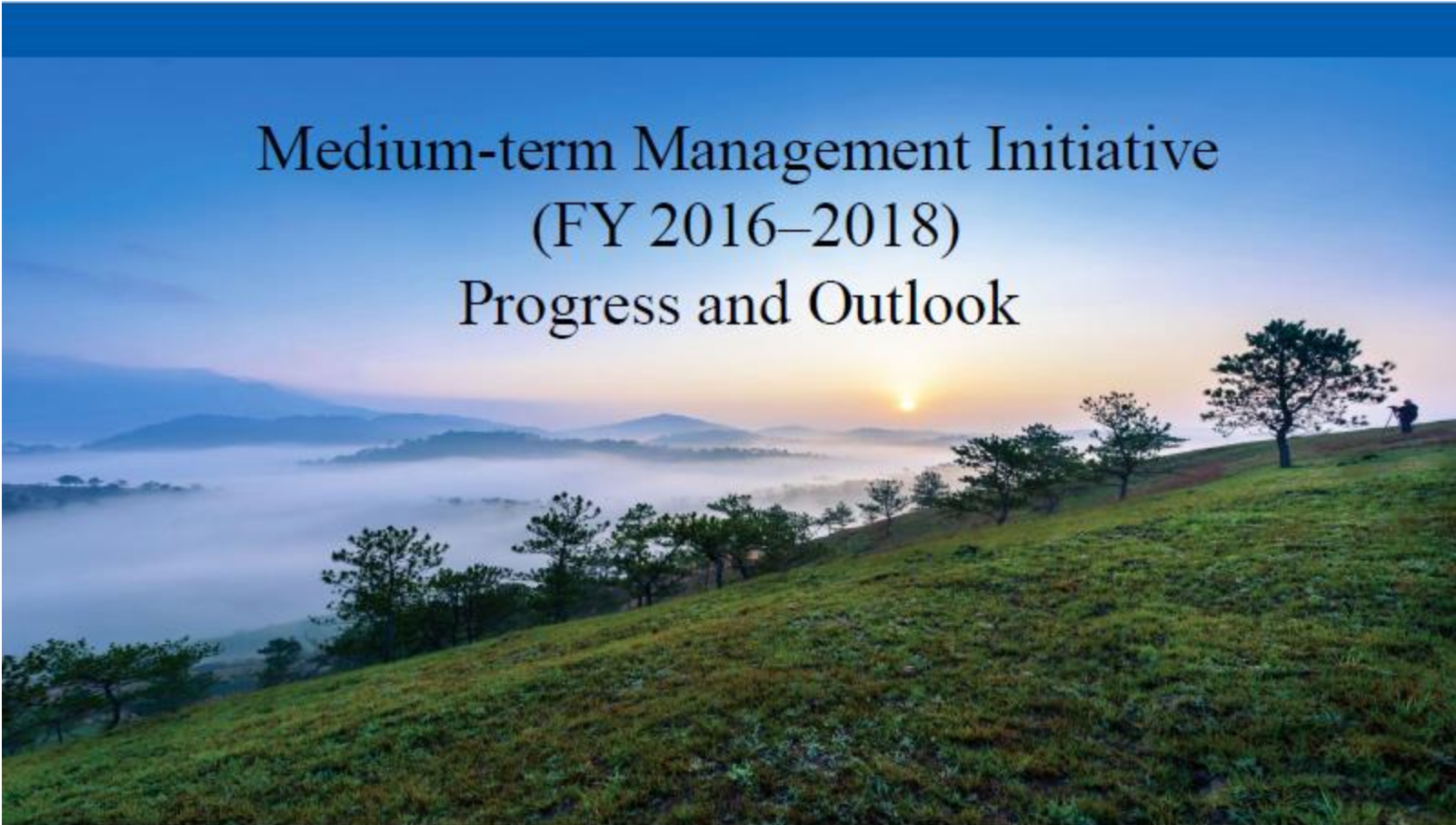
- Propose ideas to create new business utilizing **core value**

Corporate Decision Making

- Provide information/analysis to support corporate decision making on M&A, etc

IPL Workflow





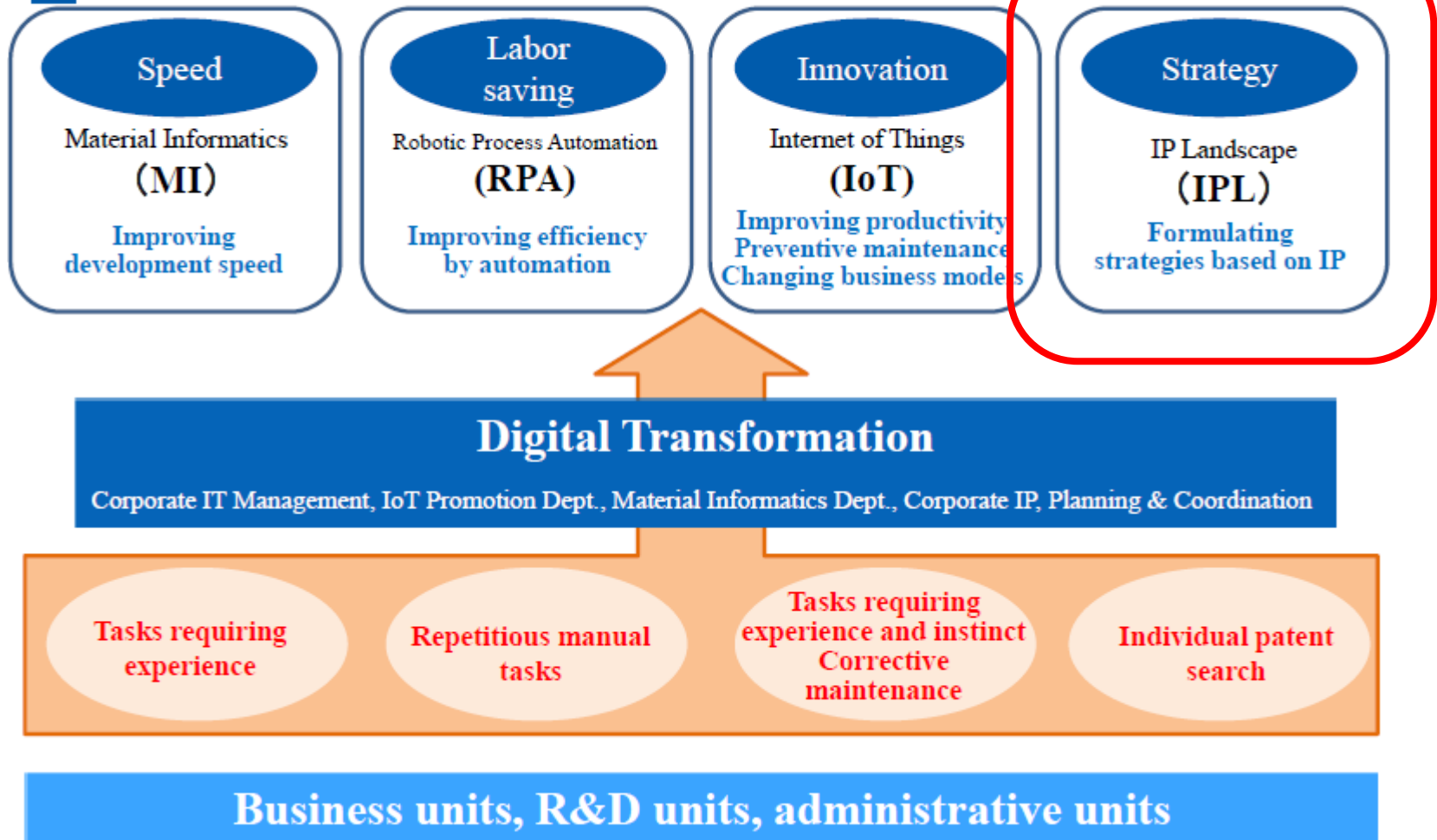
Medium-term Management Initiative
(FY 2016–2018)
Progress and Outlook

May 29, 2018

Hideki Kobori, President
Asahi Kasei Corporation

Asahi**KASEI**

3.6.2. Heightening business activities



Aims of IPL

The IPL greatest effect is to vigorously stimulate business by coming up with some strategy planning. It brought important points to mind, for dealing with issues.



Primary Executive Officer

Creating for Tomorrow

The commitment of the Asahi Kasei Group:

To do all that we can in every era to help the people of the world make the most of life and attain fulfillment in living.

Since our founding, we have always been deeply committed to contributing to the development of society, boldly anticipating the emergence of new needs.

This is what we mean by “Creating for Tomorrow.”

AsahiKASEI