



Challenge
Japan
Solution

IRIS GROUP PROFILE 2021



SOLUTION WITH LIFE

Corporate Philosophy

- 1** Keep pace with an ever-changing market and consumer demands by establishing mechanisms to create profit in any given environment or era.
- 2** Contribute to society by always being mindful of the relationship between our Company, society and people by reinvesting profit in the Company and thereby improving the lives and lifestyles of our employees, our customers and the people who use our products.
- 3** Create a business environment where improvement of the Company leads to better employees, and improvement of the employees leads to a better Company.
- 4** Focus on our customers. The Customer Comes First is the foundation of our mission statement.
- 5** Have high aspirations, be aware of incompleteness, be full of vitality, and strive always to create a growing, innovative organization.

HISTORY

IRIS OHYAMA's Trajectory of Innovation

It all started in a small neighborhood factory in Higashiosaka.

55 years after developing our first original plastic product, we have expanded our business into a wide range of fields and lines of business, growing into a group of 29 companies in Japan and overseas, which continue to create demand.

1970s

From a subcontractor in Higashiosaka to a new start as an industrial material manufacturer.



Aquaculture Buoy
(1966)



Nursery Box
(1970)

1980s

Overcoming the oil crisis and changing how we do business. Creating demand with gardening products and driving the gardening boom.



Planter
(1980)



Plastic Plant Pot
(1981)

Doghouse
(1987)



Clear Storage Case
(1989)

1990s

Strengthening our role as a manufacturer-vendor as home improvement market grows.



Cat Litter Box
(1994)



Lattice
(1997)

Metal Rack
(1998)

2000s

Rapid expansion of global development. Starting to address dissatisfaction with household appliances.



Illumination Lighting (2000)



Full-Cover Hose Reel (2003)



LED Light Bulb (2009)

2010s

Developing solutions for Japan in the wake of the Great Tohoku Earthquake.



Fresh Rice (2013)



Kararie Futon Dryer (2015)



Front-Loading Washing Machine (2019)

2020s

Launch of infection prevention products in an effort to stop the spread of COVID-19.



Made in Japan Masks
(2020)



AI Thermal Camera (2020)



Desk Screen (2020)

COMPANY DATA

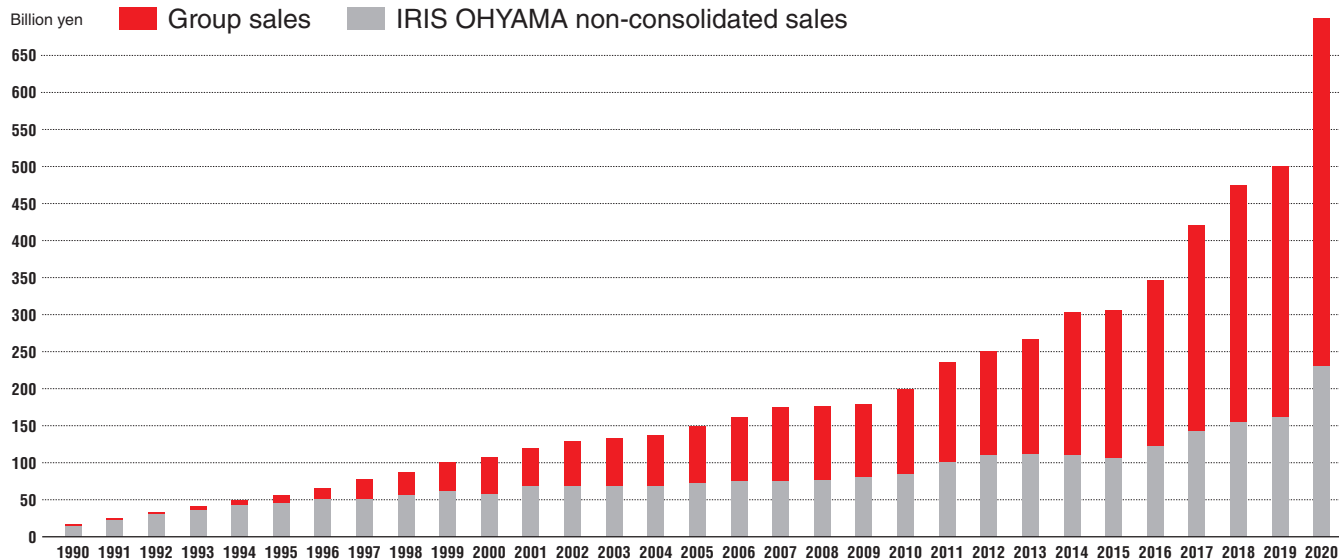
Strengths of the IRIS Group Through Data

Using data to examine the initiatives and features of the IRIS Group, including sales figures, products, and employee numbers.

*As of January 2021

Total Group Sales

6,571 million dollar*



*FY2020

IRIS Group

29 Group Companies
In Japan: 13 / Abroad: 16

Number of Group Factories

33 Factories
In Japan: 15 / Abroad: 18

Number of Domestic Bases

70 Locations
*Whole Group

COMPANY DATA

💡 Number of products: Approximately

25,000 Products



📦 New products released in single year*

*IRIS OHYAMA products only; "new products" refers to products released within the past 3 years

Approx. **1,000** Items

👤 People working for the IRIS Group

IRIS OHYAMA employees

4,434 Employees

Proportion of
new product sales
in total sales figures

More than **60%**

IRIS Group employees

15,392 Employees

IRIS Group

Representative/Chairman: Kentaro Ohyama
Number of Group companies: 29
Sales: 6,571 million dollar (FY2020)
Number of employees: 15,392 (as of January 2021)

IRIS OHYAMA Inc.

Company Name: IRIS OHYAMA Inc.
Established: April 1971
Representative/President & Executive Director: Akihiro Ohyama
Capital: 100 million-yen

Sales: 2,080 million-yen (FY2020)
Business areas: Planning, production, and sales of home products
Number of employees: 4,434 (as of January 2021)

OVERSEAS BASES

A Solutions Network that Spans the Globe *As of January 2021

The IRIS Group, which includes 8 companies and 18 factories outside of Japan, makes products seen across the world.

We respond to the needs of customers throughout the globe by establishing local corporations and developing products with "user-in concepts," which are designed to suit the needs of customer lifestyles and cultures in each country.



GLOBAL NETWORK

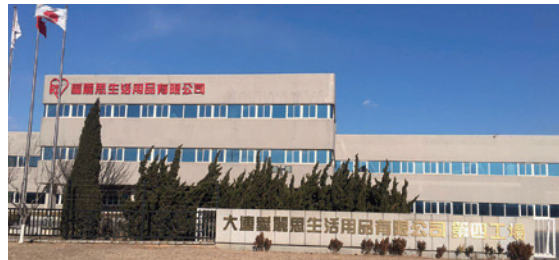
IRIS Group Bases in Japan



GLOBAL NETWORK

IRIS Group Bases Located Throughout the World

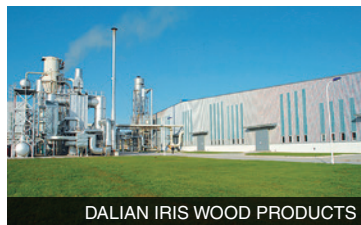
China (Department Factories)



DALIAN IRIS HOME PRODUCTS



DALIAN IRIS OHYAMA TRADE & INDUSTRY



DALIAN IRIS WOOD PRODUCTS



DALIAN IRIS PET FOODS



IRIS HOME PRODUCTS (SUZHOU)



IRIS HOME PRODUCTS (GUANGZHOU)



IRIS HOME PRODUCTS (TIANJIN)

To be completed June 2021

USA



ARIZONA FACTORY



WISCONSIN FACTORY



TEXAS FACTORY



PENNSYLVANIA FACTORY

South Korea



INCHEON FACTORY



DISTRIBUTION CENTER / INCHEON

Netherlands



NETHERLANDS FACTORY

France



FRANCE FACTORY

IRIS GROUP INNOVATION

Since our founding in 1958,
we have always taken on new challenges,
achieving continual growth
in a wide range of business fields.
How are we able to keep adapting?
The key is innovation.



PRODUCT INNOVATION

A Maker that Focuses on Business Conditions Rather than Business Type

The process for developing products to address challenges in daily life

1. IDEAS

Product Concept

“Ah-ha!” “How convenient!”

Developers “speak for consumers”

Affordability

Typical price setting

Adding everything from cost to profit margin

$$\begin{array}{|c|} \hline \text{Production} \\ \hline \text{Cost} \\ \hline \end{array} + \begin{array}{|c|} \hline \text{Management} \\ \hline \text{Costs, etc.} \\ \hline \end{array} + \begin{array}{|c|} \hline \text{Profit} \\ \hline \text{Margin} \\ \hline \end{array} = \begin{array}{|c|} \hline \text{Retail Price} \\ \hline \text{\$300} \\ \hline \end{array}$$

IRIS OHYAMA price setting

Subtracting from a determined affordable price

$$\begin{array}{|c|} \hline \text{Affordable Price} \\ \hline \text{\$150} \\ \hline \end{array} = \begin{array}{|c|} \hline \text{Profit} \\ \hline \text{Margin} \\ \hline \end{array} - \begin{array}{|c|} \hline \text{Management} \\ \hline \text{Costs, etc.} \\ \hline \end{array} - \begin{array}{|c|} \hline \text{Production} \\ \hline \text{Cost} \\ \hline \end{array}$$

2. SPEED

Materials

Plastic, Metal, Wood,
Textile, Earth,
Food products,
Paper, Non-woven fabric



Product Categories

LED, Home appliances,
Food products, Housewares,
Landscaping & gardening, Pet products,
Storage & interior, Healthcare, etc.

Accompaniment Methods

Product
Development

Intellectual
Property

Applied
Research

Product Quality
Management

Production
Technology

3. QUALITY

Thoroughly upheld IRIS product quality

All of our products are subject to strict quality standards.
We carry out evaluation tests in order to
provide our customers with only safe and reliable products.

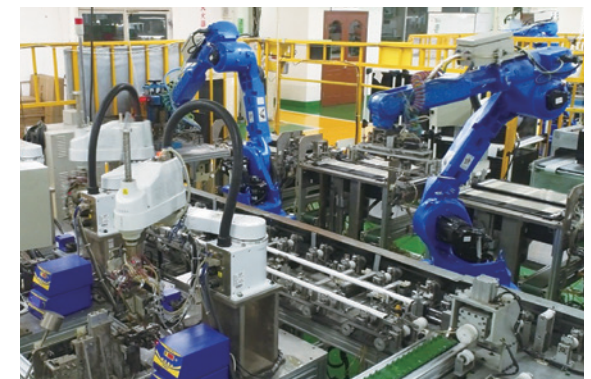
4. RELEASE



Development meetings
held every Monday



Automation
with robotics

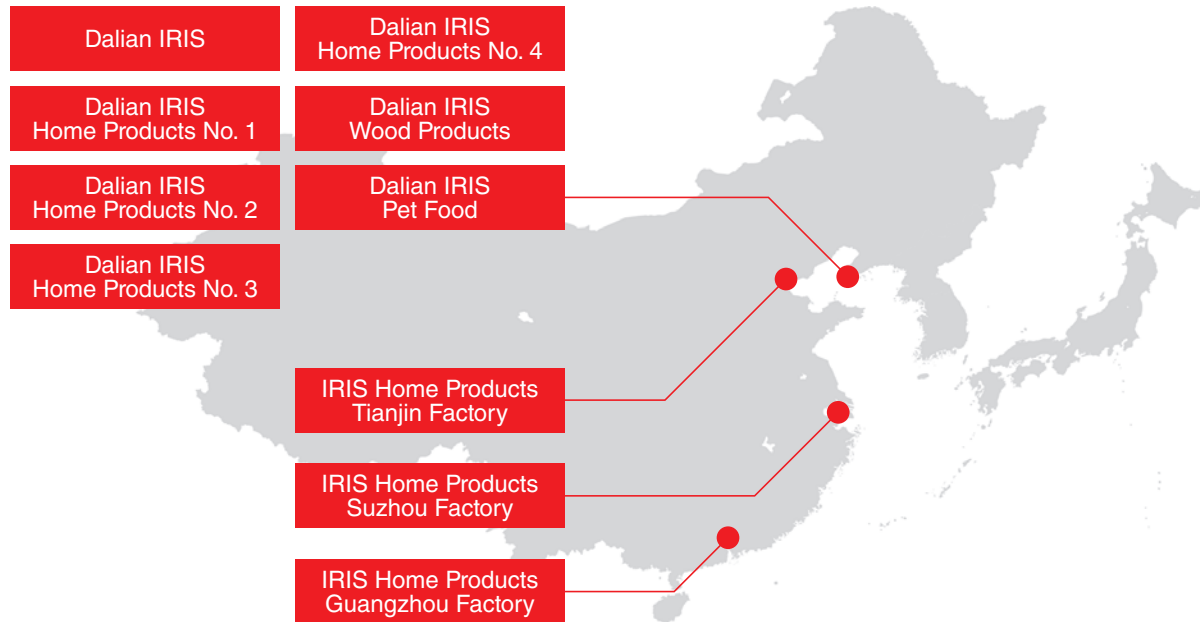


PRODUCT INNOVATION

IRIS Group Main Factories

Our factories in China are capable of handling a wide range of materials. This enables the development of products made from a combination of different materials, allowing us to create products that surpass industry boundaries.

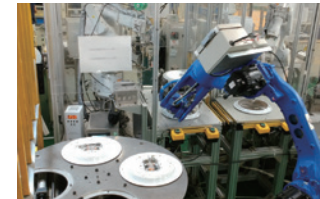
Department Factories



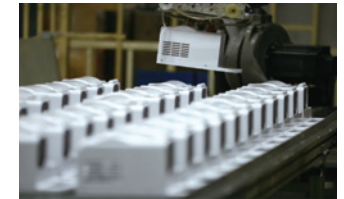
Flow of sending high variety, small-lot products to the market without waste



Home Appliances & LED Lighting



Plastic



Metal



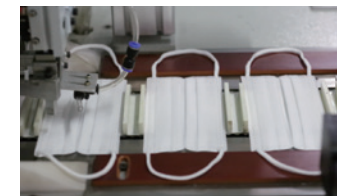
Wood Products



Pet Food



Non-Woven Fabric



PRODUCT INNOVATION

A Globally Expanding Network of Production Bases

Plastic molding, which is the core of innovation, is spreading all over the world.

By carrying out production locally, we are able to respond quickly and flexibly to ever-changing local needs.

Netherlands



China

Home Appliances & LED Lighting /
Plastic / Metal / Wood Products /
Pet Food / Non-Woven Fabric



Japan

Plastic / LED Lighting /
Non-Woven Fabric / Polished Rice,
Pre-Packaged Rice, Glutinous Rice Cakes



USA



France



South Korea



B to C BUSINESS / INTRODUCTION

Adapting to Lifestyle Changes to Provide Comfort



B to C BUSINESS / INTRODUCTION

Home Appliance Business

Ah-Ha Home Appliances® to Change Your Daily Life

TVs & Office Automation



LUCA Series LCD TV with AI Auto Function 4K Tuner

Domestic Appliances



Fully Automatic Washing Machine

Lighting



LED Ceiling Light

Air Conditioning Appliances



Air Purifier & Cleaner

Seasonal Appliances



Voice-Controlled Air Circulator Fan

Lifestyle Appliances



Futon Cleaner

Cooking Appliances



Electric Pressure Cooker

B to C BUSINESS / INTRODUCTION

Home Business

Offering More Comfort and Convenience for Your Life



Stylish Laundry Rack



Color Metal Rack



Swiveling Upholstered Chair



Full-Cover Hose Reel



Rechargeable Grass Trimmer



Cat Cage with Roof Opening



Rinser-Cleaner



Luonto (Frying Pans & Pots)



Paper
Fresh



Super-Absorbent
Pet Sheets

B to C BUSINESS / INTRODUCTION

Healthcare Business

Supporting People's Health for a Bright Future

Made-in-Japan Masks



Nano Air Masks



Beautiful Fit Masks



Soft Masks



Kakuda Factory mask production line

Virus Protection



Face Shield



Antibacterial/Antiviral Spray



Instantaneous Thermometer

B to C BUSINESS / INTRODUCTION

Food Products Business

Both Changing and Maintaining the Way Japan Eats



Convenient, approx. 300g size that can be divided easily



Pre-Packaged Rice



Pre-Packaged Pearl Barley Rice



Fresh Pre-Cut Glutinous Rice Cakes



Fresh Rice in Sealable Bag, 2kg



Germinated Brown Rice



Pre-Cut Glutinous Rice Cakes

IRIS FOODS

COMPANY DATA

Company Name: IRIS Foods Co., Ltd.
Established: November 2013
Representative: Jiro Yamada
Capital: 50 million-yen
Head Office Location: Sendai City, Miyagi Prefecture
Bases: Iwate Factory (Oshu City, Iwate Prefecture), 7 sales locations throughout Japan
Business areas: Food product sales, production of pre-packaged rice and pre-cut glutinous rice cakes

BUTAI AGRI INNOVATION

COMPANY DATA

Company Name: Butai Agri Innovation Co., Ltd.
Established: April 2013
Representative: Nobuo Hariu
Capital: 50 million-yen
Head Office Location: Sendai City, Miyagi Prefecture
Base: Watari Factory (Watari District, Miyagi Prefecture)
Business areas: Polished rice business, sales of agriculture-related products, etc.

B to C BUSINESS / INTRODUCTION of IRIS GROUP COMPANY

IRIS PLAZA

Number of products handled: More than 30,000



COMPANY DATA

Company Name: IRIS Plaza Co., Ltd.
Established: March 1991
Representative: Shizuo Abe
Head Office Location: Sendai City, Miyagi Prefecture
Website: <https://www.irisplaza.co.jp/>

DAISHIN COMPANY

Home appliance and improvement stores that the whole family can enjoy



COMPANY DATA

Company Name: IRIS Plaza Daishin Company Co., Ltd.
Became Group company: December 2008
Representative: Norihiro Yamada
Head Office Location: Sendai City, Miyagi Prefecture (Daishin Saiwaicho Store)
Business areas: Home improvement store business

UNIDY COMPANY

A store that specializes in solving problems in daily life



COMPANY DATA

Company Name: IRIS Plaza Unidy Company Co., Ltd.
Became Group company: April 2014
Representative: Shinji Yashiro
Head Office Location: Matsudo City, Chiba Prefecture (Unidy Matsudo Tokiwadaira Store)
Business areas: Home improvement store business

IRIS FINE PRODUCTS

Making life more comfortable with heating pads and oxygen absorbents

COMPANY DATA

Company Name: IRIS Fine Products Co., Ltd.
Established: December 2005
Representative: Tomio Ohyama
Capital: 10 million-yen
Head Office Location: Sendai City, Miyagi Prefecture



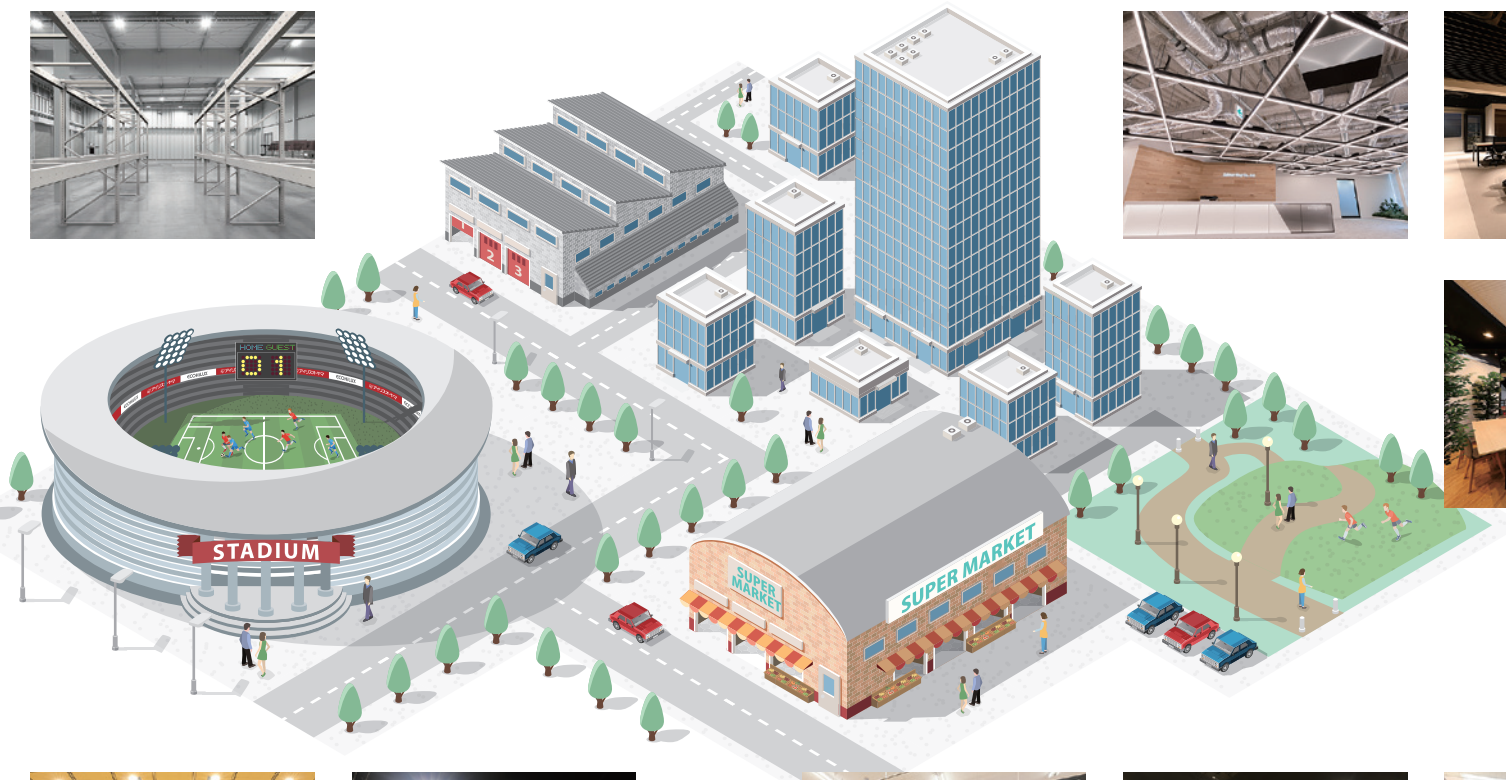
Bases: Ogawara Factory (Shibata District, Miyagi Prefecture),
8 sales locations throughout Japan
Business areas: Production and sales of disposable heat pads and oxygen absorbents

B to B BUSINESS / INTRODUCTION

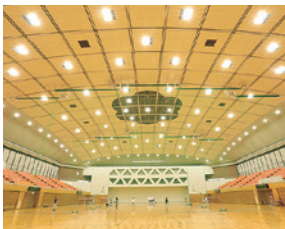
Total Support for Solving Business-Related Problems



Factories & Warehouses



Offices



Public Facilities



Commercial Facilities



B to B BUSINESS / INTRODUCTION

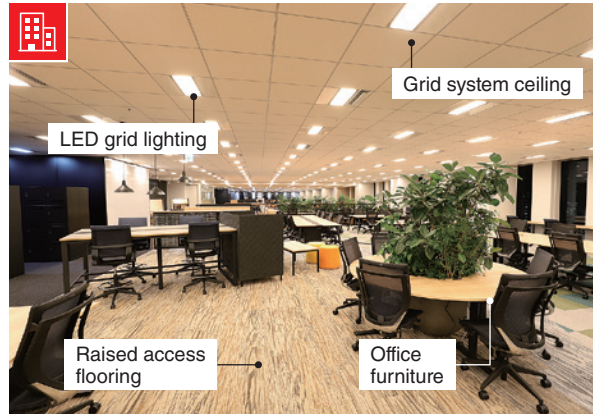
LED Lighting Business

Brightly illuminating the future of spaces and business



Construction Business

Manufacturing of items necessary at construction sites



Furniture & Interior Business

Quickly responding to the needs of shops and distribution sites



IoT Solutions Business

Reducing labor and improving efficiency with analysis solutions using tools such as AI cameras



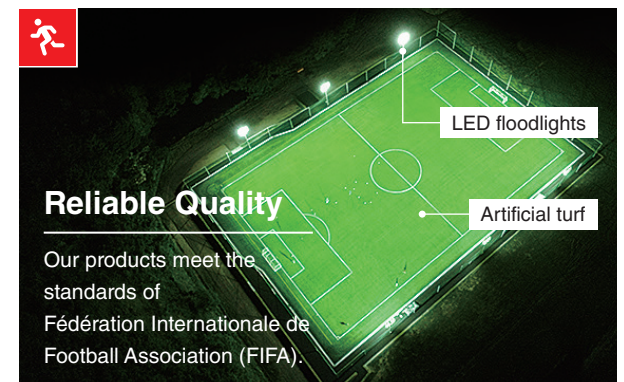
Robotics Business

Reducing labor with AI robots and improving non-face-to-face business



Sports Facility Business

Comprehensive solutions that create environments where everyone can enjoy sports



B to B BUSINESS / INTRODUCTION of IRIS GROUP COMPANY

IRIS CHITOSE / HOUTOKU

Creating a new market with furniture that boasts high technology and quality



Office Business



Education Business



Welfare Medical Care Business

COMPANY DATA

Company Name: IRIS Chitose Co., Ltd.
Established: September 2001
Representative: Tomio Ohyama
Capital: 50 million-yen
Head Office Location: Sendai City, Miyagi Prefecture
Bases: 46 locations throughout Japan
Business areas: Planning and sales of equipment for offices, educational facilities, welfare facilities, etc.

Company Name: Houtoku Co., Ltd.
Became Group company: May 2010
Representative: Tomio Ohyama
Capital: 100 million-yen
Head Office Location: Komaki City, Aichi Prefecture
Bases: Komaki Factory (Komaki City, Aichi Prefecture)
Business areas: Planning, production, and sales of furniture for schools, facilities, and offices

IRIS DENKO

From electrical work and maintenance to commercial robots



©IRIS OHYAMA / SoftBank Robotics

COMPANY DATA

Company Name: IRIS Denko Co., Ltd.
Established: July 2006
Representative: Takashi Ishida
Capital: 20 million-yen
Head Office Location: Sendai City, Miyagi Prefecture
Bases: 14 locations throughout Japan
Business areas: Sales, installation, and maintenance of electrical, electronic, and housing equipment

IRIS SOKO

Comprehensive proposals from design and construction to management consulting

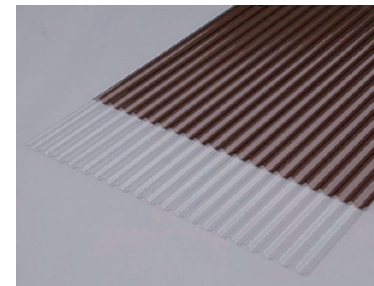


COMPANY DATA

Company Name: IRIS Soko Co., Ltd.
Established: February 2008
Representative: Tomio Ohyama
Capital: 10 million-yen
Head Office Location: Sendai City, Miyagi Prefecture
Bases: Oita Factory (Kunisaki City, Oita Prefecture), 6 sales locations throughout Japan
Business areas: Production and sales of equipment for driving ranges and golf practice

IRIS SHINYO

Integrated production systems that transcend conventional ideas



COMPANY DATA

Company Name: IRIS Shinyo Co., Ltd.
Established: December 2007
Representative: Tomio Ohyama
Capital: 10 million-yen
Head Office Location: Sendai City, Miyagi Prefecture
Bases: Shiga Factory (Koka City, Shiga Prefecture), 4 sales locations throughout Japan
Business areas: Production and sales of synthetic resin plates

SUSTAINABILITY

IRIS OHYAMA's Contributions to Society A comfortable way of life for everyone

The IRIS Group continues to create new value by focusing on comfortable living and offering products that are relevant to our daily lives.

We will also continue making efforts to address societal issues and contribute to the realization of a society where not only users of our products—but everyone in the world—can live with peace of mind.

Contributions to society beyond “user-in concepts”

Contributions that adapt to a changing society



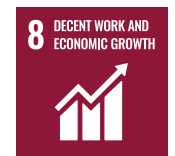
Environment



Products



People



©VEGALTA SENDAI

Community



仙台フィルハーモニー管弦楽団



MESSAGES from CHAIRMAN / PRESIDENT

With a key focus on providing a “comfortable life,” IRIS OHYAMA devises products that will solve the potential inconveniences and discontent of daily life. We create items that enrich our life and make us more comfortable. One of the best examples of such problem solving products is our clear storage cases. We focused on eliminating the problem of not being able to see what is inside the case, changing concepts of storage around the world in the process.

Serving as both a manufacturer and vendor allows us to achieve a flexible production system and efficient logistics. The IRIS China Group plays a central role as a production core for both our domestic and overseas Group companies. Our factories are incorporating more production line automation and IoT manufacturing technology, which lets us handle all sorts of materials and categories in order to create products that surpass industry boundaries.

We develop our products based on “user-in concepts,” and create markets for them by utilizing our unique system of operating as a business-type manufacturer-vendor. Examples of this include our Ah-Ha Home Appliances®, which was developed by taking hints from our users’ experiences and from our polished rice business, where we utilize a low-temperature production method to maintain freshness and taste. Through these products, we are striving to increase consumption and provide support in times of disaster. The scope of B-to-B business is also expanding in fields such as enterprise LED lighting for construction, AI camera solutions, and robotics solutions.

This year marks ten years since the Great East Japan Earthquake. Moving forward, we will launch a full-scale water business at our Fuji-Oyama Factory in preparation for potential disasters that could strike the Tokyo metro area.

Even in this “New Normal” era, we will create new markets and work to address consumer dissatisfaction around the world as we continue to operate as a company that contributes to society through ongoing, healthy growth.

Chairman, IRIS Group
Chairman & Executive Director, IRIS OHYAMA Inc.

Kentaro Ohyama



Since the time of our founding, we have made user-focused manufacturing—“user-in concepts”—our management philosophy, and have thus operated as a company that offers products for a comfortable lifestyle, with clever designs that impress customers with their intuitiveness during use. Furthermore, we believe that change is an opportunity, so we are always proactively pushing forward, utilizing speedy management with a margin that allows us to change to meet the needs of the day.

Last year brought with it major changes, including the global spread of COVID-19, changes in globalization primarily in regard to the United States and China, and the promotion of Japan's Digital Transformation (DX). In order for us to respond to these social crises as a company, we promptly turned our focus to efforts such as the domestic production of masks and sale of AI thermal cameras, alleviating customer dissatisfaction in any given environment and era. We also launched “Japan Solutions, which uses our businesses to contribute to society.

Societal turmoil is expected to continue in 2021 much as it did last year, but we will continue to respond to changes in this “New Normal” era through production of domestic sterilization products, our drinking water business, expansion of our AI/IoT business, and offering labor-saving solutions in the robotics business.

As such, we will continue to be a company full of vitality that innovates and grows by offering impressive and intuitive products and services to customers in Japan and overseas.

President & Executive Director, IRIS OHYAMA Inc.

Akihiro Ohyama

