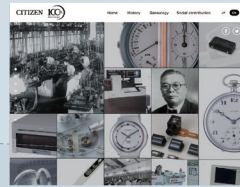


Celebrating our 100th Anniversary A Hundred Years of CITIZEN in Society

As a citizen, we will continue our work of manufacturing of products that contribute to citizens for next 100 years.

In 2018, the CITIZEN Group celebrates the 100th Anniversary. Since the founding of the Shokosha Watch Research Institute, the forerunner of CITIZEN WATCH, in 1918 with the ambition of producing a pocket watch in Japan, we have marked the passage of time with the commitment as a citizen to contributing to the lives of all citizens. CITIZEN, which started out manufacturing watches, has now expanded into product areas such as machine tools, computer equipment and LED. In addition, with the aim to promote Japanese manufacturing to the world, we actively took the approach of global expansion including being the first to export watches, engaging in technology partnerships and establishing overseas bases.

As we reflect on the last 100 years, the CITIZEN Group will continue to move forward at your side.



Related information

The 100th Anniversary centenary celebration website - product history

<http://www.citizen.co.jp/global/100th/history/index.html>

- Expansion of product areas
- Global expansion
- Contribution to society

1965 Electronic products Electric cash register CA10

Entry to the business machine sector, capitalizing on precision technology fostered by watch manufacturing.



1935 Watch Citizen K model

CITIZEN's first wristwatch for ladies.



1930 CITIZEN WATCH established.

1918年 Shokosha Watch Research Institute established

The forerunner of CITIZEN WATCH

1965 Business management Watch sales office opened in former West Germany.

Exports to Europe swing into high gear.

1960 Watch Release of the first Japan-made wristwatch for the visually impaired people "CITIZEN Shine"



1960 Business management Technical assistance agreement with the Government of India signed.

Export of machine tools and watch parts.

1960 Business management Partnership agreement concluded with the U.S. Bulova Watch

Exports to United States swing into high gear.

1955 Watch Export of wristwatches to China commenced

1918-1959 [The start / progress]

1924 Watch CITIZEN

The first pocket watch with the name bearing the current company name completed.



1957 Measuring instruments Measuring instruments called "TRI-METRON" and "Mu-METRON"



1966 Watch The X-8

The first Japanese-made genuine electronic watch for men. At the time of the release, this product realized a stunning feature that it would operate non-stop for one year.



1968 Business management CITIZEN DE MEXICO established

Citizen's first overseas watch manufacturing and sales company established in Mexico.

1960-1969 [Pioneering]

1970 Machine tools Sliding headstock type NC automatic lathe D16

The world's first NC automatic lathe. Becomes a bestseller machine.



1975 Business management CITIZEN WATCH COMPANY OF AMERICA established

Locally incorporated sales company established in the United States, a key base for Citizen. Sales in North America enhanced.

1993 Jewelry Citizen Pearls

CITIZEN establishes independent quality evaluation criteria ahead of the industry.



1993 Watch Radio-controlled clock/watch

World's first multi-zone analog quartz radio-controlled clock/watch.



1980-1989 [Dramatic advances]

1982 Watch Official timekeeper for the International Amateur Athletics Federation's CITIZEN Golden Marathon (Athens)



1983年 Health equipment IC sensor electronic thermometer "CT-20"

Featuring world's first IC sensor.



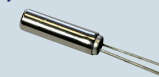
1976 Watch CRYSTRON SOLAR CELL

The world's first analog quartz watch charged with a solar cell. The first successful outcome for CITIZEN'S forward-looking eco-product development with no battery replacement required.



1978 Crystal Tuning fork crystal unit/Quartz crystal CFS145

Highly shock resistant, perfect for portable devices. Becomes the clock source in telecommunications/AV/OA/measurements gauges, as well as timepieces of all types.



1986 Watch CITIZEN becomes world's largest watchmaker (by movement)



1996 Watch The Eco-Drive

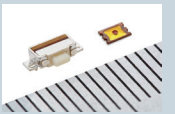
The first wristwatch to obtain an eco-mark.



2005 CSR Signed United Nations Global Compact

2015 Switch One of the world's best thin, compact switches

Used in small devices such as smartphones and wearable terminals.



2016 Watch The light-powered Eco-Drive watch "Eco-Drive One"

World's skinniest light-powered watch at 2.98mm (design value), including a movement with 1.00mm thin.



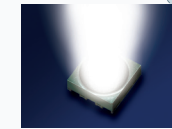
2009 Computer equipment "CT-S801," thermal printer with a backlit graphic LCD display



2018 CSR The Citizen Social Contribution Dispatch System launched

2002 LED Compact chip flash LED for mobile phones with a camera

Developed world's first flash LED for mobile phones. This led to the mounting of camera flashes on mobile phones.



2010-2018 [Rising to the challenge]

The Citizen Social Contribution Dispatch System

Based on the philosophy that people create a company, the CITIZEN Group has been providing various opportunities for growth to our employees. For us to create products and services loved by people, we believe that it is important to revitalize the organization by learning about society and the world, broadening horizons, leveraging what we have learnt, and incorporating new values.

To make our centenary year, 2018, an opportunity for the further evolution of the CITIZEN Group, a new initiative called the Citizen Social Contribution

Dispatch System was launched. In this program, the CITIZEN Group staff are dispatched to various places both within Japan and overseas to address social challenges in respective communities and carry out assistance activities accordingly. For this fiscal year, assistance activities are planned for seven locations mainly focusing on the areas of “learning and education,” “environment” and “disaster relief activities.” This program will operate every year in order to continue the social engagement of the CITIZEN Group for the next hundred years.

“CITIZEN First Watch Project,” a unique initiative

What is the CITIZEN First Watch Project?

One of the key activities of the Citizen Social Contribution Dispatch System is the workshops on watchmaking called “CITIZEN First Watch Project,” which offers participants to discover and learn the joy of manufacturing and the importance of time through the manufacturing technologies that are at the heart of the CITIZEN Group.

In Thailand, an overseas production hub for the CITIZEN Group, and the Philippines, educational inequality among children is a major issue. Domestically, in Kani City, Gifu Prefecture, there

are many children who have parents migrated from abroad and are not attending school due to the language barrier. With the hope that these children can have a dream of their future seeing the watches that they create themselves ticking their future time, we provide an opportunity for the children responsible for the next generation to have a sense of accomplishment of manufacturing and broaden their horizons by experiencing the joy of learning new things through the engagement in creating their original watch.

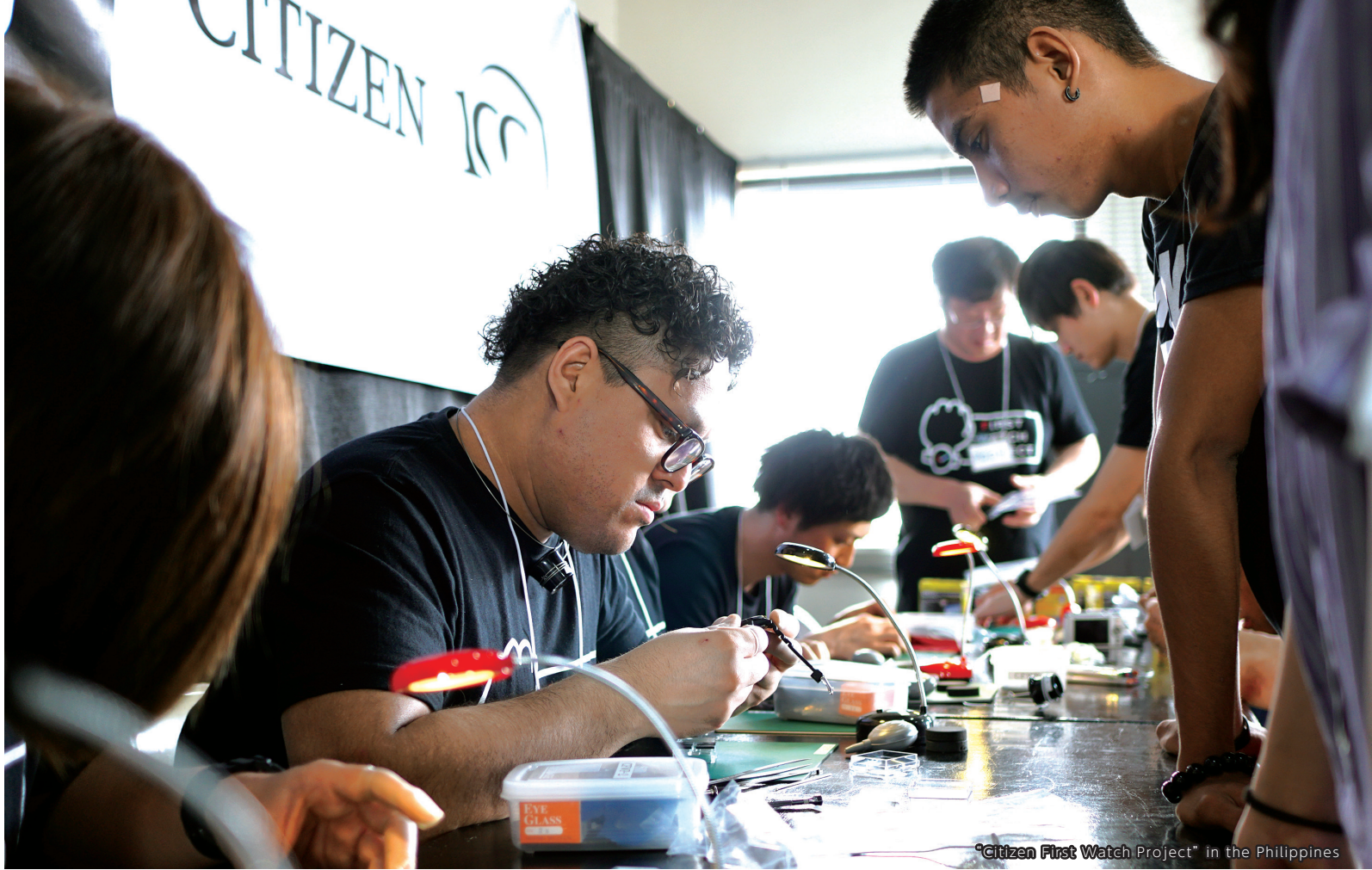
Destinations and project activities

Project name	Destination	Project activity
1.Child support projects	Olongapo City, Philippine	“CITIZEN First Watch Project,” etc.
2.Career development project for youth with foreign origins	Kani City, Gifu Prefecture	“CITIZEN First Watch Project,” etc.
3.Mangrove planting	Kampot Province, Cambodia	Environmental conservation
4.Forest conservation volunteering	Ichikai Town, Tochigi Prefecture	Environmental conservation
5.Community support for remote/ageing regions	Iijima Town, Nagano Prefecture	Environmental conservation
6.Reconstruction support in disaster areas	Ishinomaki City, Miyagi Prefecture	Disaster relief
7.Child support projects	Nakhon Ratchasima Province, Thailand	“CITIZEN First Watch Project,” etc.



Related information

The 100th anniversary website - Social contribution activities
<https://www.citizen.co.jp/global/100th/contribution/index.html>



“Citizen First Watch Project” in the Philippines

Feedback from participating staff

Taito Kuwahara, CITIZEN WATCH MANUFACTURING

The reason I participated in this social contribution activity was that I wanted to find out what life was like for the poor in the Philippines by actually traveling there, experiencing it, and listening to the local people directly, thereby learning what the locals in the community need. This activity involved support for and interactions with children living in a temporary shelter due to violence or neglect by their parents. I started preparing materials that could communicate to children the “importance of time” before the departure, practiced attaching watch hands on watch face many times before doing it live. On the day, I was somehow anxious as to whether the children would really enjoy it, but I will never forget the look on the children’s faces when they put their “unique original watch in the world” on

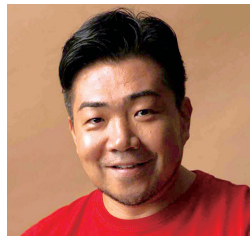
their wrist. It was also a rare opportunity to spend time with other CITIZEN Group members, engaging in the activity and eating together, sharing living quarters, and discussing all sorts of things, which I think further deepened the bonds among the members of the Group.

To ensure the continuity of this program, rather than having it as just a once-off, I hope to promote what we have done across the entire Group to motivate as many employees as possible to participate, and that each one of them leverages these experiences in their work going forward, contributing to the enhancement of corporate value.



Feedback from activity partners

Hajime Yokota, Executive Director, ACTION, Inc. (NPO)



As a long-time customer and fan of CITIZEN watches, I was very excited to participate in this project. For the children, as well as for the participating the CITIZEN Group staff, this was a first-time experience for everyone.

I was delighted to be present at the moment when people’s minds and smiles connected through

watchmaking. I also heard from some of the staff taking part in this activity that it made them become more attached to the whole of the CITIZEN Group. A partnership between an NPO and a company does not mean the company funding the NPO, it should mean generating positive synergies from each organization to create a better world. I hope that this initiative continues for long time into the future, bringing smiles and hope for the future of the children.