CORPORATE BROCHURE

RHYTHM SHOEI CO., LTD.

CORPORATE PHILOSOPHY

Management Policy	Contribution to the society through MONOZUKURI
Our Mission and Corporate Motto	+Y2 We are providing two years ahead of technology standard now.

GREETINGS

RHYTHM SHOEI CO., LTD. was founded in July 2023 as a subsidiary of RHYTHM CO., LTD., having originated from the making of clocks and manufacturing equipment, is now focusing on precision molding and parts manufacturing related to automobiles, machine tools, and optical equipment. This new firm is the successor of SHOEI CO., LTD.

RHYTHM SHOEI inherited from the original SHOEI CO., LTD., a management policy of "Contribution to the society through MONOZUKURI," , as well as a Mission and Corporate Motto "We are providing two years ahead of technology standard now" RHYTHM CO., LTD. has embarked on a journey towards realizing its long-term vision.

Currently the automotive industry is undergoing a once-in-a-century transformation, in respond to the trend of accelerated decarbonization and the flow of technological innovation, With "cutting-edge technology and a forward-thinking mind", we will be aggressively and boldly challenge and develop of new products for new markets, such as advanced driver assistance systems and it's connected function-related products, committing to achieving medium- to long-term, sustainable growth by the synergy of its manufacturing capabilities with those of the RHYTHM Group.

We are committed to "Contribution to the society through MONOZUKURI," to meet the expectations of all our stakeholders and look forward to your continued guidance and support.

Tsutomu Kimura
President and CEO

RHYTHM SHOEI Charter of Corporate Code

1 **Earning Customer Satisfaction and Trust**
By practicing a customer-first approach, we deliver high-quality, safety-minded products and services that are useful to society as a whole and earn the satisfaction and trust of our customers.

2 **Fair and Proper Business Activities**
We fully embrace fair, transparent, and free competition, and engage in legitimate trade. Regardless of the country or region, we comply with relevant laws, regulations, and our own internal rules while acting based on a strong sense of ethics and morality.

3 **Highly Transparent Corporate Activities**
We make a point of disclosing corporate information to all stakeholders in a timely and appropriate fashion. We also thoroughly ensure the proper protection and management of various types of information, including personal information and the information of our customers.

4 **Proactive Environmental Initiatives**
Preservation of the environment is one of the most pressing issues for the entire world. We shall act considerately in order to preserve a healthy environment in every facet of our business activities.

5 **Harmony with Regional Areas and Communities**
To address the globalization of our business activities, we practice management that takes into account both the interests of stakeholders as well as the cultures and customers of each country and region in which we do business while contributing to the development of their economies and societies.

6 **Social Contribution Activities**
We actively engage in social contribution activities as a good corporate citizen.

7 **Respect for Human Rights**
We adhere to basic rules on human rights established by the international community, including the Universal Declaration on Human Rights, and continually respect human rights including efforts to eradicate unfair discrimination, child labor, forced labor, and so on.

8 **Respect for Employees**
We respect the diversity, personality, and individuality of every employee, ensure a safe and comfortable work environment, and promote the development of a bright workplace with a positive atmosphere.

COMPANY PROFILE

Company Name	RHYTHM SHOEI CO., LTD.
Location	**RHYTHM SHOEI Head Office / Factory** 2718-3, Sanwa-cho, Isesaki-shi, Gunma, 372-0011 JAPAN TEL:+81-270-20-1110 (main phone number) FAX:+81-270-20-1155 **Sales Department** 8F Kojimachi Shimura Bldg., 4-1-5 Kojimachi, Chiyoda-ku, Tokyo, 102-0083 JAPAN TEL:+81-3-3222-7580 FAX:+81-3-3222-7590
Directors and Audit & Supervisory Board Members	President and CEO : Tsutomu Kimura Director : Tomoumi Horikawa Director : Katsukiyo Kowata Director(Outside Member) : Yasunori Munakata Director(Outside Member) : Norihisa Yamamoto Director(Outside Member) : Tatsuya Aizawa Audit & Supervisory Board Outside Member : Kiyotaka Sakai (as of September 01, 2023)

Establishment	July 27, 2023
Capital	100,000,000 yen
Number of Employees	168 (as of April 01, 2024)
Major Shareholders	RHYTHM CO.,LTD.(100%)
Main Banks	Saitama Resona Bank Saitama Branch
Major Customers	ALPS ALPINE CO.,LTD. TOPPAN INC. NIPPON SEIKI CO.,LTD. Aotomotive Company, Panasonic Corporation Mitsubishi Electric Corporation KISOKOMA MICRO CO.,LTD. Continental Automotive GmbH Harman International Industries, Inc. Marelli Europe S.p.A. OPTO Logic Technology S.A. Robert Bosch GmbH Sharp Electronics Corporation Valeo S.A. VIA optronics GmbH
Business and Products	Development, manufacture, and sales of touch panels, mirrors for automotive, and related products

COMPANY HISTORY

March	1982	Established SHOEI CO., LTD. in Isesaki-shi, Gunma
September	1988	Started manufacturing of LCD panels
March	2001	Installed mass production line for in-line production of resistive glass and glass touch panels
March	2003	Started mass production and shipping of SHOEI touch panels for automotive use
February	2013	Started mass production and shipments of capacitive touch panels for automotive use
May	2020	Started mass production and shipping of cold mirrors for Head-Up Display
July	2023	Established RHYTHM SHOEI CO., LTD. in Isesaki-shi, Gunma

Responding to all of our customers' needs

The RHYTHM SHOEI 3 Keywords

Solution

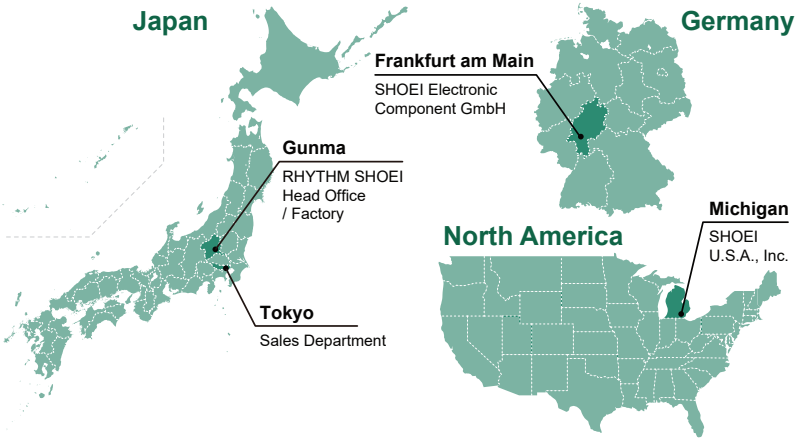
As production and sales of touch panels, especially automotive-use products, are predicted to grow steadily and as global competition in this market intensifies, we aim to make technological innovations ahead of competing companies. Our company supports methods for the visualization of increasingly sophisticated information through advanced driver assistance systems and connected functionality such as display-type multi-function meters, head-up displays, etc. which are increasing in popularity.

Quality

In our product development process, high quality is our top priority at every stage, from product development and design to purchasing, manufacturing, inspection, and sales. Through this process, we spread the concept of "Made in Japan" quality to the entire world. We have also obtained IATF 16949 certification, and have established quality management systems which can satisfy our customers' demands for a high level of quality.

Service & Support

In our system, customer demands and advanced information are shared seamlessly between sales, development, manufacturing, and management teams, ensuring the smooth supply of finished products. Additionally, we are building a support system which can respond to all manner of demands and consultation requests.



PRODUCTS

Capacitive Touch Panel

Optical Film with Glass Sensor
(integrated touch panel)

< Product Specifications >

Storage Temperature	-40℃～+95℃
Operating Temperature	-40℃～+85℃
Humidity (upper limit)	65℃／95% (no condensation)
Supported Sizes	Up to 12 inches

Decorative Lens
(in-mold decoration model)

< Product Specifications >

Storage Temperature	-40℃～+95℃
Operating Temperature	-40℃～+85℃
Humidity (upper limit)	65℃／95% (no condensation)
Supported Sizes	Up to 15 inches

With Decorative Lens
(plastic plate)

< Product Specifications >

Storage Temperature	-40℃～+95℃
Operating Temperature	-40℃～+85℃
Humidity (upper limit)	65℃／95% (no condensation)
Supported Sizes	Up to 12 inches

With Decorative Lens
(decorative cover glass model)

< Product Specifications >

Storage Temperature	-40℃～+95℃
Operating Temperature	-40℃～+85℃
Humidity (upper limit)	65℃／95% (no condensation)
Supported Sizes	Up to 12 inches

Capacitive Touch Panel

With Decorative Lens
(decorative cover glass model/ industrial touch panel)

< Product Specifications >

Storage Temperature	-40℃～+95℃
Operating Temperature	-40℃～+85℃
Humidity (upper limit)	65℃／95% (no condensation)
Supported Sizes	Up to 12 inches

Resistive Touch Panel

Resistive Touch Panel
(glass-glass model)

< Product Specifications >

Storage Temperature	-40℃～+95℃
Operating Temperature	-40℃～+85℃
Humidity (upper limit)	65℃／95% (no condensation)
Supported Sizes	Up to 12 inches

Resistive Touch Panel
(glass-glass model/ industrial touch panel)

< Product Specifications >

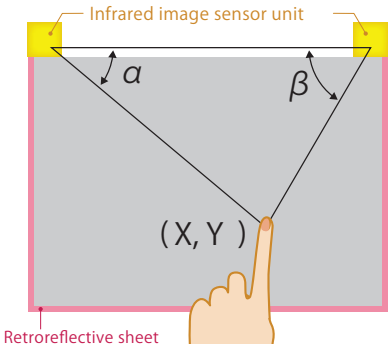
Storage Temperature	-40℃～+95℃
Operating Temperature	-40℃～+85℃
Humidity (upper limit)	65℃／95% (no condensation)
Supported Sizes	Up to 12 inches

Infrared Touch Panel

Infrared Touch Panel

< Product Configuration >

This touch panel takes advantage of the characteristics of the infrared image sensor unit (hereinafter "the unit"), which is composed of the CMOS image sensor and the infrared emitter, as well as those of the special sheet that reflects the infrared rays emitted from the unit in the same direction as the angle of incidence.
The CMOS image sensor detects the touch of a finger or a pointer to calculate the touch position via the manner of triangulation.

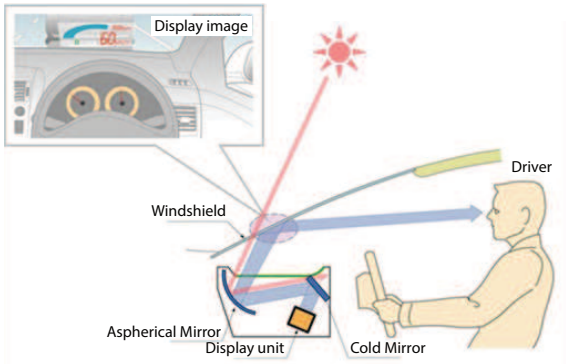


Head-Up Display

Head-Up Display
(vapor-deposited with different kinds of mirrors)
Cold Mirror

< Product Configuration >

A head-up display is a type of device which displays various driving-related information layered upon the background of the windshield, etc. of vehicles.
In recent years, an increasing number of luxury vehicles have been equipped with this device.



Technological Development Showcase

We support the visualization of increasingly sophisticated information for the fast-growing area of advanced driver-assistance systems (ADAS) and connected functions, such as display-type multi-function meters and Head-Up Displays (HUD) for vehicles.

1 Center Information Display: Seamless Design Support

Molded Panels:

To enable the integral molding of curved displays and 3D design-compatible panels (Multi LCD + touch panel switch) and make effective use of cockpit spaces, we have pursued the design of resin-molded panels together with enhancements to production equipment. We handle everything in-house, from panel production to the bonding of touch panels, and have made headway in preparing a system for delivering completed touch panel modules to customers.

Curved Surfaces Touch Panels:

Support for thin glass sensors and film sensors

2 Development of Head-Up Displays Components

Development of cold mirrors and various filters using thin film coating technology

QUALITY MANAGEMENT

Our quality management system is built upon the criteria of IATF16949, the international standard for the automotive industry. The components integrated into automobiles must be of high quality, and since its founding, RHYTHM SHOEI has tackled this challenge head-on. We continually practice the basics of our manufacturing process management, which are the commitments to never include, create, or provide defective goods.

QUALITY MANAGEMENT SYSTEM STRUCTURE

QUALITY POLICY

Contributing to society, trusted by customers by making quality our top priority.

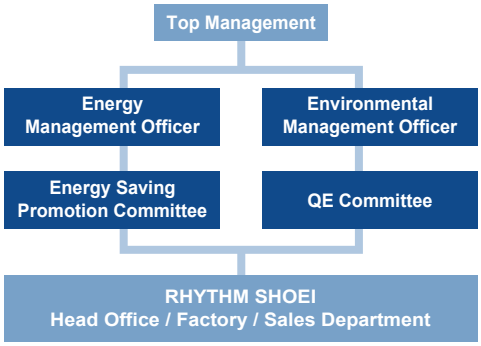
1. Aims to become a manufacturer of components for the automobile industry with its creative production technology in mind.
2. Dedicated to build in products that customers can trust by improving both yield and quality.
3. Strive to increase the competence and awareness of all employees and continuously improve our quality management systems.

Established September 1, 2023

ENVIRONMENTAL MANAGEMENT

Considering the environment is an important responsibility we have with respect to future generations.
RHYTHM SHOEI recognizes the importance of doing business while seeking harmony with the international community as well as local communities, and has pursued a number of environmental management initiatives as a company-wide endeavor since its founding. In 2004, RHYTHM SHOEI obtained ISO14001 certification and has made every effort to maintain and improve the quality of its environmental management activities.
We consider the environment in every aspect of management, from production and procurement to sales and finance, and are always mindful of the environment and energy conservation in our daily business activities.

ENVIRONMENTAL MANAGEMENT SYSTEM STRUCTURE



BASIC ENVIRONMENTAL POLICY

RHYTHM SHOEI recognizes that preservation of the environment is one of the most important worldwide issues and a foundation of corporate management. In accordance with its management policy of "Contribution to the society through MONOZUKURI," RHYTHM SHOEI considers and acts in the interests of a healthy environment in every aspect of its corporate activities.
With this in mind, we pledge to keep the following points in mind as we engage in business, seek harmony with the global environment, and maintain an unshakeable trust from local residents and all our stakeholders.
We will assess the environmental impact of our business activities in the design, development, and manufacturing of touch panels, set and revise environmental goals and targets regarding important items to the furthest extent that is technically and economically possible, and make continual efforts to lessen the burden we place on the environment.

Established September 1, 2023

RHYTHM

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