

Monthly Confidential Report

(Published at the end of each month)

Summary

MONTHLY ELECTROPHOTOGRAPHY

- Comprehensive Research and Analysis of PPCs, Laser/LED Printers, Toner, Resin, Photoconductor, Rollers and Related Components of Electrophotography -

2022. 4



Sharp US (A4/Color) MX-C304WH



Canon Europe (A4/Monochrome) i-SENSYS MF553dw



InPrint Munich 2022 was held in Munich, Germany




Market Research of Japan, China, USA, and Europe
Data Supply Inc.

Sample Page
Excerpt from "Newly Released"
(Office – North America)

N-Color MFP (A4)-Sharp US-2

| | | | | |
|--------------------------|-------------------------------------|--------------------------|--------------------------|--------------------------|
| Product Name | MX-C304WH/C303WH | | | |
| Price | \$5,375/\$4,625 (predecessor price) | | | |
| Release Date | April 2022 | | | |
| Size | A4 | | | |
| Speed | 30ppm in color and monochrome (A4) | | | |
| Function (*is optional.) | Copy | Printer | FAX | Scanner |
| | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Sales Target Volume (North America)



Sample Page
Excerpt from "Featured Article 2 – InPrint Munich 2022"

[Positioning]

| | |
|--|--|
| <input type="checkbox"/> New | The MX-C304WH is a monochrome software integration |
| <input type="checkbox"/> Successor | |
| <input type="checkbox"/> Other | |
| <input type="checkbox"/> Supplied as OEM | |

[Sales Target]

| | |
|--------|----------------|
| Target | Small business |
|--------|----------------|

[Product Lineup and Competing Models]

| | |
|------------------|---|
| Model | |
| C304WH | |
| C303WH | |
| Competing Models | "RICOH IM C300F" (Kye), "TASKalfa 308ci" (Kyocera), "e-STUDIO338CS" (Toshiba) |

[Marketability]

Sales of the company's A4 color units since 2019. Although they have been upgraded to eliminate the need for an office environment. The result is expected to be positive. DX. Under these circumstances, sales is estimated to be 5,000 units. Negative factors such as...

Featured Article 2 – InPrint Munich 2022

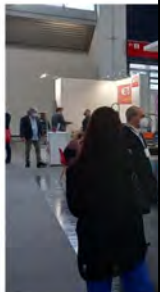
InPrint Munich 2022, a three-day exhibition focusing primarily on inkjet technology, was held in Munich, Germany, from March 15-17 (Tuesday-Thursday).

1. Overview

- Period: March 15-17, 2022 (3 days)
- Venue: Munich Trade Fair Centre
- Number of visitors: 10,618 people (65 countries)
- Number of exhibitors: ...

INPRINT

*Number of visitors which were held concurrently with the exhibition

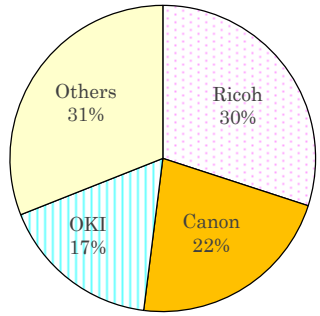


Sample Page
Excerpt from "Featured Article 1 – Shipment Trend of Laser/LED Printers in Japan and Rankings of Bestselling Models"

2. Brand share by product range and rankings of best-selling models (2021)

1) A3 color printer

(1) Brand share



Ricoh leads in the A3 color printer brand share accounting for 30% of the total, followed by Canon and OKI.

(2) Rankings of best-selling models

| Ranking | Maker | Model | Function | Sales volume (Unit/Year 2021) | Year-by-year comparison |
|-------------|-------------|-------------------------------|----------|-------------------------------|-------------------------|
| 1 | Ricoh | SP C750/C751 | SFP | | +3% |
| 2 | OKI | C824/C835/C844 | SFP | | -21% |
| 3 | Canon | LBP841C/842C/843Ci | SFP | | -57% |
| 4 | Ricoh | SP C840/C841 | SFP | | -12% |
| 5 | Epson | LP-S7180/S8180 | SFP | | — |
| 6 | Canon | LBP851C/852Ci/853Ci | SFP | | -33% |
| 7 | Epson | LP-S6160/S7160/S8160 | SFP | | -70% |
| 8 | Fujifilm BI | DocuPrint C2550 d/C3550 d | SFP | | +240% |
| 9 | OKI | MC843/MC863/MC883 | MFP | | -19% |
| 10 | Fujifilm BI | DocuPrint C2450 II/C3450 d II | SFP | | -61% |
| Others | | | | | n/a |
| Grand total | | | | | -23% |

The ranking of best-selling A3 color printers shows Canon's LBP841C/842C/843Ci, which had sold more than 20,000 units the previous year, declined significantly, giving up the top spot to Ricoh's C750/C751.

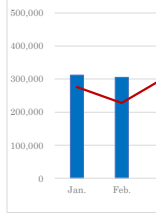
Sample Page
Excerpt from "Other News"

O-Statistics-Chinese Market-1

China's Customs and Tariff Bureau has released imports and exports of laser printers in 2021. The total exports of laser printers in 2021 were approximately 4.15 million units, with the value of approximately 4.556 billion yuan (approximately 82 billion yen at an exchange rate of 18 yen to the yuan). The highest trading month was September with 462,253 units, while the lowest trading month was January with 312,419 units.

[Exports of laser printer]

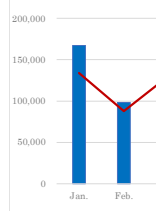
| | Jan. | Feb. |
|------------------|---------|---------|
| Number of units | 312,419 | 304,864 |
| Value (10K yuan) | 33,101 | 27,304 |



The total imports of laser printers in 2021 were approximately 98,149 units, with the value of approximately 8,767 million yuan. The highest trading month was September with 166,977 units, while the lowest trading month was January with 166,977 units.

[Imports of laser printer]

| | Jan. | Feb. |
|------------------|---------|--------|
| Number of units | 166,977 | 98,149 |
| Value (10K yuan) | 13,379 | 8,767 |



Sample Page
Excerpt from "Other News"

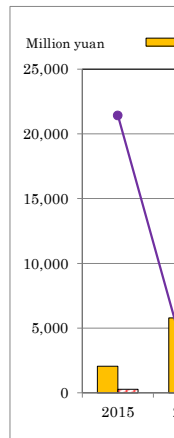
O-Financial Statement-Chinese Manufacturers-1

1. Ninestar Corporation

China's Ninestar Corporation has announced its financial results for FY2021 (January-December). Sales increased 7.9% year on year to 22.791 billion yuan (about 387.4 billion yen at an exchange rate of 17 yen against the yuan), and the net profit increased 701.2% year on year to 1.163 billion yuan (about 19.7 billion yen).

In the printer business, sales of Lexmark printers increased 8.75% year on year to 2.177 billion dollars (about 237.3 billion yen at an exchange rate of 109 yen to the dollar), with shipments up 14% from the year earlier. Pantum's printer sales increased 71.87% year on year to 3.87 billion yuan (about 68.1 billion yen at an exchange rate of 17 yen against the yuan), while the printer business declined 1.5% year on year.

| FY | 2021 |
|-------------------|--------|
| Sales | 22.791 |
| Net profit | 1.163 |
| Net profit margin | 5.1 |



Sample Page
Excerpt from "Production News"

P-Aqueous Inkjet Dispersions-Fujifilm-1

On March 28, FUJIFILM Imaging Colorants (FFIC), a leading, global inkjet ink technology partner to equipment manufacturers, integrators and ink formulators, announced that its parent company Fujifilm will invest around three billion yen to add a new facility in New Castle, Delaware for the production of aqueous inkjet dispersions. Construction of the new facility began this month and is expected to be operational by summer 2023.

Last year, Fujifilm announced the construction of its first dispersion manufacturing facility in the U.S. (with around two-billion-yen investment), which is on schedule to be commissioned by spring 2022. With the facility expansion, FFIC's production capacity of ink will triple to over 6,000 tons per year and pigment dispersions about 1,500 tons per year. Products will be distributed to other ink manufacturers, in addition to in-house use.



<Image of pigment dispersion facility>

Fujifilm's pigment dispersion uses reactive dispersant (RxD) technology, a proprietary cross-linking technology to lock each pigment particle in a secure polymer cage, resulting in a highly stable dispersion that enables the design of ink formulations that can meet demanding performance requirements. Fujifilm supplies aqueous inks to digital printer Original Equipment Manufacturers and RxD pigment dispersions to ink formulators.

Fujifilm's inkjet business sales have been shifting at around 70 billion yen each year (source: Inkjet Printing Market Forecast by Data Supply Inc). The core is the component supply, such as heads and inks, and ink-related sales appear to be one of the highest in the industry with around 30 billion yen a year (all sales figures are based on our calculation).

*Article restructured and commentary added by Data Supply Inc.

April 2022

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[North America]

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