

# ONE VOICE

No Limits, Inc.

## **Building a Stage for Bringing People Together**

### **No Limits**

Our name reflects the depth of our commitment to unbridled creativity and boundless energy as well as our determination to challenge the limits of the possible while maintaining a forward-looking focus on progress.

#### **The No Limits Philosophy**

Using powerful strategies for bringing together clients and stakeholders, we enable you to conduct communication and branding activities that build trust and affinity with your audience.



### **Vision**

We provide across-the-board support for corporate communication and branding needs to help globally active companies like yours build good relationships with their stakeholders.

### **Mission**

As a best partner to our clients, we offer valuable solutions that make more strategic and effective corporate communication possible.

### **Value**

Our staff, thoroughly versed in world-class reasoning and expressive techniques, offer services with emphasis on knowledge, creativity, enthusiasm and reliability.

# Branding is Giving Form to a World without Specs

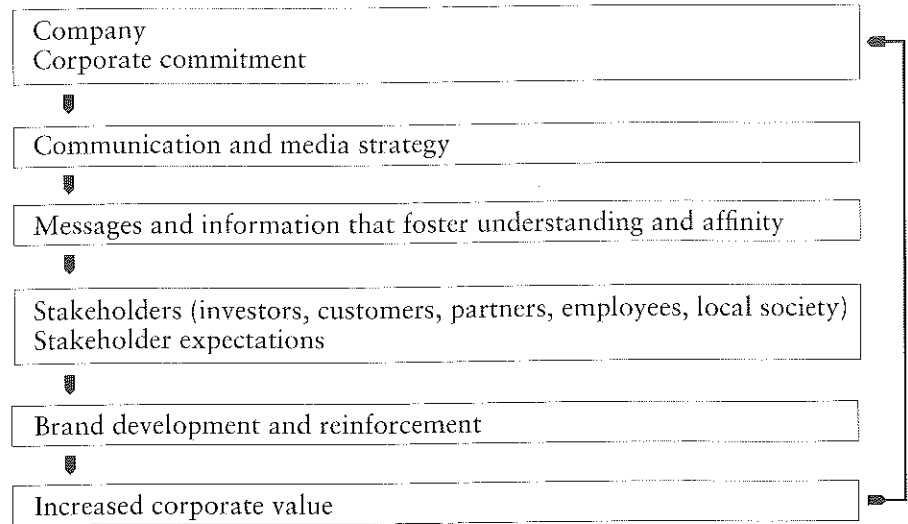
A brand has power: the power to entice, to excite, to satisfy. More than just a name, a brand is something nurtured in people’s hearts by the whole range of corporate activities. It is the satisfaction you feel when a service meets your expectations, the affinity you feel when a product matches your life style, and the sense of trust engendered by corporate disclosure, philanthropy and environmental activities. This is the kind of joy, excitement and trust that builds brands. A mature brand serves as a guarantee, a benchmark of value, that consumers draw on when selecting products and services.

As experts in brand-building, we at No Limits are experienced in providing brand strategy-centered communication and IR activity support for a broad range of industries and educational institutions. Accurately assessing client needs enables us to offer the best possible solutions for achieving target goals. By communicating messages that resonate with stakeholders, we have led many projects to success.

No Limits brand solutions are like plays produced in collaboration with clients. Our goal is to work with you to produce a show that earns a rousing ovation from the audience and maximizes the satisfaction of everyone involved. Our clients are sure to know the joy of a successful run, and No Limits productions always have a happy ending.

## Brand Realization

A self-reinforcing flow for increasing corporate value through brand strategy:



# No Limits Corporate Branding

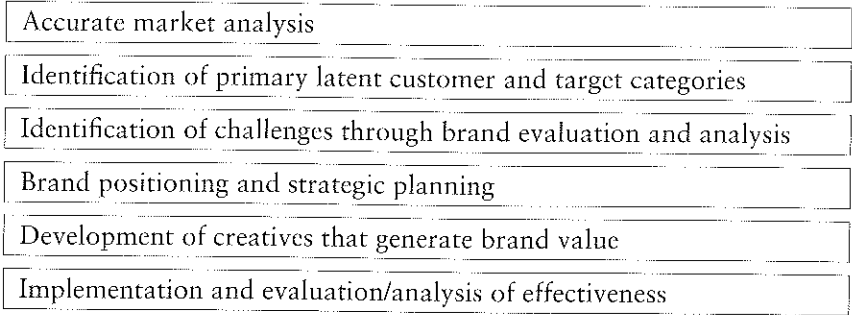
Corporate Strength = Management Strength × Brand Strength

Today, brands are known as the “fifth business resource,” joining people, products and services, money and information. Increasing brand value is directly linked to management strategy and its success has enormous impact on corporate growth.

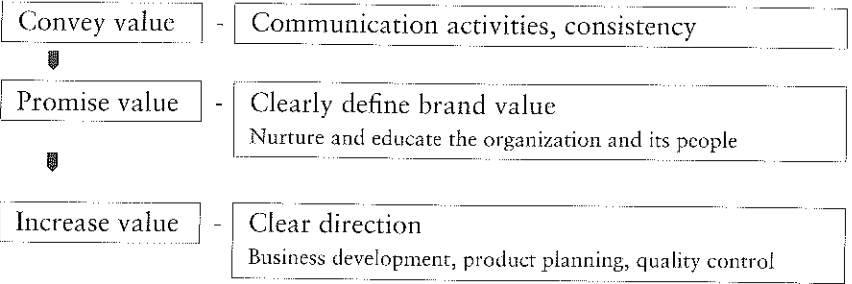
## No Limits Brand Strategy

Grounded in the belief that “Corporate Strength = Management Strength × Brand Strength” and the understanding that a brand is the very face of a company, No Limits provides comprehensive support for brand-building and branding communication. We use our own research and analysis techniques, well suited to changing times, in an integrated process covering the development of a communication strategy through its tangible production and implementation. We always make our best effort, seeking efficient investment and maximum effectiveness, from your standpoint.

## Brand Value Creation Flow



## Brand Value Development Flow



## Our Strengths & Advantages

Using world-class reasoning and expressive techniques, we execute global communication that earns stakeholder trust and affinity.

### Meeting Global Standards

Not only in creative work but also in planning (strategy) and expressive power, we offer global-standard support.

### We Help Build Relationships Between Clients and Customers

With a deep understanding of social developments and insight into trends among target audiences, we use branding to build strong, positive relationships with customers.

### Meeting Varied Needs Through Extensive Partnerships

We are able to meet varied client needs by drawing on an extensive network of overseas consultants, design studios and artists—primarily from Europe and the United States—for both information and creative production.

## Our Stance

Our specialty is integrating our efforts with those of our clients.

### Close Coordination to Reach the Goal

To accurately assess client needs and provide the right solutions, we at No Limits make the integration of efforts with clients our highest priority. Close communication with you is an indispensable part of each step in the brand-building process. We contribute to brand development by having a small number of top-notch staff members provide meticulous attention to your needs in the context of a positive working relationship.

#### ..... S t e p 1 .....

We research market and industry trends and conduct a careful analysis of the environment you—your company and your brand—has to compete in. At the same time, we develop a nuanced understanding of stakeholder relationships. Research, analysis and interviews provide a base from which to draw up a brand strategy for meeting objectives.

#### ..... S t e p 2 .....

Next, we offer unique solutions based on the strategy. Our carefully selected teams of designers, writers and editors, then offer fresh ideas and customized services for each project.

#### ..... S t e p 3 .....

Our brand strategies incorporate effective cross-media strategies—for print, websites, video, electronic and other media—and we offer professional monitoring services to follow-up on the results of media production and distribution or website upload.

Investor Communication

Investor Communication

Among a company's management objectives, maximizing shareholder return is one of the most important. Investor communication tools are ways to share the strategy and processes for achieving those objectives with investors and shareholders.

No Limits knows what investor communication tools need to be for investors around the world to pick them up and read them with interest. We spare no effort to ensure not only that the information is correct, but also that it conveys the allure and promise of your company in way that is appropriate and makes an impact.

Through strategic and highly original communication, we create well-received investor communication tools that build strong trust between clients and their stakeholders.

We first gain an overall view of the management environment, whose direction can be difficult to read, and identify prospects for the future, then work quickly to propose a winning story that leverages your company's strengths to establish and sustain a secure foundation for its business.

The "5W1H" Perspective Needed for Brand Management

- Who: Clearly identify the real customer  
Who do you need to communicate with?
- Why: Why do customers like and buy your products and services.  
Need to be aware of distinctiveness and advantages
- What: What to provide?  
Accurate communication of function and image
- Where: Reevaluate business domain  
How strong and how trusted is the brand?
- When: Long-term perspective  
Sustained growth and profits, securing competitive advantage
- How: Organized rather than individual efforts  
Secure brand continuity and permanence

The No Limits Proposition
<div>■ Investor Communication for Japanese Companies</div> <p>The 1980s, the heyday of corporate buy-outs, taught American companies the lesson that hostile takeovers are not necessarily effective, and today there are many excellent companies operating under Japanese-style management. It is important that Japanese companies not lose sight of the positive aspects of Japanese-style management. Going forward, Japanese companies, while retaining the positive aspects of Japanese-style management they developed over so many years, must incorporate the following elements in their investor communication if they are to prevail over the international competition:</p> <ul style="list-style-type: none"><li>• Management information, including management strategies, that investors really want</li><li>• Clearly defined targeting (institutional investors, individual investors.)</li><li>• High-quality information, not lock-step announcements</li><li>• Expansion of topics for disclosure (intellectual property, risk information)</li><li>• More substantial investor communication directed overseas</li><li>• Enhanced investor communication through shareholder benefits and the like</li></ul>
The No Limits Advantage
No Limits is an expert in the reasoning and expressive techniques shared and understood not only in domestic capital markets but also around the world. Making full use of our extensive network of partners in Japan and abroad, we provide media strategies that are fully consistent with global standards. We not only produce annual reports and other investor relations tools but also offer total support for corporate branding-based investor communication, whether in the form of disclosure reports or materials for individual investors.

CSR Communication

What a Company Can Do from a CSR Perspective

Volume-based economic growth has its limits and there is a need, in the next stage, to shift to a new quality-based model of economic growth. If a company puts such a shift into practice, then its business activities are themselves socially responsible, a sure shortcut to earning society's trust. Sustainable development, unlike the pursuit of purely volume-based growth, means improving the quality of the company. In the future, companies will need to develop optimal socioeconomic systems that are both economically and environmentally rational.

The No Limits Proposition
<div>■ Problems with CSR Reports from Japanese Companies</div> <p>CRS reports issued by Japanese companies tend to be crammed full of all sorts of information. On the other hand, they are substantive, containing complete scientific data. Still, how many people actually read them? Reports in Europe and North America are attractive and easy to read, with an artistic sensibility reminiscent of photography collections or storybooks. If Japanese companies, too, could better emphasize storytelling in creating reports from the reader's perspective, they would be more effective in earning the appreciation of readers.</p>
The No Limits Advantage
In accordance with guidelines established by the Global Reporting Initiative (GRI), an official collaborating center of the United Nations Environment Program (UNEP), No Limits produces optimal CSR reports for individual companies that reflect the latest information and trends in CSR. By applying our research skills to investigate unique examples from overseas and examples from companies in the same industry, we create personalized CSR reports that are effective means of corporate communication.

Communication for Universities and Other Educational Institutions

What is University Brand Strength?

In recent years, more and more universities have sought to distinguish themselves from other institutions by strengthening ties with industry, revising curricula and establishing new courses and departments. Many less-recognized schools have earned greater respect by putting together distinctive educational and research programs. Other institutions have pursued reform to increase their appeal to students and employers by raising the quality of their university education without relying on quick fixes like new academic departments.

For Effective University Communication

No matter how individual and high-quality its educational programs are, a university will be unable to attract the kind of talented students it desires unless it effectively communicates its advantages to the outside world. Public relations is growing in importance and could even hold the key to a university's future. Most prospective students, for example, make application decisions based on university brochures and websites without ever visiting the campus. Such media are successful only when they fully convey the university's message and when the prospective students reviewing them decide the university is where they want to learn.

The No Limits Proposition
<div>■ Drawing Out University Brand Strength</div> <p>By creating an integrated message in brochures, websites and advertising that reflects the complete range of a university's brand elements, No Limits is able to ensure that the university's strengths and appeal is conveyed to readers—that is, to prospective students and their parents. Clarifying brand elements also has a positive impact in raising consciousness and is effective in strengthening the university's identity internally. Such strategic university communication further increases the value of the university brand.</p>
The No Limits Advantage
By applying the research and analysis skills developed in the practice of corporate branding communication, we are able to identify a university's personality and strengths. Our extensive experience further enables us to identify optimal methods for playing to these strengths, and to provide an effective public relations plan from the development stage through media production. With a long track record in university communication for even the strongest schools, we can meet university needs for websites, posters and various other tools.

No Limits Services

- Consulting
- CI and branding planning
- IR consulting and IR strategic planning
- CSR consulting
- Web consulting

Print Media

- IR tools (annual reports, investor information sheets)
- CSR reports
- Corporate public relations (corporate brochures, press releases, media kits)
- University public relations (university brochures, sub-tools)

Workflow

1. Identifying production objectives and grasping content (information gathering, interviews)
2. Concept development
3. Production of editorial and design drafts
4. Discussion of execution
5. Collecting material, conducting interviews, copy production
6. Design production
7. Editing, comprehensive layout, production of final data
8. Color proofing, printing and delivery

Website Development

- Development of corporate and university websites
- Development of sites for mobile devices (cell phones)

The No Limits Advantage
The web is more than a medium for relaying information; it is a tool for interactive communication with all stakeholders who are seeking information. No Limits is thoroughly versed in the various functions of the web and designs and builds sites that are optimized for client needs. We offer interface design that achieves both usability and accessibility together with an attractive look.

Video and Multimedia

- Corporate profiles
- Product and business promotions
- Programs for
  - exhibitions
  - presentations
  - IR and shareholder briefings
- Factory and research institute profiles
- Training and workplace communications

Translation

Japanese to English, Chinese (traditional and simplified), Korean, German, Spanish, French, and other languages

The No Limits Advantage
Translation must be more than merely accurate; it has to provide an appropriate and effective text adapted to the objective and target of the communication tool. No Limits has extensive experience in accurately conveying to target audiences the messages that clients intend to send.

Available Services

- DVD, CD-ROM, video, web movies, etc.
- Exhibition and Event Planning and Management
- Total event promotion
- Planning and production of exhibition booths and events
- Production of exhibition panels and novelties
- Showroom planning, design and construction
- Planning and design of stores and other spaces
- Planning and management of various corporate briefings
- Planning and management of sales promotional events

The No Limits Advantage
We use spatial design and direction to propose effective sales promotion plans. We offer total support for tools such as invitations, net promotions, on-site handouts, panels and exhibit. videos tailored for event objectives.