

September 30, 2014

Establishment of California Office by U.S. Sales Subsidiary

Star Micronics Co., Ltd. today announced that Star Micronics America Inc. (100% investment by Star Micronics; Head Office: New Jersey), a U.S. sales subsidiary in the Special Products Segment, has decided to establish a new office in Tustin, California.

1. Reason for Establishment of Office

The U.S. market for mobile settlement systems that run on smartphones and tablets (mPOS) has grown rapidly in recent years, resulting in strong sales of POS printers in such systems for Star Micronics. At present, the major IT companies and leading sales agents in the U.S. that handle mPOS are based in the West Coast. Consequently, the subsidiary decided to establish another office in California as a new base for expanding sales and establishing closer ties with those mPOS companies and sales agents.

Earlier in April 2014, Star Micronics America Inc. established a Global Marketing Center in San Jose, California as an office for basing its marketing activities. Looking ahead, the subsidiary plans to utilize the two offices in California to also focus on cultivating new businesses in collaboration with IT companies in Silicon Valley.

2. Impact on Earnings

Impact on earnings for the fiscal year ending February 28, 2015 is negligible.

3. Overview of New Office

(1) Name: Star Micronics America Inc. California Office

(2) Location: Suite 208, 2512 Chambers Road, Tustin, CA 92780 U.S.A.

*Located approximately 1 hour by car from Los Angeles International Airport

(3) Floorage: 1,450 ft²

(4) Establishment: September 2014