AIDA's Value Chain

We are leveraging AIDA's unique strengths to bolster business activities across the entire value chain, ranging from R&D, solution recommendations, and engineering to manufacturing and after-sales service. We will harness our unique technology development capabilities to enhance corporate value by ascertaining the latest user requirements and delivering high value-added products and customer service that help address societal issues.

> Increasingly diverse social issues and industry requirements

> > Solution Recommendations

Environmental issues, population decline,

technology transfer, globalization, etc.

Engineering



R&D

focusing on reinforcing hardware and software R&D across multiple fields, including servo motors as well as presses. We are developing new production techniques, DX/AI digital technologies, and robots as we respond to an increasingly diverse external environment. Engaging in R&D at facilities in close proximity to our Engineering and Manufacturing departments enables us to bring products to market swiftly. Through product development that helps solve the issues customers are facing, we will increase customer satisfaction, grow the business, and acquire cutting-edge technological capabilities.

- **Major Topics**
- Developing new digital-driven technologies
- Recruiting and developing talented

• Expanding the eco-friendly product



We propose optimized production lines to customers that enable press metalforming that is highly efficient and highly accurate. Our highrigidity, high-precision presses allow customers to make products with complex shapes that would be difficult to produce using conventional press forming methodologies. Countless AIDA presses have helped customers achieve major productivity gains while also saving labor. Our strength lies in proposing comprehensive forming system solutions by fully grasping the issues facing customers and leveraging our advanced forming methodologies, machinery, peripheral equipment, and DX.

- Capturing potential customers
- Developing our salesforce (globalization, honing technical capabilities. etc.)
- Bolstering collaboration between departments



For over a century, AIDA has been able to set itself apart from the competition through its manufacturing, which has focused on achieving the highest-possible quality, precision, and rigidity, as well as through its design philosophy of pursuing optimized mechanisms, designs, and functions for each forming methodology. Aside from presses, AIDA also supplies forming systems equipped with a wide array of peripheral equipment. The reliability of our products is grounded in the technology AIDA has amassed over many years as we have responded to customer requirements.

- Introducing timely new products
- Achieving advanced functionality at low cost
- Training engineers and retaining

Issues facing our customers

Labor shortages, aging workforce, environmental measures, boosting manufacturing productivity, quality improvements, DX, etc.

Manufacturing

After-Sales Service



We machine the critical components that significantly influence precision and quality using tightly managed machining centers, hand-finishing them when necessary. To maintain quality and build ongoing relationships of trust with our customers, we perform in-process and pre-shipment quality inspections as well as final checks during on-site installations. We adopt a transparent approach to managing traceability across machining, assembly, and inspection processes at our manufacturing sites to maintain world-class quality for all AIDA products leaving the factory. To achieve a strategic competitive advantage, we are strengthening our global production system, deployed in five regions around the world, and establishing optimized localized production systems that take into consideration the cost savings and shorter lead times of knockdown and localized production.

- Managing quality at global locations
- Adopting IoT and AI at production facilities
- Eliminating reliance on individual staff at production sites



We have built long-term relationships of trust with customers by offering comprehensive after-sales service support, including a full range of maintenance services for presses and other equipment, service parts, preventive maintenance, and retrofits. Our experienced engineers propose ways of boosting customer productivity, including improving accuracy and efficiency, adding new functionality, and replacing equipment with the latest equipment. We provide similar engineering support at our worldwide service locations. We also maintain parts at our five global production sites and perform repair jobs at these local plants. This global network enables customers around the world to use our product with confidence over the long term.

- Training service engineers • Bolstering relationships of trust with customers

Fields Where AIDA Makes Contributions

An array of products that support lifestyles

