

For reference (\*)

May 9, 2025

## **Wacom Group Medium-Term Business Plan, “Wacom Chapter 4” Supporting “Inking Experience” to Deliver New Innovative Value**

Tokyo, May 9, 2025 ----- Wacom Co., Ltd. (“Wacom”, or the “Company”), has taken a variety of measures to deliver the optimal digital ink experience. Guided by the concept of “Life-long Ink,” these efforts have been designed to allow customers to experience the value created by digital ink throughout their lives. The Company today announced its new medium-term business plan, “Wacom Chapter 4” (covering FY2025 to FY2028) to further develop and evolve these efforts.

### 1. Review of "Wacom Chapter 3" (FY2021 to FY2024)

In response to the changes in the business environment since the COVID-19 pandemic, Wacom executed structural reforms of the entire organization and the Branded Product Business. We successfully promoted "Preparing the new portfolio" and "Developing Wacom platform," and completed "Changing business model for regions" and "Streamlining company-wide operations." Furthermore, toward returning profitability in the Branded Product Business segment's results for the fiscal year ending March 2026 and growth under "Wacom Chapter 4," we completed a cost reduction plan of over 2 billion yen through measures such as the closure of personnel positions equivalent to 15%-20% of the entire company and the review of operating expenses.

### 2. Outline of "Wacom Chapter 4" (FY2025 to FY2028)

Wacom will deliver entirely new value through a broader sense of "Inking Experience" while also committing to further advancing the “Drawing/Writing” experience we have long supported. To achieve the above, the Company will further enhance and integrate the core technologies we have cultivated, pursuing technological innovation and co-creation that will realize new experiences. Furthermore, The Company will foster relationships within these communities, committed to growing together to deeply understand and discover the use cases of various communities. Wacom will evolve into an "Instrument Craftsman": a trusted companion that delivers holistic inking experiences serving four key use case domains: "Creation," "Learning/Teaching," "Work/Play & Beyond," and "Well-being."

Under the governance of a Board of Directors with high expertise and a skill matrix backed by diverse experience and insight, each of our core business areas is led by appointed EVPs and heads who are responsible for execution. The Company aims for steady

economic growth based on the business plan outlined below (sales of 150 billion yen and operating profit of 15 billion yen for FY2028). Simultaneously, we will pursue sustainable and meaningful growth beyond measurable metrics, together with all communities, including users, partners, customers, and team members.

(Reference) Overview of "Wacom Chapter 4" Business Plan

The Company aims to further enhance corporate value by strengthening our profit-generating capabilities and improving our market evaluation.

- Target for enhancing corporate value in "Wacom Chapter 4" by the fiscal year ending March 2029 (FY2028):

Enhancing Corporate Value = Strengthening of Profit-Generating Capabilities (\*1) × Improvement of Market Evaluation (\*2)

(\*1) Strengthening Profit-Generating Capabilities:

Business Growth: Revenue Target of 150 billion yen; Operating Income Target of 15 billion yen

Capital Efficiency Improvement: ROE Target of over 20%; ROIC Target of over 18%

Future-Oriented Investment: R&D + Capital Investment of 62 billion yen; Strategic Technology Alliances of over 12 billion yen

(\*2) Enhancing Shareholder Returns:

Total Shareholder Return Ratio of over 50%

Introduction of Progressive Dividend Policy (annual dividend of more than 22 yen)

For details, please refer to the explanatory material of the new medium-term business plan, "Wacom Chapter 4" on our IR website.

(\*) This is translated to English from a Japanese announcement solely for convenience of non-Japanese readers.

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For inquiries:

IR, Wacom Co., Ltd.

Telephone: +81-3-5337-6502

IR Website:

<https://investors.wacom.com/en-jp/>