

July 15, 2010

Established Italian Branch Office, Commencing Full Marketing Activities

On July 1, 2010, the MISUMI Group Inc. established our European subsidiary's branch in Italy, MISUMI EUROPA GmbH – Rappresentanza Italiana – and began full marketing activities in the Italian market.

Purpose

Since FY2002, the MISUMI Group has aggressively advanced its international business. Leveraging the MISUMI QCT Model (high Quality, low Cost and short delivery Time), we have exhibited a competitive edge and achieved business growth.

In the European market, we established a local subsidiary in Germany in 2003. In 2006, we published a German-language Factory Automation Mechanical Standard Components Catalog and established a marketing center, which have contributed to a substantial expansion in our customer base.

To further grow our market in Europe, in December 2009 we published local language versions of our FA Mechanical Standard Components catalog in three other important markets, Italy, France and the Czech Republic. Of these three new markets, Italy is the largest as well as most diverse in terms of customer industries, leading to our decision to open a branch office. Having a branch office presence will facilitate local advertising activities and participation in exhibitions as part of our efforts to begin full marketing activities and acquire new customers. The Italian branch will be focused on these priority activities, staffed with three personnel at first, with plans to expand in due time. In the interest of work efficiency, operations such as incoming and outgoing orders and shipments will remain centralized in Germany.

In addition to growing our business in German-language markets we will accelerate growth of our European business by expanding our new markets Italy, France and the Czech Republic.

To date the MISUMI Group Inc. had expanded its international business to include 17 sales offices, 8 distribution centers and 7 production facilities in 12 foreign countries. With the opening of the Italy branch office, we now have 18 sales offices in 13 foreign countries. Moving forward, we will continue to leverage the MISUMI QCT Model to achieve further growth in our international business.

Overview of the Branch Office

- (1) Trade name: MISUMI EUROPA GmbH – Rappresentanza Italiana –
- (2) Address: Piazzale Biancamano 8, 20121 Milano, ITALIA
- (3) Legal Representative: Yukihiro Nagaoka
- (4) Branch Manager: Mikihito Wakasugi
- (5) Date of establishment: July 1, 2010