

March 31, 2016

Taiyo Nippon Sanso Corporation

## **Investment in Chinese Venture Company Jilin OLED**

Taiyo Nippon Sanso Corporation (TNSC) announces that it, through Taiyo Nippon Sanso (China) Investment Co., Ltd., has invested in Jilin OLED Material Tech Co., Ltd. (Jilin OLED), a Chinese venture company based in Changchun engaged in the development of high-purity OLED materials. Through this investment, TNSC has acquired the exclusive sales rights to Jilin OLED's products in the global market. Details are as follows.

### **1. Overview of the Business Alliance**

TNSC is pursuing venture investments to acquire value-added and differentiated products as a part of the open innovation strategy in its medium-term management plan, Ortus Stage 1.

Jilin OLED, established in 2005, has made significant progress in the development of high-purity OLED materials and acquired several key customers in China. Since the OLED industry is strongly supported by the Chinese government, Jilin OLED has also incremented both production and R&D capabilities for upcoming OLED materials demands in China. This has resulted in long-term cooperative connections with customers. Jilin OLED is now expanding their business to markets within and outside of China.

This investment is also a part of executing an electronics business strategy to capture the growing demand in the emerging OLED display market. The TNSC Group will leverage its sales network and corporate brand in the global electronics market to promote Jilin OLED's products by bundling them with TNSC's electronics products. Along with the equity investment in Jilin OLED, TNSC and Jilin OLED collaborate in a quality enhancement program of Jilin OLED products by applying TNSC's quality know-how cultivated in the electronics market. TNSC will also look into collaboration in the research and development of purification technology for OLED materials.

In addition to the previously announced partnership with SulfaTrap LLC, TNSC will continue accelerating its open innovation strategy to enhance its portfolio of new businesses, products and technologies in the fields of energy, gas applications, new materials, and electronics in the global market.

## **2. Overview of Jilin OLED**

Name : Jilin OLED Material Tech Co., Ltd.

Head Office and plant: Changchun, China

Establishment : 2005

Representative : Jingquan Xuan