

May 30, 2018 10:10 PST

Epson continues to drive innovation and achieve leadership in key segments

Balesin Island, Polilio, Quezon Province, May 24, 2018 – Epson Philippines continues to gain market traction and achieve leadership position in key segments, driven by the company's focus on the B2B segment and developing its core technologies in four key pillars of innovation – inkjet, visual communications, wearables and robotics – to drive growth for its business customers.

Epson Philippines recorded a positive 20% average growth in the past five years. According to the IDC Quarterly Hardcopy Peripherals Tracker report, Epson's market share of inkjet printers in Philippines was at 55% in 2017, giving Epson the dominant market share in this category. While for the projector category, Epson's market share was reported at 58% in the Philippines in 2017, according to Futuresource Consulting.

In line with its commitment to bringing groundbreaking technologies for enterprise and business segments, Epson Philippines showcased its distinct approach to innovation during its recent annual Media Thanksgiving event held in Balesin Island in Polilio, Quezon Province.

At the event, Epson highlighted its newest products, dedicated to delivering the precision and performance that companies need to achieve business transformation, enable automation and provide an immersive experience.

The new products showcased include the inkjet printers, projectors, point-of-sale printers, signage printers, digital textile printers, as well as smart glasses. Through these products, Epson will strengthen its efforts to bring these technologies to different

markets in the Philippines, in order to address the demands of business customers in varied segments. The company will continue to push to bring about innovations anchored on its core areas of innovation, such as robotics, inkjet printing, projection, and smart glasses.

In a series of presentations, Epson unveiled its campaign for the business segment. This new campaign, “It’s in the Details”, highlights the company’s approach to innovation, backed by a long history of artisanship and attention to details. With Epson’s obsession in precision and its vertically integrated business model, it continues to innovate to deliver new technologies that bring a big difference in the way their customers’ businesses work.

“Epson’s obsession to details runs through everything we do. We believe that by taking care of the little details, we ensure to bring forth products developed solely from homegrown core technologies and devices,” said Eduardo Bonoan, Director of Marketing Division, Epson Philippines.

At the event, Bonoan explained that today’s customers expect more from businesses. With technology today enabling personalized, valuable, and real-time experiences, companies need to adopt new technologies to exceed customer expectations and thrive in the ever-changing digital economy.

“What customers get from our products and solutions come from the details we put into them. Our obsession to details enables us to turn big ideas into reality. It also gave us the opportunity to expand our portfolio of innovative products, dedicated to making lives simpler and easier,” concluded Mr. Toshimitsu Tanaka, Managing Director (SE Asia), Epson Singapore and President & Country Manager, Epson Philippines.

About Epson

Epson is a global technology leader dedicated to connecting people, things and information with its original efficient, compact and precision technologies. With a lineup that ranges from inkjet printers and digital printing systems to 3LCD projectors, watches and industrial robots, the company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics.

Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises more than 76,000 employees in 87 companies around the world, and is proud of its contributions to the communities in which it operates and its ongoing efforts to reduce environmental impacts.

<http://global.epson.com/>

About Epson Singapore

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia and South Asia. Led by the regional headquarters Epson Singapore, Epson's business in Southeast Asia spans an extensive network of 11 countries with a comprehensive infrastructure of close to 500 service outlets, 7 Epson solution centres and 7 manufacturing facilities.

<http://www.epson.com.sg>

About Epson Philippines

Epson's corporate presence in the Philippines commenced in 1998. It grew rapidly into a billion-peso company in a span of a few years from its establishment due to its client-oriented approach in its business management style by its dedicated and innovative staff members and officers. Epson Philippines has an extensive network of 77 Authorized Service Centers nationwide with more than 200 dealers and more than 800 shops across the Country. For more details, please visit our website (www.epson.com.ph) or our Facebook page (<http://www.facebook.com/EpsonPhilippines>).

For product inquiries and technical support, please contact Epson Customer Care at: Metro Manila: (02) 441-9030; Toll Free: 1-800-1069-37766 (PLDT), 1-800-3-0037766 (DIGITEL) or visit the Epson Customer Care website: <http://customercare.epson.com.ph>.