

Press release

Kyocera Unimerco opens representative sales branch in Istanbul

Turkish market offers major growth opportunities in a dynamic economic region

July 24, 2014 – Kyoto/Neuss – The Kyocera Unimerco Group opened a representative office in Istanbul on July 1, 2014. The company's new office in the Turkish metropolis is a clear indication of its increased commitment in the emerging economic region – not least due to closer relationships with customers at local level.

As a specialist in the field of cutting tools, Kyocera will support the new office in supplying the Turkish market with cutting tools, in particular for the automotive and industrial engineering segment. The market potential for cutting tools in Turkey is estimated with approximately 100 million Euro annually.

Kyocera has been manufacturing cutting tools since 1973. Today, the Kyocera Unimerco Group's range includes a large selection of turning, drilling, milling, grooving, threading and cut-off tools based on cutting materials such as hard metal, cermet, ceramic, CBN and PCD.

Kyocera applies state-of-the-art, innovative technology, which calls for the use of highly advanced cutting materials such as ceramic, silicon nitride, CBN, PCD and cermet.

Precision technology is also used when manufacturing the tools so that they can be customized exactly to the individual needs of users in the automotive and engineering industry.

Constant advancements ensure that the Kyocera Unimerco Group has a strong position in the market and is equipped to answer the

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future needs of the industry.

“The new representative office in Istanbul is an important step in our strategy to increase market share in Europe. Here, at the crossroads of Europe and Asia, we see excellent opportunities for leveraging our experience and expertise with a view to substantial growth in an extremely dynamic region,” explained Kyocera Unimerco’s President – Senri Nagashima.

For more information about Kyocera:

www.kyocera.eu

About Kyocera

Headquartered in Kyoto, Japan, Kyocera Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the Kyocera Group, which is comprised of 230 subsidiaries (as of April 1, 2014), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide, with more than 5 gigawatts of solar power having been installed around the world to date.

The company is ranked #531 on *Forbes* magazine's 2014 “Global 2000” listing of the world's largest publicly traded companies.

With a global workforce of about 70,000 employees, Kyocera posted net sales of approximately €10.19 billion in fiscal year 2013/2014. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, finoceramic products and complete solar power systems. The Kyocera Group has two independent companies in the Federal Republic of Germany: Kyocera Finoceramics GmbH in Neuss and Esslingen and Kyocera Document Solutions in Meerbusch.

The company also takes an active interest in cultural affairs. The Kyoto Prize, a prominent international award, is presented each year by the Inamori Foundation — established by Kyocera founder Dr. Kazuo Inamori — to individuals and groups worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (converted at present €362,000 per prize category).

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