

In order to truly satisfy our customers

Quality customer support the value of our products

The latest technology or excellent products do not always meet the needs of customers without adequate customer support. In addition to providing the latest quality products, Shimadzu offers complete customer satisfaction by working with individual customers to meet their specific needs. In this article, Mr. Shigehiko Hattori, President & CEO of Shimadzu Corporation, tells how Shimadzu does it.

Enhance the group's ability to satisfy customers

One year has passed since I became president last June.

Shimadzu Group achieved most of the goals for the second year in its three-year medium-term management plan (FY2002 to 2004).

This is the last fiscal year of the medium-term management plan. We are working hard to build a firm foundation to achieve our sales goal of ¥230 billion.

Shimadzu Group consists of companies with the spirit of self-sustainment. Each company is specialized in a unique field with the technology, products, know-how, and personnel particular to that area. After studying our group's strategies, we decided to restructure manage-

ment because a lot more can be accomplished by streamlining the group's resources.

We are working towards a system that can attain even higher levels of customer satisfaction by sharing information within the group and improving each company's ability to deal with customers and develop products. We are also strengthening the training programs for sales and service personnel in our overseas bases.

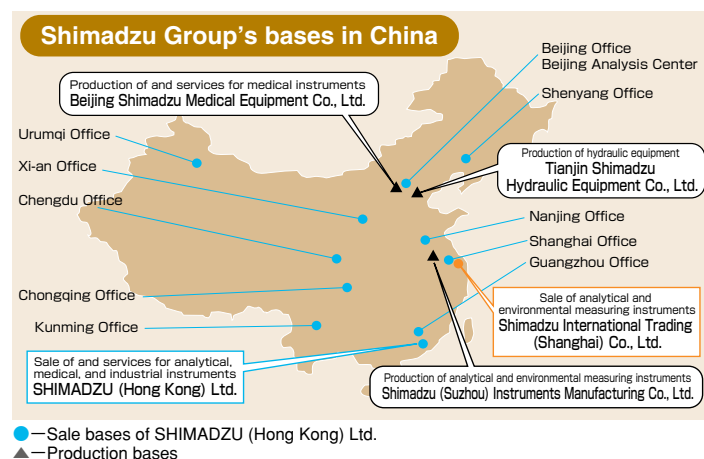
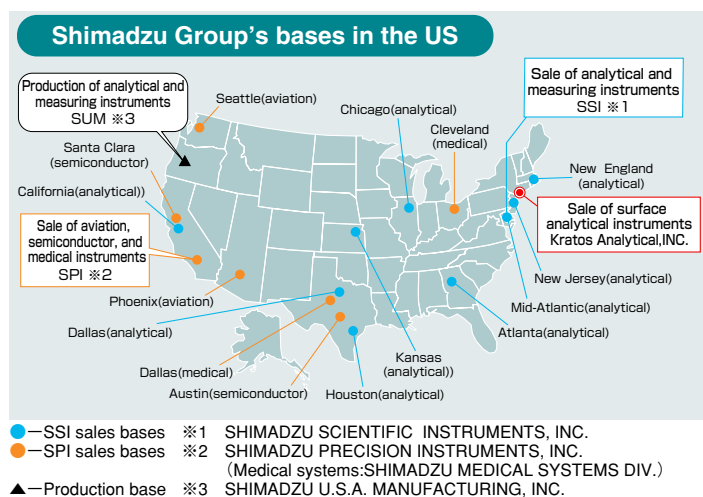
Strengthening bases in the US and China

In reviewing group management, we are prioritizing the demands of customers overseas.

We plan to strengthen and expand our customer support systems in the US, the

world's largest market, and China with its rapidly growing economy.

Because of cutting-edge research in the biotechnology, information technology, and nano-technology fields in the US, there is a high demand for our main products, analytical and measuring instruments in the US market. We are increasing significantly the number of customer support personnel including service persons. We are also enhancing the level and number of our salespersons in order to expand our business in the US. We are striving to address customers' needs more accurately, respond to them quicker, and improve our customer support systems so that customers become more aware of the Shimadzu brand.



increases

Shigehiko Hattori,

President & CEO of Shimadzu Corporation

China is another important part of our overseas strategy. The Chinese economy rapidly grew after joining WTO in December 2001. Because Chinese companies are trying to improve product quality, demands for analytical and measuring instruments are rapidly increasing. In addition to product quality improvement, efforts to achieve an international-level in environmental protection and medical care are being made. As a result, more sales in these areas are expected.

The relationship between Shimadzu and China started at the First Beijing, Shanghai, Japan Trade Show held in 1956. We opened a business base there in 1979. Because of our long-standing relationship, a number of Chinese institutions have installed Shimadzu products. We have established business bases in both inland and coastal areas. We plan to expand our distributors network based on our ten sales bases in China in order to satisfy customers' needs.

Meeting the demand to see things once not visible

We have developed world-class products that are useful in various fields. Our analytical and measuring instruments became well-known after Shimadzu's Mr. Tanaka received a Nobel



Profile

Shigehiko Hattori

- 1964 Joined Shimadzu Corporation.
- 1993 Appointed Director, Member of the Board.
Became the President of Shimadzu Scientific Instruments, Inc. (US).
- 1997 Promoted to Managing Director of Shimadzu Corporation.
- 2003 Appointed President & CEO of Shimadzu Corporation.

Prize in 2002. In the field of medical instrumentation, last year's newly-released flat panel detector, a revolution in x-ray technology, has been met with accolades in Japan and foreign countries for its high performance.

Shimadzu has worked hard to meet the demands of researchers and medical professionals since its foundation. To see things once not visible and to measure things once not measurable has long been the dream of people in these fields. With a highly qualified and innovative

product development staff, Shimadzu works towards making those dreams a reality in its quest to produce quality products.

Based on this basic belief, Shimadzu continues to work towards satisfying our customers by reforming our organization and increasing staff consciousness and motivation. Through this process, we continue a tradition of easy-to-use applications and quality support systems.

We are doing our best to become even better.