



N E W S R E L E A S E

January 26, 2015
Kobelco Cranes Co., Ltd.

Kobelco Cranes announces the opening of “Kobelco Global Parts Center” in Singapore

In a major step towards its future growth plans, Kobelco Cranes Co., Ltd. (KCL) today announced the successful opening of Kobelco Global Parts Center in Singapore which started operations on January 1st of this year. The opening ceremony was organized at the Grand Copthorne Waterfront Hotel on January 23rd.

With the opening of the Kobelco Global Parts Center in Singapore, Kobelco Cranes foresees strengthening its market position in Asia-Pacific (APAC) as well as in the Middle East, Africa and Europe.

On this memorable day, Akihiko Tsukamoto, President & CEO of Kobelco Cranes was present along with senior company executives, and the function was attended by Mr. Mike Lee, Senior Manager of International Enterprise Singapore, several dignitaries, Kobelco dealers from many regions, business partners and associates.

The company is planning to invest its resources intensively with the aim of increasing its presence in the APAC region and to further boost its parts distribution globally. Kobelco also has plans to additionally invest in the APAC region to improve its service support system with the goal to gain high marks of satisfaction from customers.

Speaking on this occasion, Tsukamoto said, “The establishment of Kobelco Global Parts Center in Singapore is one of our strategies to increase our presence in this region and through this facility, we



can further enhance the level of customer satisfaction with more prompt availability of our service parts in the APAC region, as well as in the Middle East, Africa and Europe.”

“To optimize the supply of service parts and achieve extensively rapid delivery times to our customers, we have begun operations of Kobelco Global Parts Center in Singapore where we can supply the parts within 36 hours after confirmed order, and as a result we are hoping to increase our parts sales of 1.3 billion JPY in 2014 to 2 billion JPY in 5 years,” said Toshiyuki Hiromitsu, Operating Officer and Head of Customer Support Division of Kobelco Cranes.

The opening of the Global Parts Center in Singapore minimizes crane down time and shortens delivery times. Kobelco is increasing its parts stock in Kobelco Global Parts Center to 400 million Japanese Yen in 2015 and is planning to expand to 1 billion Japanese Yen by 2020.

- Company Outline

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| Name | Kobelco Cranes Co., Ltd. |
| Founded | April 1, 2004 |
| Head Office | 17-1, Higashigotanda 2-chome, Shinagawa-ku, Tokyo Phone: +81 (0)3 5789 2130 |
| Capitalization | 6.38 billion yen (100% held by Kobe Steel, Ltd.) |
| Stockholder | Kobe Steel, Ltd. 100% |
| President & CEO | Akihiko Tsukamoto |
| Business activities | Development, manufacture, sale, and servicing of crawler cranes, rough terrain cranes, base machines for foundation work, other machines |
| Website | http://www.kobelco-cranes.com |

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Mr. Akihiko Tsukamoto,
President & CEO of Kobelco Cranes



Mr. Mike Lee,
Senior Manager of International Enterprise Singapore



Ribbon-cutting ceremony

*from the left

Mr. Shinsuke Izumi, Director Operating Officer, Kobelco Cranes Co., Ltd.

Mr. Minoru Ota, Director, Kobe Steel Asia PTE. LTD.

Mr. Akihiko Tsukamoto, President & CEO, Kobelco Cranes Co., Ltd.

Mr. Yasunori Takahashi, Officer, Nippon Express Co., Ltd.

Mr. Masaki Seki, General Manager, Singapore Corporate Banking Div., Mizuho Bank, Ltd.

Mr. Toshiyuki Hiromitsu, Operating Officer, Kobelco Cranes Co., Ltd.



All attendees at the opening ceremony