

Company name : COSEL CO., LTD
Listing : Tokyo Stock Exchange Prime Market
Securities code : 6905
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Notice Concerning “COSELSYNC.” a Product Brand Jointly Developed with LITE-ON TECHNOLOGY CORPORATION

On April 30, 2024, COSEL Co., Ltd. (hereinafter referred to as “COSEL” or the “Company”) entered into a capital and business alliance agreement with LITE-ON TECHNOLOGY CORPORATION (hereinafter referred to as “LITEON”) and has been promoting business collaboration under the joint vision of COSEL and LITEON to “Become a Worldwide Leading Brand in Standard Power Solution”.

The Company announces that it has established the joint development brand “COSELSYNC.” with LITEON to integrate the technologies of both companies and expand its business.

1. New brand name: COSELSYNC.



Brand Story

- Synchronize with the world more broadly and quickly.
- COSELSYNC. is a new brand formed through the collaboration of COSEL and LITEON, two global power supply manufacturers.
- By combining COSEL’s production technology, quality, and support capabilities with LITEON’s circuit design, procurement, and production capabilities, the Company can respond accurately and quickly to the diverse and evolving demands of the global market.
- This brand brings a diverse range of products that are synchronized with global needs, created through the synchronization of technology and trust.
- COSELSYNC. will deliver COSEL’s new value to the world more widely and quickly.

2. Target markets: Mid-price-range and high-volume market segment

- (1) FA control equipment
- (2) Measuring equipment
- (3) Medical equipment
- (4) Display equipment, lighting equipment
- (5) Amusement equipment
- (6) Other general industrial equipment

3. Estimated net sales of jointly developed products in three years: 5 billion yen per year

4. Scheduled launch of jointly developed products: June 2025

Synchronize with the world more broadly and quickly.



Synchronization

COSELSYNC. is a new brand formed through the collaboration of COSEL and LITEON, two global power supply manufacturers.

By combining COSEL's production technology, quality, and support capabilities with LITEON's circuit design, procurement, and production capabilities, the Company can respond accurately and quickly to the diverse and evolving demands of the global market. This brand brings a diverse range of products that are synchronized with global needs, created through the synchronization of technology and trust.

COSELSYNC. will deliver COSEL's new value to the world more widely and quickly.

COSEL and LITEON jointly developed product brand



Achieving competitive price ranges and quality/performance

Strengths of COSEL : (1) Achieving high-quality and enhanced support (2) Sales network for industrial equipment

Strengths of LITEON: (1) Parts procurement capabilities (2) Development speed through platform design

Standard power supply manufacturer
for industrial equipment



- High quality
- Comprehensive support
- Sales network for industrial equipment



- Industrial Equipment Sales : COSEL's sales network
- Quality and Support : COSEL's reliability
- Design and Development : LITEON's speed
- Manufacturing and Cost : LITEON's parts procurement capabilities



Custom power supply manufacturer
for consumer equipment

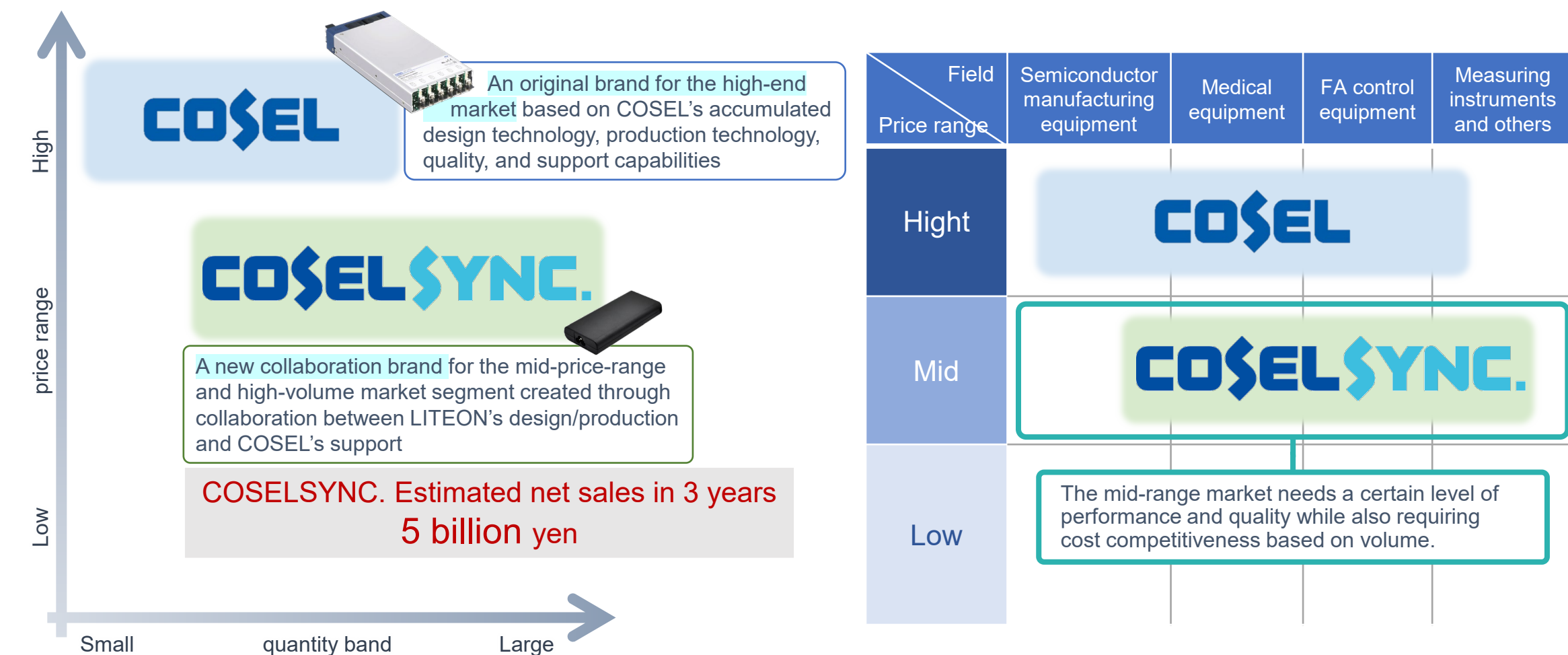


- Parts procurement capabilities (cost and volume)
- Mass production system at LITEON factory
- Development speed

Aiming to become a
leading brand in standard
power supplies

- Offering a wide range of products for the mid-range market
- Strengthening COSEL's parts procurement capabilities and development resources

Conquering the mid-range market with the brand “COSELSYNC.”



Business and Capital Alliance with LITEON



The Company aims to expand its business by integrating the technologies, products lines, and distribution channels of both companies.



Business and Capital alliance
in power supply business

LITEON®

Information
Consumer

Cloud
AIoT

LED

Power Supply Division

Creation of synergies: (1) Start of cross-selling (2) Joint development of power supplies for medical and industrial equipment
COSEL and LITEON jointly developed product brand - competitive price range and quality/performance



Sales

- Establishment of a sales window for LITEON products
- Establishment of cross-selling mechanism
- Expanding sales of jointly developed products

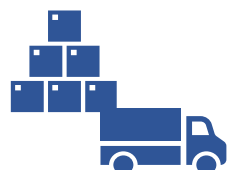
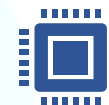
COSEL • LITEON Shared Vision

**Become a Worldwide
Leading Brand in Standard
Power Solution**



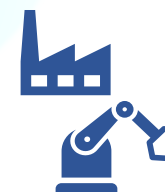
Development

- Development of power supplies for medical and industrial equipment
- Development of high-density, high-power power supplies
- Development of power supplies for regional markets



Procurement

- Change in transformer distribution channels, development of new suppliers
- Stable procurement and inventory risk reduction through joint purchasing
- Reduction of logistics costs and environmental impact



Manufacturing

- Sharing the manufacturing systems of both companies
- Streamlining LITEON's production lines
- Establishment of a quality assurance system