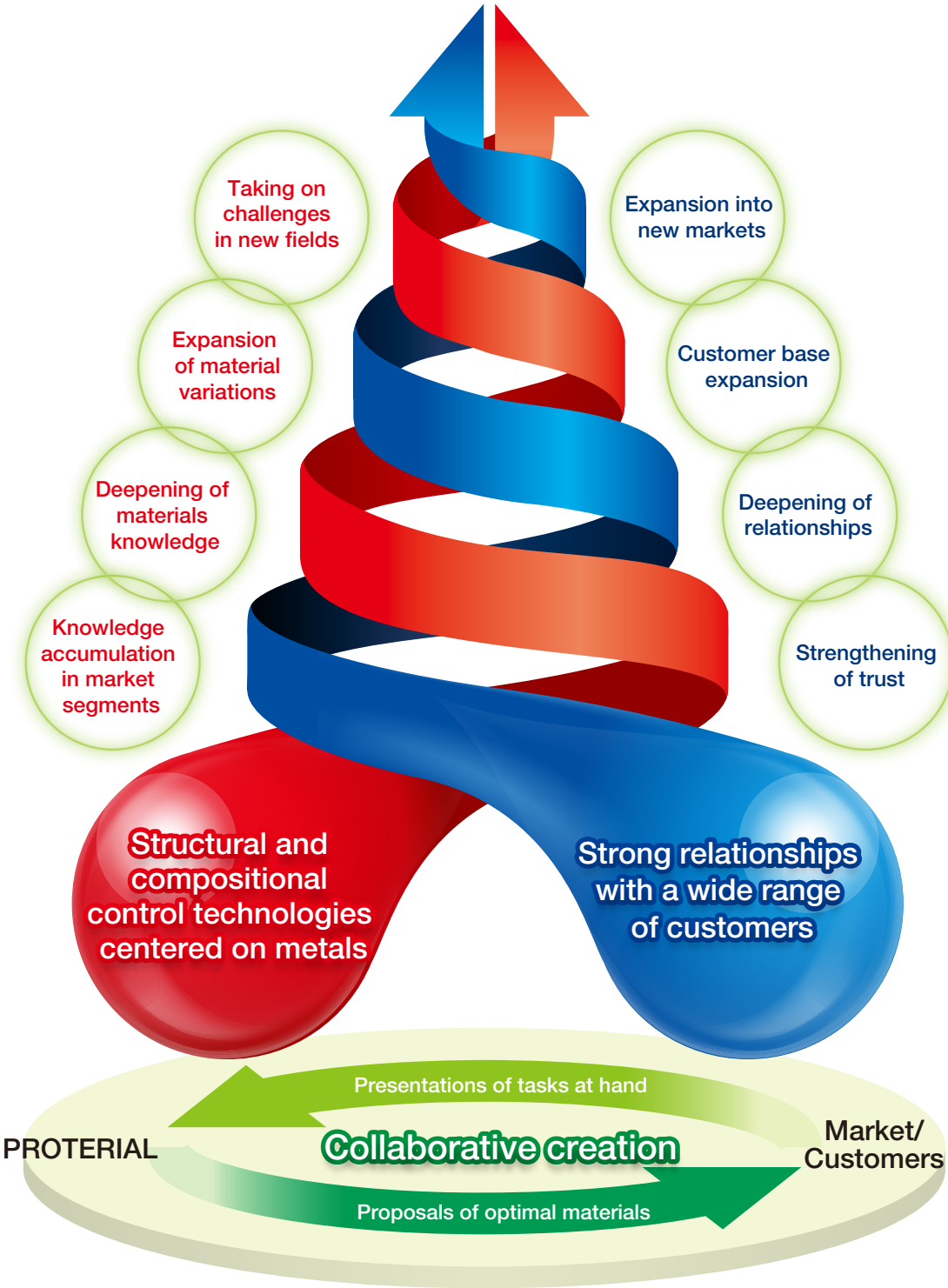


# Proterial's Strengths of Value Creation

With its strengths lying in structural and compositional control technologies centered on metals and its strong relationships with a wide range of customers, Proterial has been providing products and services with high quality and functionality through collaborative creation with its customers. Continuing this cycle of collaborative creation will enable the accumulation of knowledge in market segments, the deepening of knowledge about materials, and the expansion of material variations. In our relationships with our customers, we will also deepen our relationships of trust through the collaborative creation process. In this manner, as these two strengths develop in concert with their synergistic effects, there will be possibilities to take on challenges in new material fields, expand into new markets, and expand the customer base while Proterial continues to move forward and grow.



## Structural and compositional control technologies centered on metals

By continuing to refine our knowledge and technical capabilities in structural and compositional control technologies centered on metals, we are creating products that demonstrate the potential of materials to the fullest extent. Thoroughly committed to quality, we stably supply high-quality, optimal materials that exceed customer expectations.

- By continuing to meet the needs of world-class customers in a wide range of industries, making proposals as materials professionals based on the diversity of product lines and materials we have acquired, as well as a deep knowledge of our customers' industries.
- Developing highly functional, high-quality products by making full use of structural and compositional control technologies centered on metals, realizing mass production that maintains that high functionality and quality.

## Strong relationships with a wide range of customers

We have engaged in business with top-class customers in a wide range of industries for many years. Ongoing strong relationships with customers leads to opportunities for the collaborative creation of new materials.

- Building relationships with customers in a wide range of industries through materials and components that can be applied and developed for various purposes and possessing product lines with top-class global market shares.
- Deepening mutual understanding with customers and building long-lasting relationships by continuing to create products that meet our customers' challenges.



**Main Business Partner Industries**  
Automobile manufacturing, automobile component manufacturing, mold manufacturing, aircraft manufacturing, industrial machinery, machine tools, home appliances and electronic equipment, communications, semiconductors, semiconductor equipment, IT equipment, steel, non-ferrous metals, construction, plant, electricity and gas businesses, rolling stock manufacturing, railway businesses, medical equipment, etc.

**Number of Business Partner Companies, etc.**  
We do business with more than 15,000 companies (FY2022 actual results) in approximately 70 countries and regions around the world.

## Examples of Collaborative Creation That Utilizes Our Strengths

The National Institute for Materials Science (NIMS) and four magnet manufacturers have launched the Materials Open Platform.

The Magnet Materials Open Platform (Magnet MOP) is a joint project between the National Institute for Materials Science (NIMS) and four magnet manufacturers, including Proterial. It was launched in May 2022 with the aim of developing high-performance permanent magnet materials that do not rely on rare elements.

The Magnet MOP aims to strengthen cooperation between industry and academia, and to develop tools that can quickly develop materials with the necessary characteristics for their intended use, by applying world-class microstructure analysis technology for magnet materials and data-driven research to material design and process optimization. In addition, in order to involve not only NIMS researchers but also university personnel, it is using a cross-appointment system to collaborate with university researchers, and working with a membership-based collaborative system called the "Magnet Partnership" to promote the exchange of human resources for research and development, as well as to exchange opinions with magnet user companies outside of the MOP, in addition to working to expand the scope of input toward setting new challenges in the future.

Proterial will contribute to strengthening the competitiveness of industry and the realization of a sustainable society by promoting applications in fields such as electric vehicles and industrial equipment through the development of high-performance magnet materials, while also reducing dependence on rare elements.



Examples of products created as a result of our strengths

➡ PRO + MATERIAL STORIES See "Specialty Steel (page 24-25)" and "Soft Magnet Materials (page 26-27)"