

建設文化の未来を創造する

VALUE BUILDER



# The Company

Nohara Company is an enterprise with over 400 years history in Japan. We proudly present our strength of providing innovative products and solutions in each construction field.

We continuously work to evolve and enhance the living environment of people in the world.

<b>Established</b>	1598
<b>Presence in Japan</b>	30 regional offices
<b>Overseas Business</b>	9 subsidiaries
<b>Group Sales</b>	USD 1.2 billion
<b>Group Employees</b>	900+

## Our **Mission**

To bring a better living environment for people around the world

## Our **Vision**

To understand the difference in lifestyle and culture and provide innovative building solutions in each location we have our presence.

# Our History

Our 400+ years history is a *history of evolution*

**1598** Established in Iida city, Nagano prefecture, as a merchant house of cottons.

**1947** Established Nohara Co. to start the construction materials business in Tokyo

**1993** Achieved JPY100bn (approx. USD1bn) sales

**1996** Increased paid-in capital to JPY612mn



## Our History

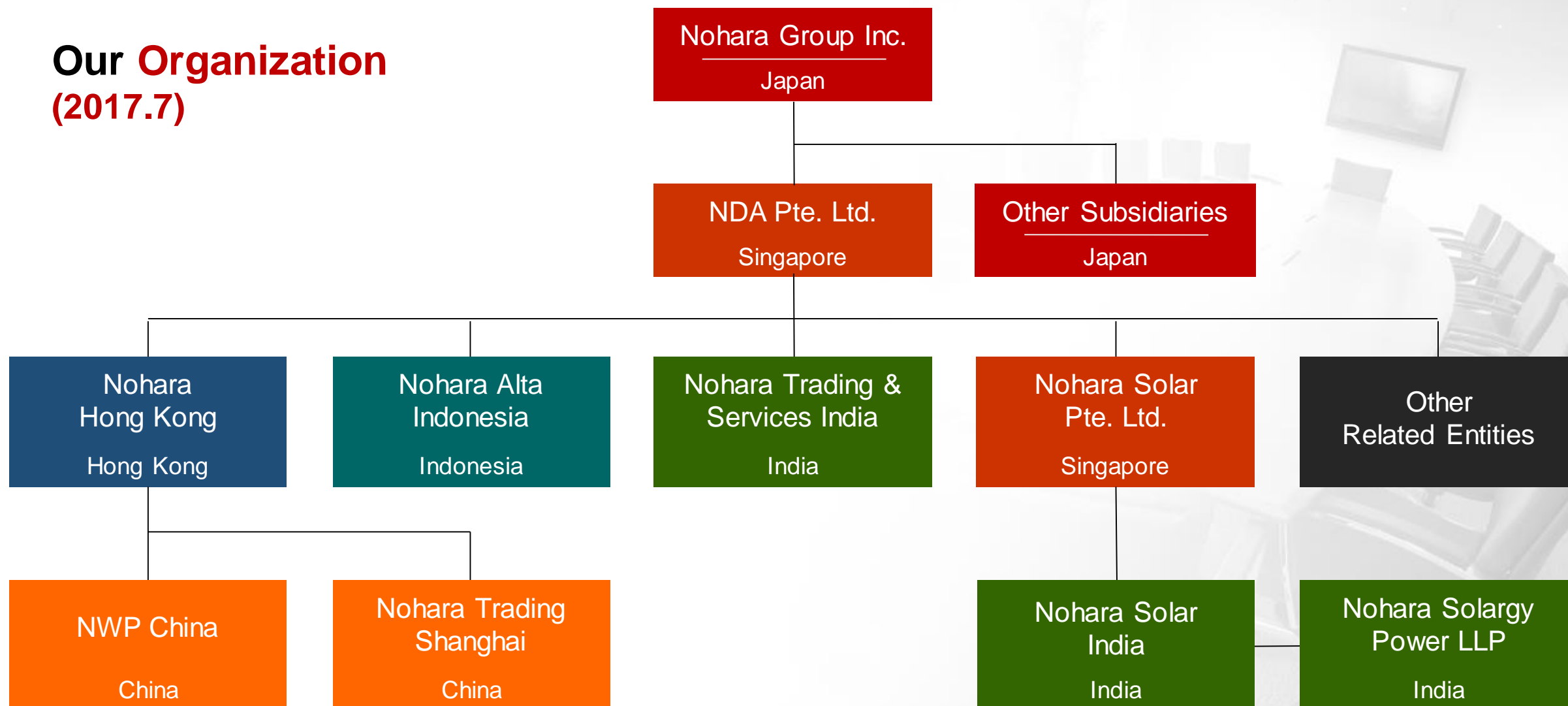
We have expanded into other Asian countries in the last five years.

- 2009** Bought out Nittobo Materials Inc. and became the largest dealer for dry wall systems in Japan
- 2011** Established Chinese interior installation subsidiary, Nohara Workplace. (now Nohara Trading Shanghai in 2013)
- 2014** Established Indonesian and Singapore subsidiaries
- 2016** Established Indian subsidiaries





## Our Organization (2017.7)





**in SINGAPORE**

# Overseas Business / Singapore

## Singapore, our overseas Business Hub.

Singapore has an international reputation for being one of the easiest places to do business and boasting best global innovation in APAC. Nohara has positioned its Overseas Division in one of the most conducive environment for business.

Financial and management control is maintained in this key regional and global hub.

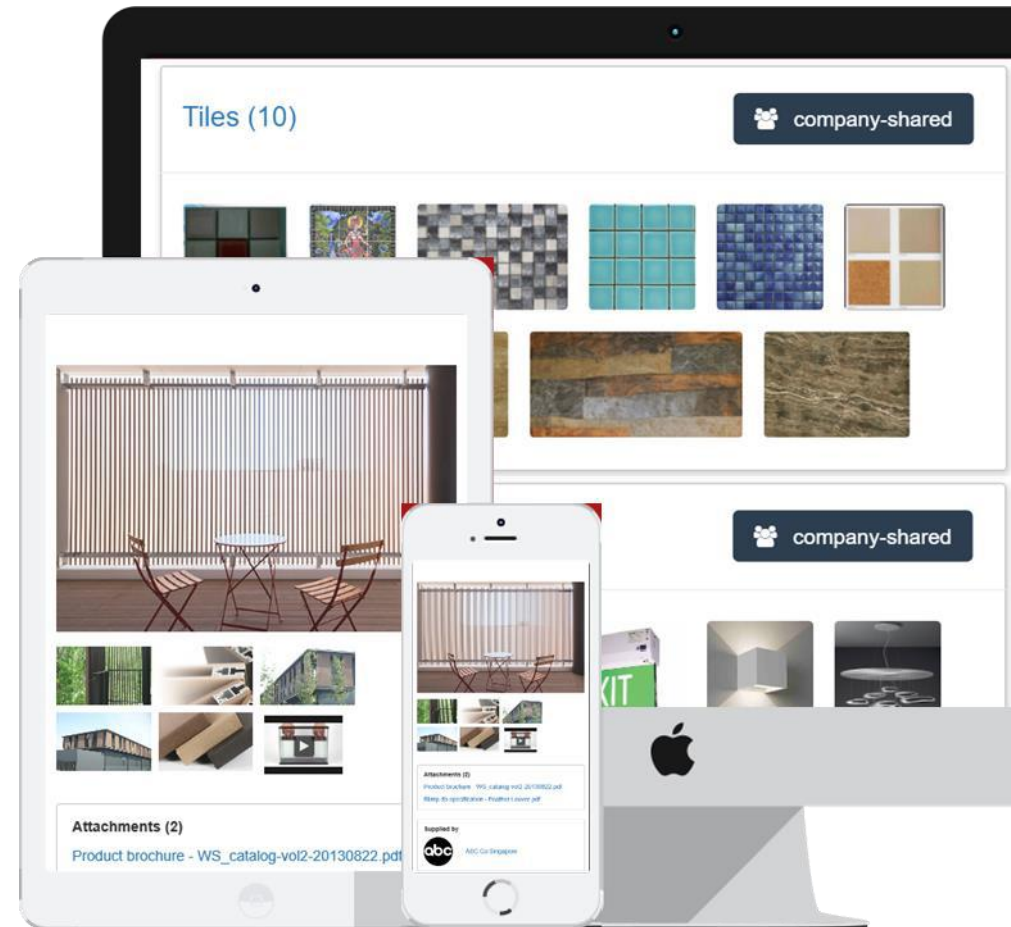




# Overseas Business / Singapore

## Online Integrated Database of Building Materials

- A database platform making it accessible and immersive for all professionals in the construction industry to find the best solution available all over South-East Asia.
- Combined with our expertise as a solution provider for more than 70 years and corporate vision of “Value Builder” - we continue to deliver the best experience all over the world.



 **NOHARA**

**in CHINA**

# Overseas Business / China

## Interior Design & Installation

- Our interior design service is a “one stop shop” for clients.
- Reasonably priced services.
- Quality is our utmost priority by all means.



# Our Policy is to provide “ONE STOP FULL SERVICE”

- We aim to help our customers save time and resources. This is achieved by offering various kinds of services at all stages, from planning to managing and completion.
- Our services ranges from administrative application to design and installation and even office relocation.





# Our Projects





# Overseas Business / China

## International Trading

We provide energy conservation, environmentally friendly and safe building materials to help people create a rich wonderful life.

### ( Import Business )

Many kinds of high quality interior and exterior building materials are imported from Japan and other countries with the reasonable price .

e.g. DIC Fireproof Decoration Board,  
Japanese Style Room, PVC Wallpaper etc.



## Overseas Business / China

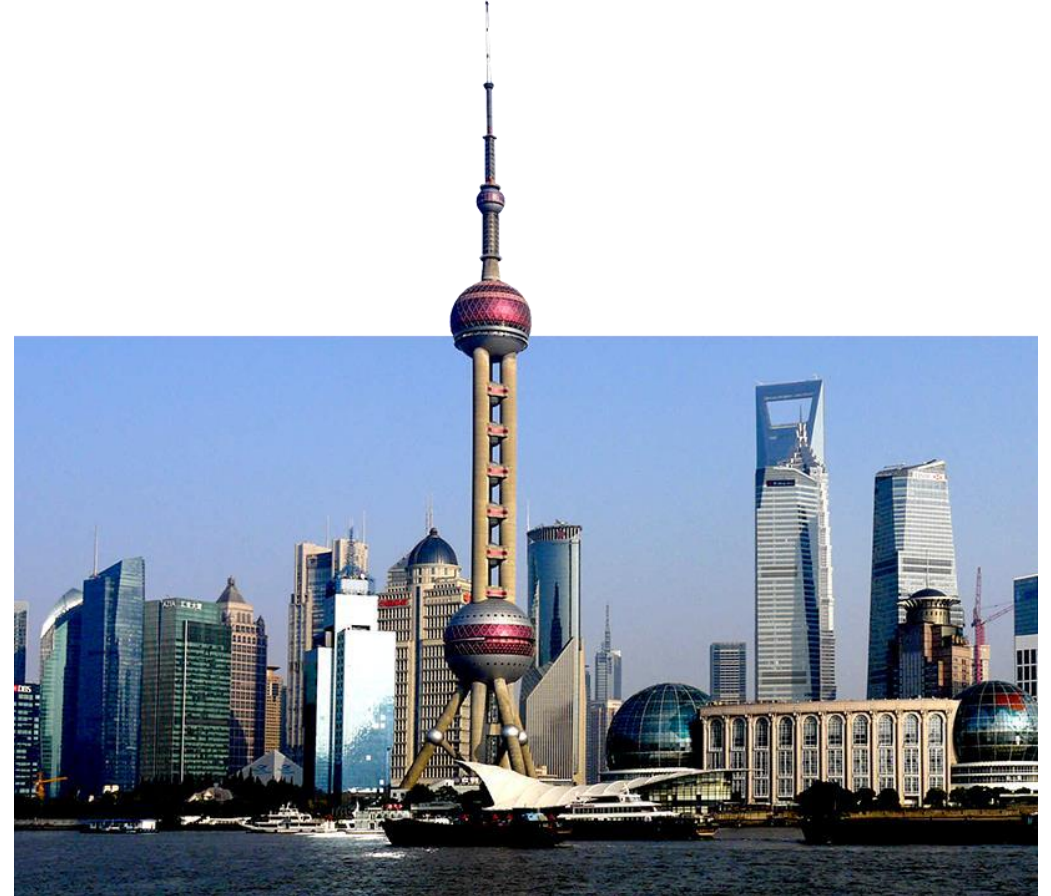
### ( Export Business )

All kinds of high quality building materials and production machines are purchased from Mainland China.

e.g. Glass wool Ceiling Board ,  
Glass Shower Booth ,Building Hardware etc.

### ( Consultation Service )

We also provide related consultation and sourcing services in the field of building industry.





**in INDONESIA**

## Overseas Business / Indonesia

### Manufacturing and Installing building materials

- Nohara launches its factory in Cikarang (East Jakarta).
- Providing to large and highly regarded International and Local Contractors and Developers, Waskita, Jaya Obayashi, Acset, Keppel Land, etc.
- Installing the products at the site.

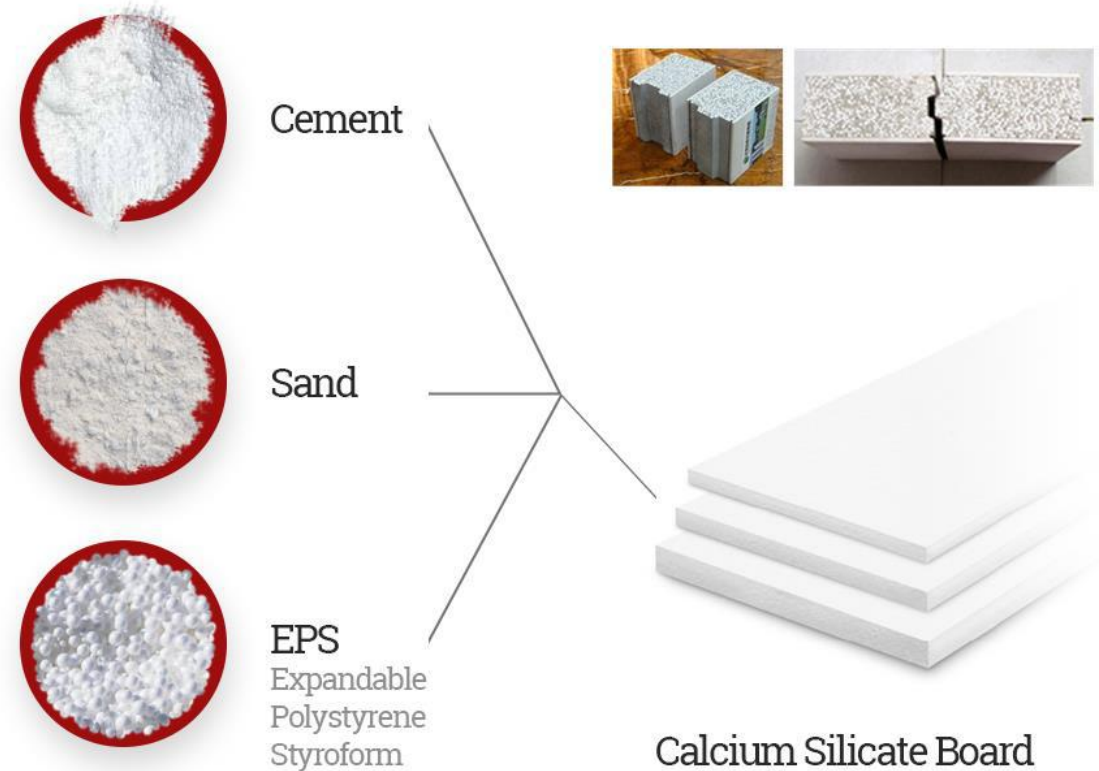




# Overseas Business / Indonesia

## Samurai Panel

- Interior walls for housing, apartment, and office building.
- It fulfils the demands of fast installation, less workers, better quality, smooth surface, and clean site.
- It reduces site waste to minimum level and is certified as green product.





# Overseas Business / Indonesia

## Pre-fabricated Bathroom Units

- Pre-fabricated bathroom in Japanese quality at Indonesian price.
- A worker can assemble it in a day.
- No water leakage using FRP floor.
- Assembling on site reduces the usage of a tower crane.



 **NOHARA**  
**in INDIA**

## Overseas Business / India

### Distribution of Building Materials & Sourcing Services

- Construction Industry in India is significant contributor to country's GDP and hence our focus is to expand in the segment.
- Gradually traditional materials and techniques will be phased out from Indian market (e.g. Bricks, Asbestos sheets, etc.) which create a demand for new edge technologies and improved materials. Accordingly our priority is to distribute unique products such as unit baths, carpet tiles, wooden floors, raised floors, Samurai Panels for interior walls etc.
- We also provide sourcing services to Developer Companies



## Overseas Business / India

### Samurai Panels

- Wall market size of Indian Industry is worth 8.3 Billion and it is mainly in unorganized sector as the most common wall material is red bricks. We have entered Indian market with a cost effective solution in the form of **Samurai Panels – walls without bricks**.
- Samurai Panels have better sound insulation, thermal insulation, fire ratings
- Construction of walls with these panels is faster when compared with conventional materials

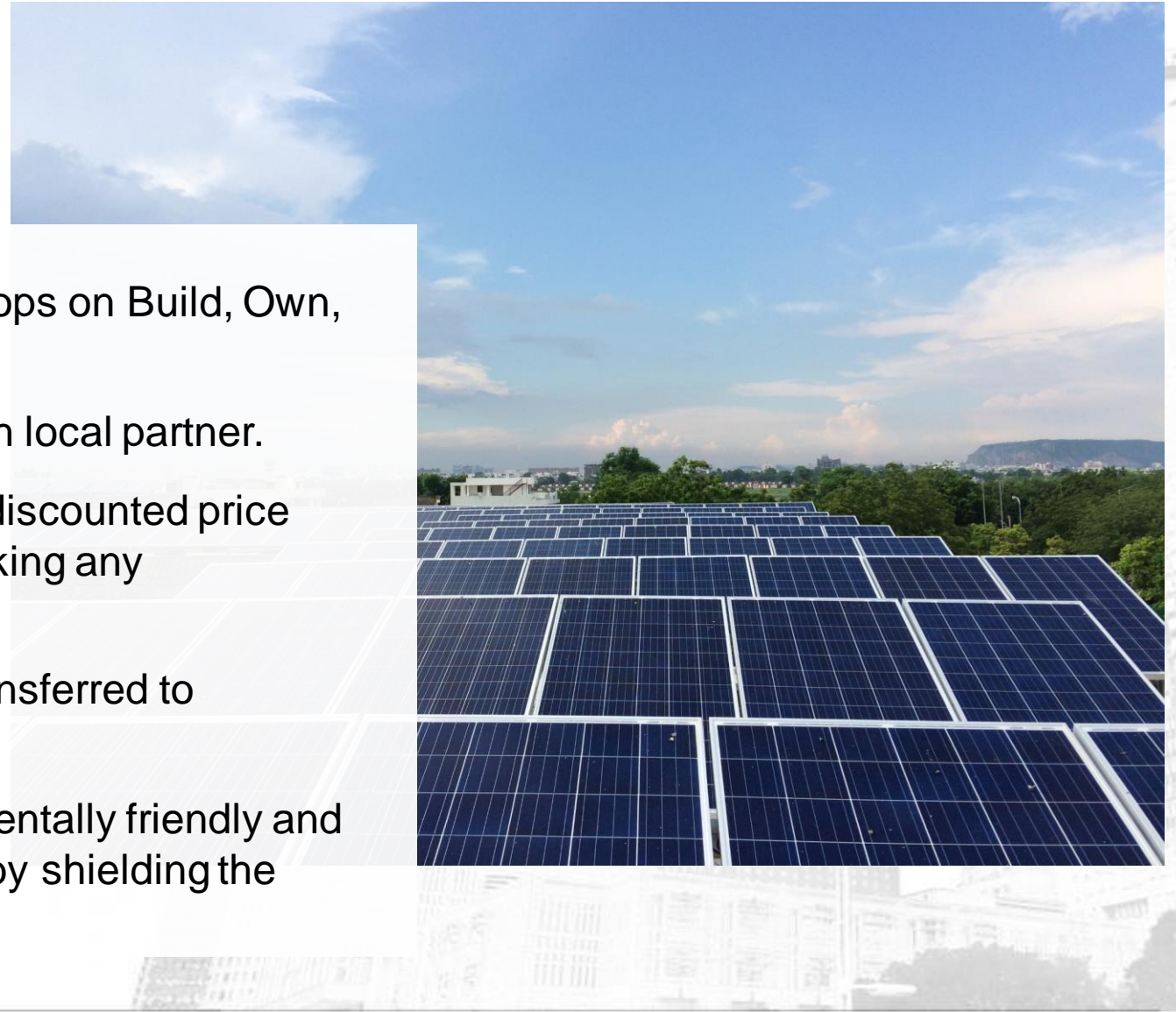




## Overseas Business / India

### Solar Power Generation Solutions

- We provide Solar Power solutions for roof tops on Build, Own, Operate and Transfer (BOOT) model
- The projects are executed through a JV with local partner.
- The Customer receives the solar power at discounted price compared to government tariffs without making any investment on its part.
- After 15 years solar power plant may be transferred to customer at nominal cost.
- Solar energy generation model is environmentally friendly and it also reduces the temperature of building by shielding the roof top.





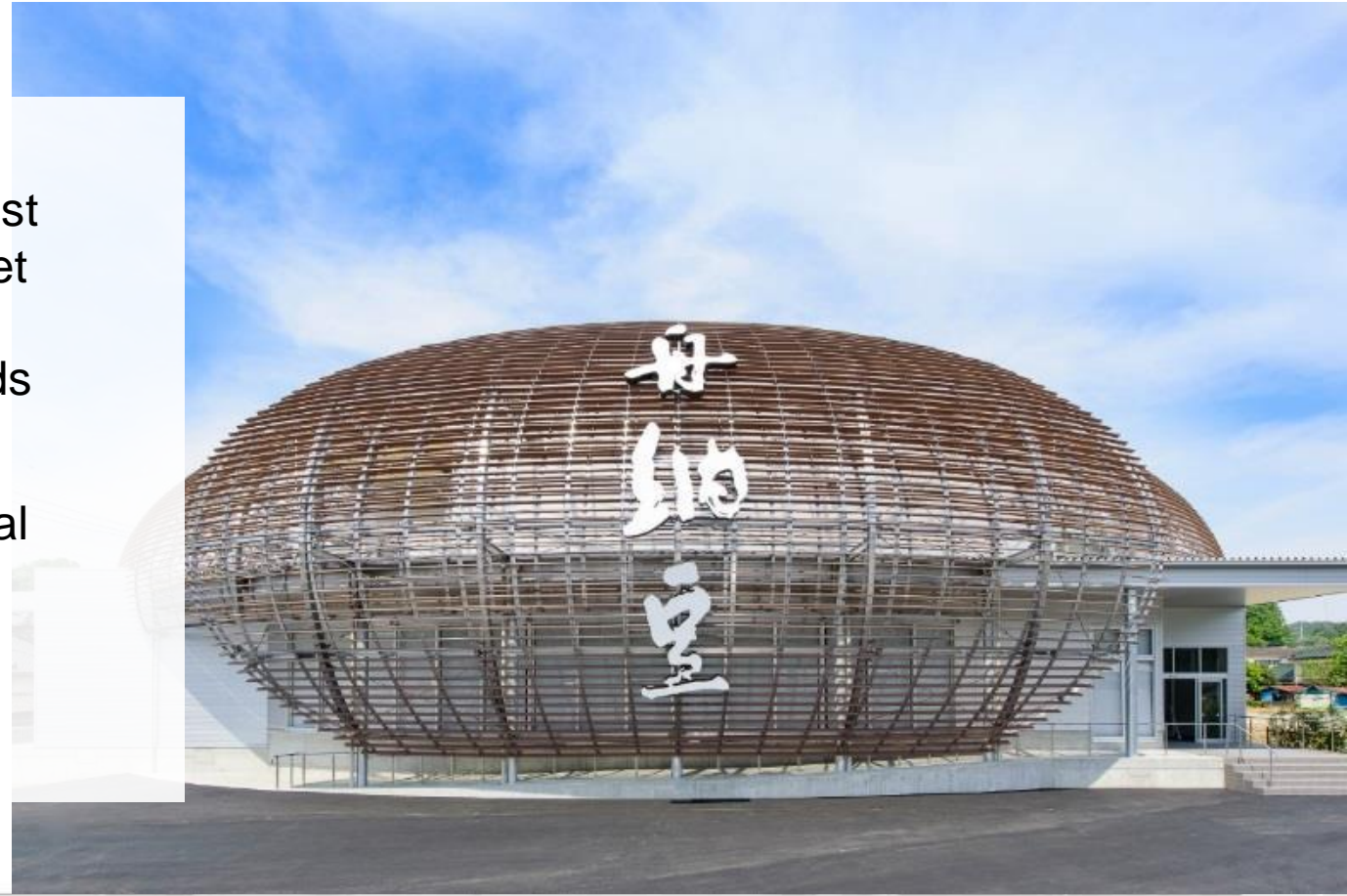


**in JAPAN**

# Construction Products and Services in Japan

Japanese construction standard is one of the most stringent standards in the world. Japanese market have constantly demanded sophistication and elaboration and we have responded to their needs for the past 70 years and more to come.

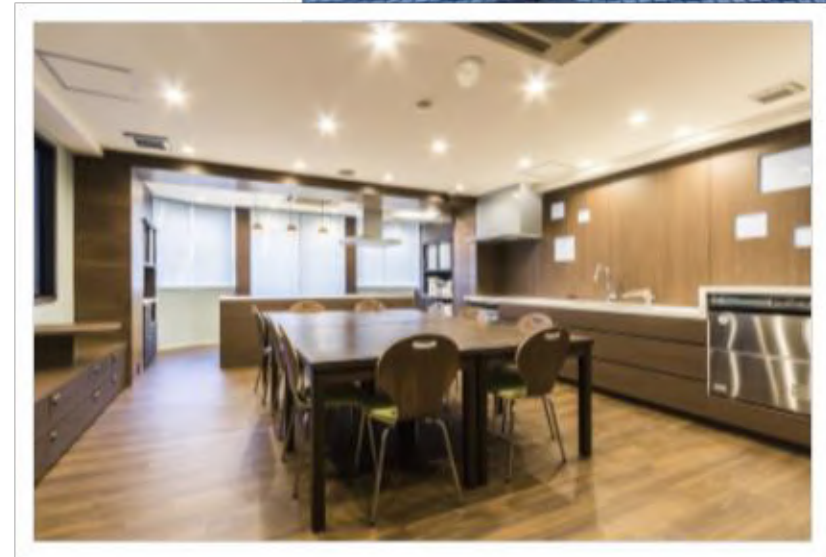
Major construction companies have gained critical components of their buildings or houses through NOHARA. We have supported the highly sophisticated and elaborate works.



# Construction Products and Services in Japan

## Building Material Sales

- Our assortment of construction products extend to more than tens of thousands.
- Construction companies can fulfill their needs at one-stop purchase through NOHARA.
- Construction products are evolving rapidly and our inventory is constantly updated with the most advanced products.
- Newly developed products are purchased with the latest updated information through our sales force.
- We have 26 sales offices to reach out to all construction companies nationwide.

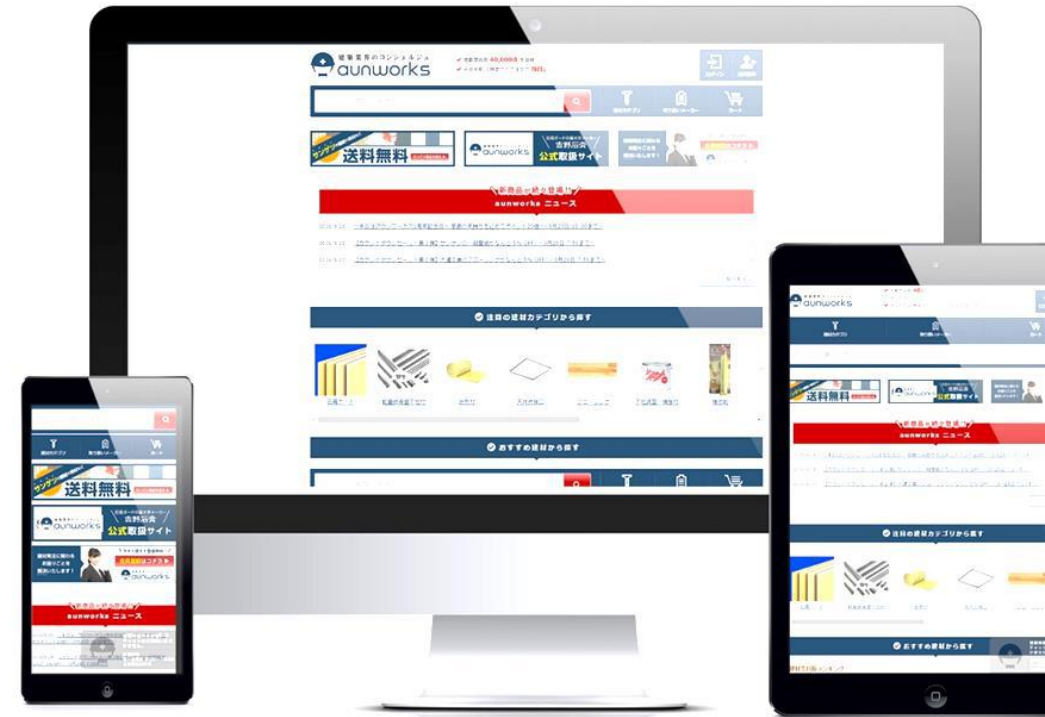


# Construction Products and Services in Japan



## Web-based Marketing

- We have pioneered in a new sales channel to market construction products.
- aunworks is the largest e-commerce site of construction products in Japan.
- Products offered by aunworks are over 50 thousand (and still increasing).
- We deliver to all areas in Japan.
- It may be difficult for some customers to select a suitable product from the wide assortment, hence we have established a concierge service.





# Construction Products and Services in Japan

## Specialized Construction

Constructors keep strong and long standing relations with their sub-contractors because it takes a long time to train sub-contractors. We have had business with most of the major Japanese contractors for a long time because NOHARA has aspired to the requested quality.

- We have forte with metals, such as facades, windows & doors, or steels for structural works
- For interior works which make office spaces, our excellent construction skills are well utilized.
- We have received many awards for our projects.





## Restate Presence in Japan

In our history that spans over 400 years, we are confident that the continuous pursuit and relentless evolution of business and technologies lies in our DNA.

We are here to support the evolution of building and construction industry in Asian countries.

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## Summary

- We are one of the largest interior building materials distributors in Japan.
- Because the method and material used for construction depends on the economic and social settings in each time and each country, we as a Japanese company can have better understandings on the selection of right materials.
- We extend our know-hows to improve the productivity and economics of construction works in other Asian countries.

## **Group Mission Statement**

By continuously creating new construction culture,  
we contribute to make a better and affluent living  
environment.

On behalf of everyone at



**THANK YOU!**

