

OMRON Selected Among Japan's Best Brands for the Fourth Consecutive Year

Hoofddorp, Netherlands, Wednesday, 3 March 2021 – The Japanese subsidiary of Interbrand, the world's largest branding company, announced its "Best Japan Brands 2021" that evaluates the top 100 Japanese brands. OMRON was ranked 40th, up five places from the previous year, with its brand value amounting to 952 million USD (approx. 100.5 billion yen), a year-on-year increase of 8%. OMRON has received this accolade for the fourth year in a row.



This accolade was based on our continuous efforts to achieve the goals of Value Generation 2020 (VG2020), such as identifying the material sustainability issues on which OMRON should focus and establishing specific initiatives in order to solve these problems. Our efforts to solve them have been continuously evaluated by external stakeholders. In addition, as exemplified by the opening of "Automation Center TOKYO", OMRON was also recognized for its ongoing branding activities, including the creation of a new business model that aims to grow business by understanding customers and actively listening to their voices, as well as its efforts to provide brand experience to customers through various live and digital touch points.

To applaud OMRON's success upon winning this accolade, Tsutomu Igaki, Executive Officer, Global Investor & Brand Communications, stated the following:

"I am very proud of this achievement. The rise in the OMRON's brand value, specifically ranked 40th, up five places from the previous year, with increase in its brand value amount by 8%, is a proof of public acknowledgment of sincere efforts of the OMRON group employees towards the implementation of our corporate principles through their work. Let's continue to contribute to the creation of OMRON brand by implementing the OMRON Principles."

"Best Japan Brands 2021" is an Interbrand award program to calculate the brand value ranking of the Japanese Brands by using a brand valuation method that converts the brand value into a monetary amount (evaluation period: Nov 2019 – Oct 2020).

For details, visit the [Interbrand website](#).

About OMRON

OMRON Electronic Components Europe is a leader in electromechanical PCB relays, as well as a leading supplier of components such as micro switches, MOSFET relays, DIP switches, photomicrosensors and connectors. OMRON has a strong portfolio of innovative technologies including MEMS based pressure, flow and thermal measurement sensors, human face and gesture recognition modules, vibration and tilt sensors.

OMRON Electronic Components Europe strongly supports its customers in Western and Eastern Europe, Russia and the CIS through 8 regional offices, a network of local offices and partnerships with specialist, local, regional and global distributors.

OMRON Electronic Components Europe is a subsidiary of the OMRON Corporation, recognised worldwide as a leader of high quality, high technology electrical and electronic control equipment and component products.

Please send reader enquiries to:

Marketing Support Group

OMRON Electronic Components Europe B.V.

Wegalaan 57, 2132 JD, Hoofddorp, The Netherlands

Tel: +31 235 681 296, Fax: +31 235 681 222

Email: info-components-eu@omron.com

Web: <http://components.omron.eu>