

Harnessing world-leading compact, precision technology to continually offer true value to fulfill people’s expectations and aspirations

Based on the Citizen Group’s corporate philosophy of “contributing to and striving to be respected by citizens of the world,” we operate a wide array of businesses worldwide, drawing on the Group’s accumulated ultra-small, ultra-precise, low-power consumption technologies in the watch sector.

Our “Micro HumanTech” approach is alive and well in each of our businesses and products. As part of our

watch business we aim to create a wide range of products based on the concept of combining technology and beauty. We supply essential parts for electronic equipment in electronic device sector meanwhile and items such as printers and healthcare equipment in the electronic products sector. As part of our industrial machinery business, we provide high speed machinery capable of processing parts to micron precision.

Watches

Based on the concept of combining technology with beauty, we blend the latest technology with exquisite beauty to create new value. Without that concept, there would be no Citizen watches. Our goal is to keep on manufacturing watches that are loved by people the world over, driven by the continual pursuit of new beauty and cutting-edge technology. We continue to refine and improve our watches with the aim of providing new value that will captivate all those who wear them.

Percentage of sales

49.0%



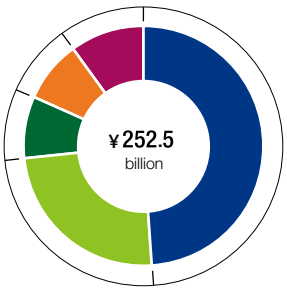
Eco-Drive radio-controlled watch

Corporate Profile

Name	Citizen Holdings Co., Ltd.	Capitalization	¥32,649 million (as of March 31, 2010)
Establishment	May 28, 1930	Employees	19,627 (consolidated; as of March 31, 2010)
Location of Head Office	6-1-12 Tanashi-cho, Nishitokyo, Tokyo 188-8511, Japan	Sales	¥252.5 billion (consolidated; FY2009)
Representative	Mitsuyuki Kanamori, President and CEO	Listing	Tokyo Stock Exchange, 1st Section

Sales by Business Category

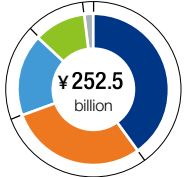
Consolidated; FY2009



49.0%	Watches
24.6%	Electronic Devices
8.1%	Electronic Products
8.4%	Industrial Machinery
9.9%	Others

Sales by Region

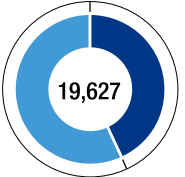
Consolidated; FY2009



40.1%	Japan	10.9%	Europe
29.5%	Asia	1.9%	Others
17.6%	United States		

Number of Employees by Region

Consolidated; as of March 31, 2010



8,467	43.1%	Domestic (28 companies)
11,160	56.9%	Overseas (54 companies)

Electronic Devices

With communication devices becoming increasingly compact and offering increasingly advanced capabilities, there is a need for precision technology that combines low power consumption with outstanding reliability. We provide electronic devices for services and systems that are crucial to our modern information society, based on compact, ultra- precise assembly technology infused with Citizen DNA and technology developed in the watch sector, such as quartz oscillator and liquid crystal technology.

Percentage of sales

24.6%



LED lighting



Quartz devices



A lobby lit using LED lighting

Electronic Products

We harness the compact, precision, low-power consumption technology developed by the Citizen Group in the watch sector to offer commercial printers and other electronic equipment for professional use in a wide range of businesses. Our electronic thermometers, digital blood pressure monitors and other healthcare devices incorporate the concept of universal design at an early stage in the interests of ease of use for all. We will continue to provide support to help people to lead easier, more convenient and more comfortable lives.

Percentage of sales

8.1%



Line thermal label printers



Thermal printers



Wrist digital blood pressure monitors

Industrial Machinery

Drawing on expertise and technology developed in-house for the purpose of equipment and machinery used to manufacture watches, we develop and supply industrial machinery that is essential to production processes such as grinding, assembling and measuring. We believe that it is the flow of shared feelings, from experiencing the joy of making something to seeing the things you have made inspiring other people, which makes the manufacturing industry such a richly rewarding one. We call this the value of inspiration and regard it as one of the most important elements of our business activities.

Percentage of sales

8.4%



NC automatic lathes

Other Businesses

We apply compact precision processing technology, assembly technology, surface treatment technology and mounting technology on a cross-sector basis to independently develop products such as automotive safety components, precision control components for use in medical institutions and semiconductor devices and systems for amusement equipment. We also manufacture jewelry such as weddings rings and run ice-skating and other leisure services.

Percentage of sales

9.9%



Automotive components



Wedding rings