

Harnessing world-leading compact, precision technology to continually offer true value and 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 parts essential to downsizing, higher precision, and low-power consumption in the devices and components sector while helping the electronic products sector offer greater convenience and comfort. As part of our industrial machinery business, we provide high-speed machinery capable of processing parts to micron precision.



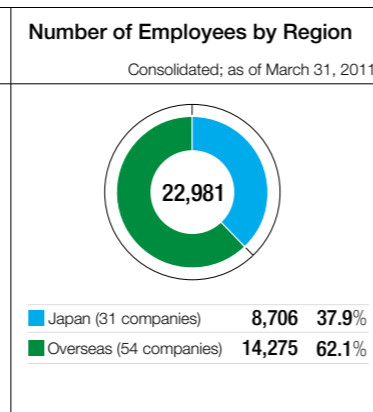
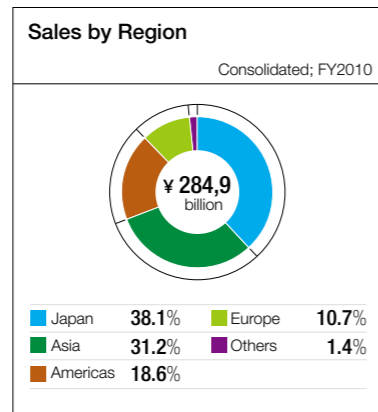
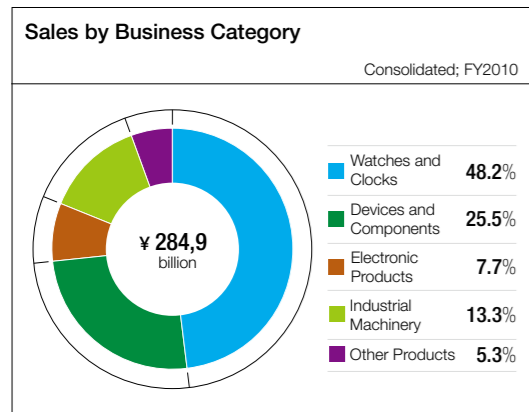
Eco-Drive radio-controlled watch

Watches and Clocks

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.

Corporate Profile

Name	Citizen Holdings Co., Ltd.	Capitalization	¥32,649 million (as of March 31, 2011)
Establishment	May 28, 1930	Employees	22,981 (consolidated; as of March 31, 2011)
Location of Head Office	6-1-12 Tanashi-cho, Nishitokyo, Tokyo 188-8511, Japan	Sales	¥284.9 billion (consolidated; FY2010)
Representative	Mitsuyuki Kanamori, President and CEO	Listing	Tokyo Stock Exchange, 1st Section



LED lighting

Devices and Components

With devices becoming increasingly compact and offering ever more advanced capabilities, there is a need for precision technology that combines low-power consumption with outstanding reliability. We provide LEDs, crystal units, automotive parts, and other devices and components for services and systems that are crucial to society, based on compact, ultra-precision machining, low-power consumption, and other technologies infused with the Citizen DNA.



Crystal units



Automotive parts



Line thermal label printers

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 clinic 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.



Wrist digital blood pressure monitors



Thermal printers



NC automatic lathes

Industrial Machinery

Drawing on the expertise and technology we have developed for the equipment and machinery used to manufacture watches, we develop and supply industrial machinery that is essential to grinding. Constantly aiming to enrich our product lineup, to enhance our services to customers, and to build a business model for creating new customer value, we offer total solutions that transcend standalone products.



NC automatic lathes

Other Products

We plan, manufacture, and sell jewelry products, including bridal jewelry under the brand name Something Blue. We also produce and sell automated and labor-saving system devices for the amusement industry, and the food service industry. We also operate bowling alleys and other leisure services.



Bridal jewelry



A bowling alley