

**Yokowo announces opening a subsidiary in Korea for further business expansion**

Yokowo Co., Ltd.  
7-5-11 Takinogawa,  
Kita-Ku Tokyo, Japan  
Tel : 03-3916-3111 (Rep.)

**■ Summary**

Yokowo has set up a fully owned local subsidiary as the first marketing/technical center in Korea to strengthen and support the front line where the market is rapidly growing.

**■ Background**

Our mid-term business scheme will include a project to expand further share in overseas market. Consequently, we have been working on opening a new sales office in Korea, especially growing country, having mainly 2 roles: local sales operation & real-time technical support. The market is rapidly developing particularly in the fields of automobile, cellular phone, and semiconductor inspection equipment.

Korean market place shows enormous growth these past years:

- 1. Automobile: Currently the fifth largest producers in the world producing 3 million units per year. Also, on top of more luxury cars or SUV for domestic market, advanced technology such as navigation or telematics is emerging at a remarkable speed.
- 2. Cellular phone: One of the leading producers covering 18% share of the world market producing 70 million units per year. Also, demand is sharply boosting for built-in antennas and various composite antennas for GPS/Bluetooth/TV/others.
- 3. Semiconductor: One of the leading producers for memory primarily. Now working actively on logic or ASIC.

As above, we expect our business opportunity should significantly increase in each field.

Till today, we had no local base in Korea and each division was conducting business through distributors or agencies of Japan and Korea. This newly established subsidiary will improve our sales / technical service and so will create firm relationship with customers in this market we haven't been able to approach well so far. We are aiming to launch full-fledged business in Korea and aggressively expand our business even further.



■ New Bases' Outline

The new office will start operation from the beginning of February 2003.

**Yokowo Korea Co., Ltd.**

Date of Incorporation	December 24, 2002
Capital	250,000,000Won
Representative	Hirosato Kato, Managing Director
Location	806, Yeoksam Heights, 642-19 Yeoksam-dong, Gangnam-gu, Seoul 135-984, Republic of Korea
TEL	+82-2-555-4504
FAX	+82-2-555-4517
Nature of business	Sales of Yokowo products
Products	(1) Vehicle Communication Equipment (2) Personal Communication Antenna, Connectors (3) Circuit Testing Connectors

Enquiries about this new release to:

PCC Overseas Sales Dept.

Tel : +81-3-3916-3112