

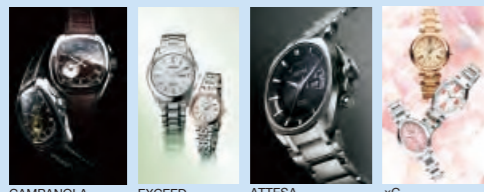
## Harnessing world-leading compact, precision technology to continually offer true value to fulfill people's expectations and aspirations

Based on the Citizen Group's corporate philosophy of "contributing to and striving to be respected by citizens of the world," we operate a wide array of businesses worldwide, drawing on the Group's accumulated ultra-small, ultra-precise, low-power consumption technologies in the watch sector.

Our "Micro HumanTech" approach is alive and well in each of our businesses and products. As part of our watch business we aim to create a wide range of products based on the concept of combining technology and beauty. We supply essential parts for personal computers and electronic equipment in electronic device sector meanwhile and items such as printers and healthcare equipment in the electronic products sector. As part of our industrial machinery business, we provide high speed machinery capable of processing parts to micron precision.

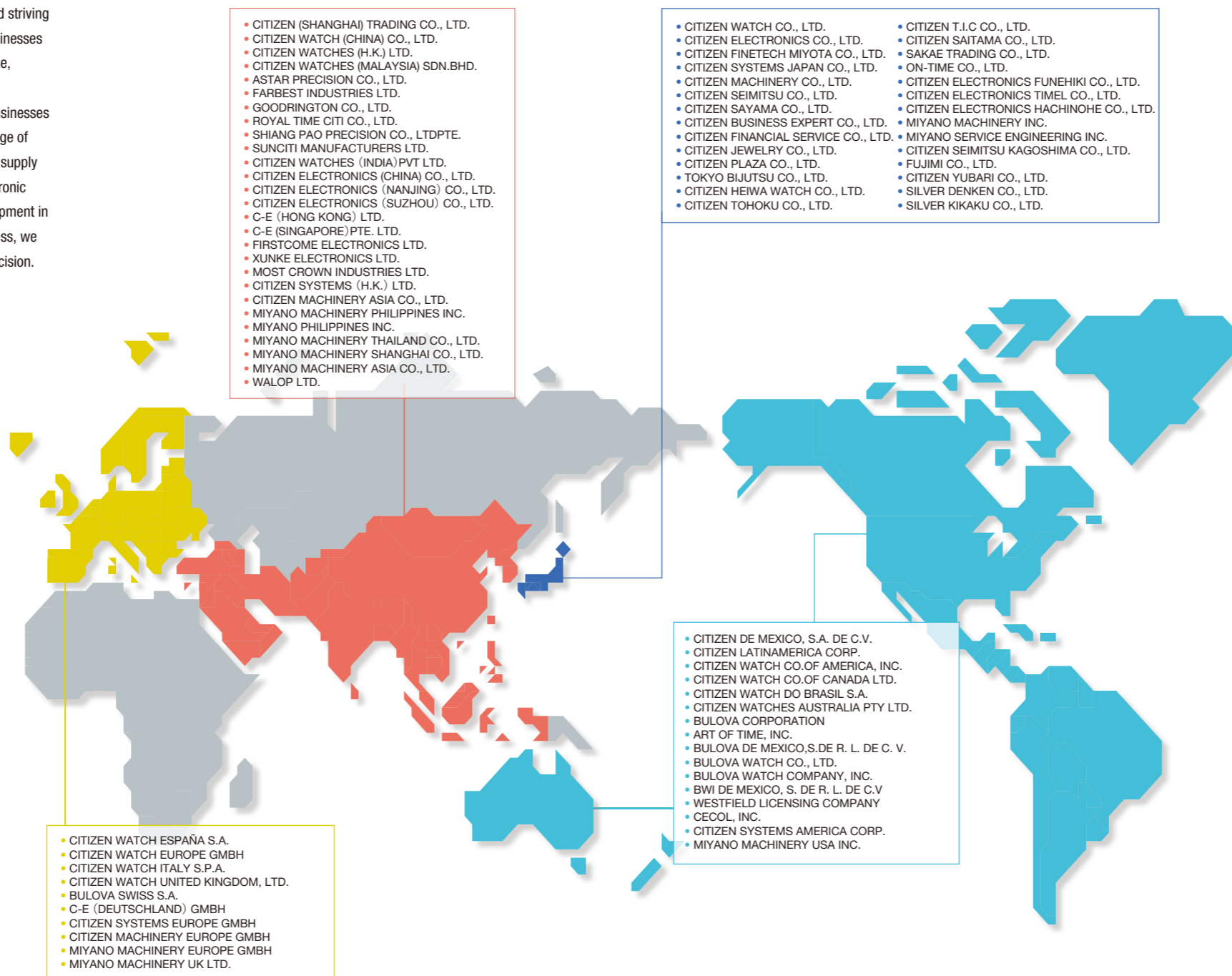
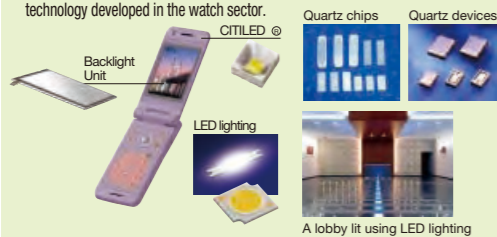
### Watches

Based on the concept of combining technology and beauty, we blend the latest technology with exquisite beauty to create new value. In addition to continuing to offer a range of Citizen brand watches designed to enhance people's everyday lives based on this same theme, we have also started to search for new styles of watches to act as information devices for the future.



### Electronic Devices

With communication devices becoming increasingly compact and offering increasingly advanced capabilities, there is a need for precision technology that combines low power consumption with outstanding reliability. In the electronic device sector, we supply devices for use in a wide range of services and equipment that underpin our information society, based on the likes of compact, ultra-precise assembly technology infused with Citizen DNA and quartz oscillator technology developed in the watch sector.



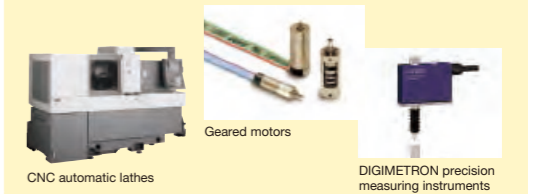
### Electronic Products

We harness the compact, precision, low-power consumption technologies built up by the Group in the watch sector to offer commercial printers and other electronic equipment for professional use in a wide range of businesses. Having incorporated the concept of universal design, in the interests of ease of use for all, at an early stage, we are working to develop a network in partnership with individual doctors in the healthcare equipment business, including products such as electronic thermometers and digital blood pressure monitors.



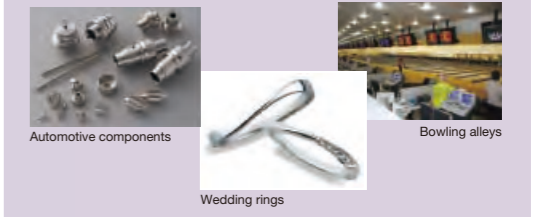
### Industrial Machinery

Drawing on expertise and technology developed in-house as part of equipment and machinery used to manufacture watches, we develop and supply industrial machinery essential to production processes such as grinding, joining and measuring. We believe that it is the flow of shared feelings, from experiencing the joy of making something to seeing the things you have made inspiring other people, that makes the manufacturing industry such a richly rewarding one. We call this the value of inspiration and regard it as one of the most important elements of our business activities.



### New Fields

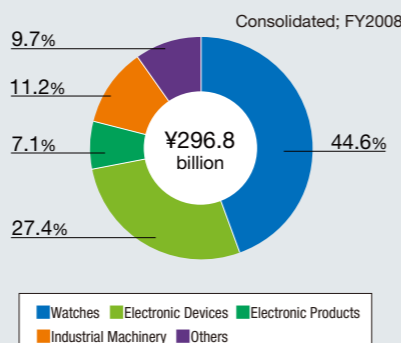
We apply compact precision processing technology, assembly technology, surface treatment technology and mounting technology on a cross-sector basis to independently develop products such as automotive safety components, precision control components for use in medical institutions and semiconductor devices and systems for games consoles. We also manufacture jewelry such as wedding rings and run leisure services such as ice skating and bowling.



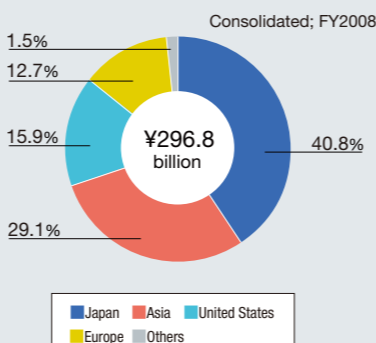
### Corporate Profile

Name	Citizen Holdings Co., Ltd.
Establishment	May 28, 1930
Location of Head Office	6-1-12 Tanashi-cho, Nishitokyo, Tokyo 188-8511, Japan
Representative	Mitsuyuki Kanamori, President and CEO
Capitalization	¥32,649 million (as of March 31, 2009)
Employees	19,802 (consolidated; as of March 31, 2009)
Sales	¥296.8 billion (consolidated; FY2008)
Listing	Tokyo Stock Exchange, 1st Section

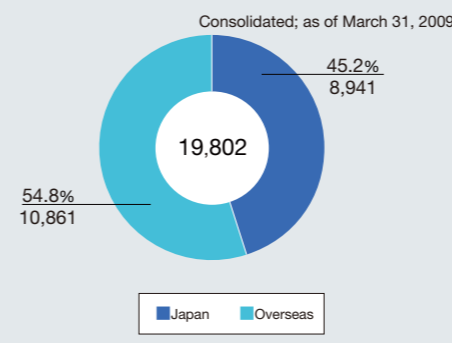
### Sales by Business Category



### Sales by Region



### Number of Employees by Region



### Milestones in the Citizen Group's Business

March 1918	May 1930	June 1949	Jan 1958	Dec 1964	June 1971	Feb 1978	Oct 1981	Feb 1992	April 1996	March 2001	April 2005	March 2006	April 2007	April 2008
Citizen Watch's predecessor Shokosha Watch Research Institute established, the forerunner of Citizen Watch Co., Ltd.	Citizen Watch Co., Ltd. established	Citizen Trading Co., Ltd. established	Watch exports to China commenced	Citizen Business Machines Co., Ltd. established	Precision Machinery Division established	Head Office moved to Shinjuku Mitsui Building (Tokyo)	Systems and Peripherals Division established	Acquired German machine tool company Boley, GmbH.	Solar powered Eco-Drive received the Eco-Mark the first for a watch.	Head Office moved to Nishi-Tokyo	Citizen Systems Japan Co., Ltd. and Citizen Displays Co., Ltd. established	New R&D Building established	Changed the corporate name to Citizen Holdings Co., Ltd. and transitioned to a pure holding company system	Mitsuyuki Kanamori named as President