



CORPORATE PROFILE

BARONESS[®]

KYOEISHA CO., LTD. Established in 1910
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BARONESS[®]

Quality on Demand



We like to make a special impression on those who are engaged in turf.

Pleasure, comfort, and nostalgia that people feel in the natural environment - we all know that these are precious components of life. Under the brand name Baroness, we develop and manufacture Lawn mowers and Turf care machinery for creating a world of beautiful greenery on golf courses, athletic fields and elsewhere. People engaged in the management of turf all over the world have praised the quality of our products for the support provided in their work. Making a special impression with turf and on the people engaged in turf is the unchanging spirit of Baroness.

Company Vision >>>

We tune our creativity all the time so as to continue contributing to people and society.

A company's presence is perceived by people. A company is a member of society that is operated by people. Therefore, the mission of a company is to improve society and promote the happiness of people through its business. Based on this understanding, we uphold the following two basic principles and aim at three categories of value creation as the realization of such principles.



[Our basic principles]

"Respect for human rights" "Corporate social contributions"

[Value creation we aim at]

1. Creating honorable character in a character-building situation called "the workplace."
2. Creating a great company we can be proud of.
3. Creating good products that people in society welcome.



President, Hidenori Hayashi

The Kyoeshia Group deeply understands that a company exists for the purpose of contributing to people and society, and we will, therefore, continue our contribution to improving society in the future. By further enhancing the corporate strengths achieved from over 100 years of history, we will conduct corporate activities that place importance on high quality with the aim of increasing the satisfaction of customers, employees and society.

History

- 1910 The late Sokichi Hayashi started manufacturing Yokaigu-nikakushikiseizokuki (sericultural straw-bending equipment) and established Kyoeshia.
- 1922 Developed pedal threshers. Exported to South Korea, China, Taiwan, and Southeast Asia.
- 1945 The late Kaichi Hayashi became the second president.
- 1959 Moved into the lawnmower business.
- 1963 Moved into the grass cutter business.
- 1982 Masami Hayashi became the third president.
- 1988 Introduced a company-wide computer system.
- 1989 Completed a new office and new machinery plant.
- 1992 Moved into South Korea.
- 1997 Completed the distribution center.

- 2000 Acquired ISO 9001 certification.
- 2001 Established Shanghai Baroness Turf Machinery Co., Ltd.
- 2004 Started internet sales business.
- 2005 Established Kyoeshia USA.
- 2007 Established Kyoeshia UK.
- 2010 Marked our 100th anniversary.
- 2012 Moved into new markets such as Canada, Germany, and South America.
- 2014 Started business in Australia and New Zealand market.
- 2015 Hidenori Hayashi became the fourth president.



Product Lineup

A variety of products that beautifully finish all sorts of turf sites

The "LM" series pursues sharp cutting. The "GM" series pursues high working efficiency. The "HM" series can be used even under harsh conditions. And, the "GR" series provides players with the best fields. Baroness has a variety of lineups that beautifully finish all kinds of green environments ranging from athletic fields to parks and levees.

LM Lawn Mower Series

The LM series adopts a reel mower system we are proud of. The series as a whole has evolved to deliver the precision and beautiful finish that first-class golf courses demand of lawnmowers. The wide lineup lets users select products according to application whether greens, tees or fairways.

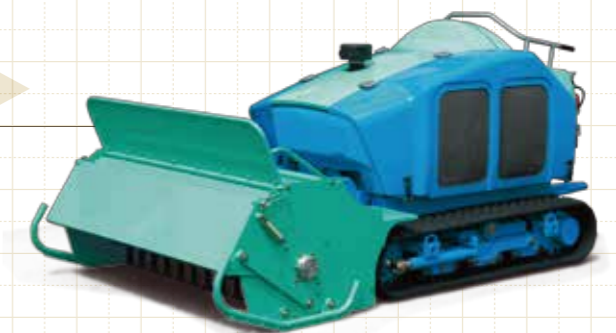


GM Grass Mower Series

The GM series adopts a rotary mower system that allows efficient cutting of grass. The series are well balanced and can operate on slopes. The wide lineup ranges from compact models that can turn on a dime to rider types that can efficiently cut grass across large areas.

HM Hammer Knife Mower Series

The HM series adopts a hammer knife system that protects the cutter against damage if it runs over stones or branches. The series enables grass cutting, collecting and packing in harsh places such as rough forages and slopes. It allows fast grass cutting operations regardless of grass type.



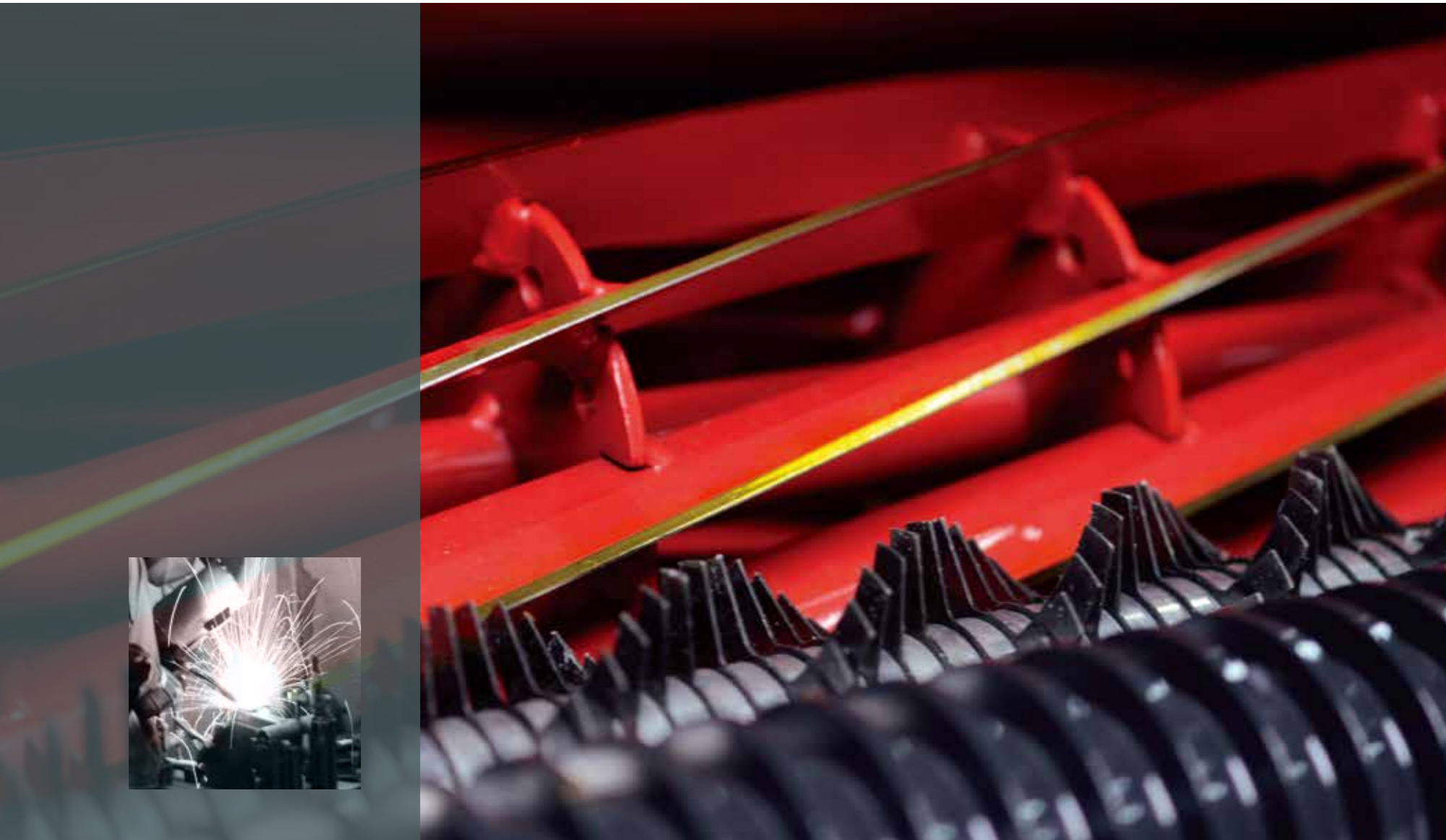
Speciality Equipment

The Speciality equipment series is designed for softening soil. The series is designed and built to finish wide areas efficiently and beautifully according to the intended purpose and conditions of use.



BARONESS Quality

Baroness technology takes sharpness and durability to an extreme.



Baroness reel cutters embody the technology and spirit of Japanese swords.

What distinguishes Baroness lawnmowers from products of other manufacture is the quality of the reel cutter. The sharpness and high wear resistance are highly rated by greenkeepers around the world. To manufacture these reel cutters, we apply technology used to cast Japanese swords and the latest technology in Japan: a "bending" process for accurately bending blades one by one, a "welding" process in which craftsmen provisionally weld blades to improve the accuracy, a special "hardnig" process, a "grinding" process for rendering sharpness, and more. A total of 10 processes are managed by skilled craftsmen who take precision to an extreme. It goes to show that the best quality does not come through technology alone.

Japanese swords, made by repeatedly heating steel at a high temperature and hammering, are a symbol of the samurai spirit. Baroness' reel cutters, which can be called the "core of a lawnmower," have inherited the technology and spirit of sword-making.

We pursue the best in design, manufacturing, and testing. The quality of Baroness is born from that.



Design

Continuous basic research and feedback of user needs help Baroness products to evolve.

Without accepting the status quo in lawnmowers, we always do basic research to improve product efficiency, durability, safety, sharpness, etc. Moreover, we use the latest CAD tools and design methods that reduce costs to the utmost, while carefully listening to the demands of course managers and feeding that information back to design. Thus, we incorporate new technologies and customer opinions into design. Baroness is evolving on the belief that the latest is the best.



Manufacturing

High-level production technology that meets all kinds of design demands

A high level of production technology supports the high quality of the Baroness brand. To build manufacturing lines that can handle creative designs, we develop and manufacture all molds and jigs in-house. Moreover, we are adamant about internally producing reel cutters, which are regarded as the core of a lawnmower, and station skilled craftsmen along our manufacturing lines. Thus, only products that clear rigorous inspections are delivered to customers.



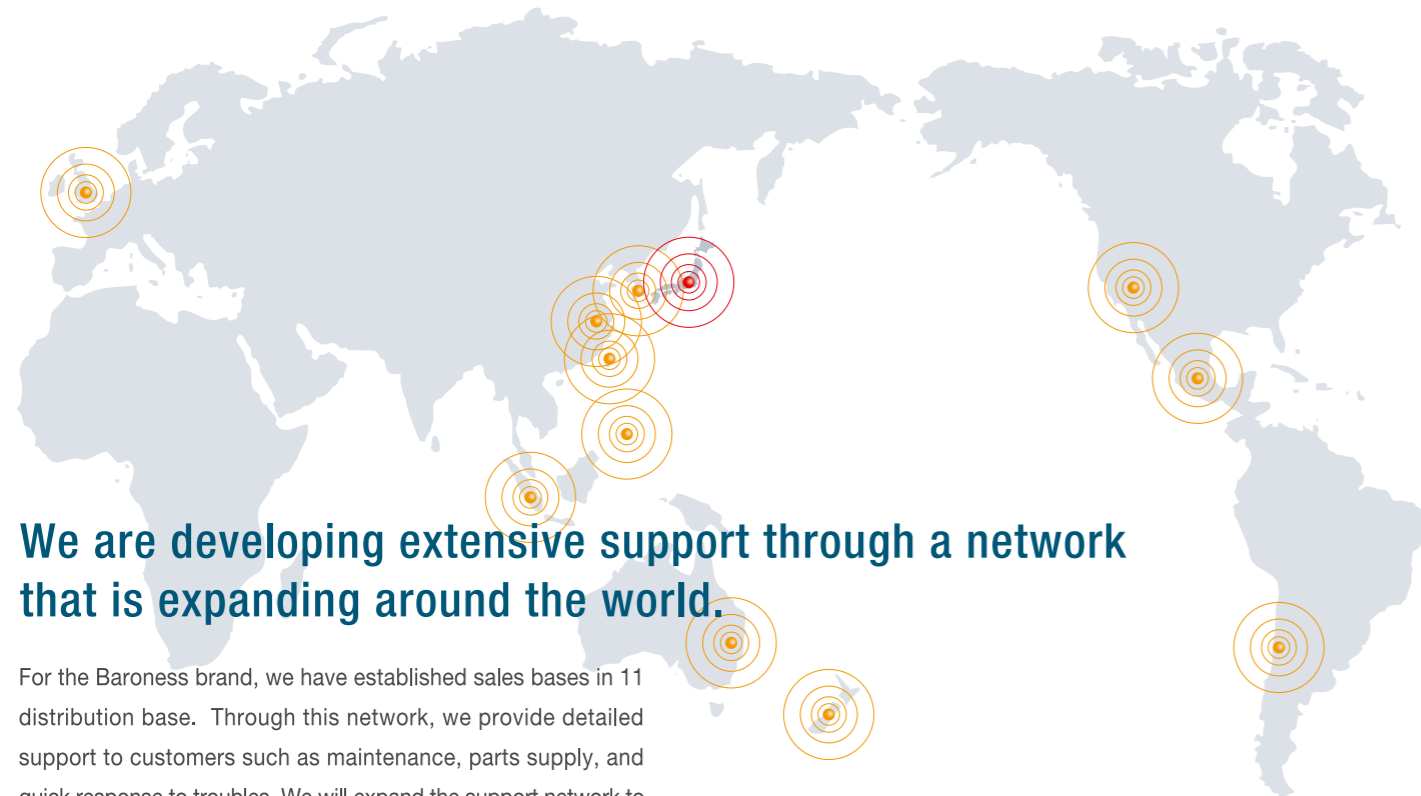
Testing

We enhance the completeness of products by performing thorough tests.

We thoroughly test new products in the development stage. Checks are made under various conditions to determine -- for example -- that products clear set performance levels and do not present durability issues, as the process of testing and improvement are repeated. Testing is done not only by the Baroness R&D staff but in countries all over the world so as to incorporate professional opinions and enhance the completeness of products.

Support

Baroness network that supports customers



We are developing extensive support through a network that is expanding around the world.

For the Baroness brand, we have established sales bases in 11 distribution base. Through this network, we provide detailed support to customers such as maintenance, parts supply, and quick response to troubles. We will expand the support network to all parts of the world in the future.



01 We always store more than 30,000 kinds of replacement parts and supply them speedily.

For the Baroness brand, we have five distribution bases around the world -- Britain, USA, China, South Korea, and Japan -- with stocks of more than 30,000 kinds of replacement parts. Thus, we have established a system by which we can quickly respond to orders from customers and dealers.



02 We provide well-rounded dealer support via technical workshops and distributor meetings.

For the Baroness brand, we regularly hold distributor meetings to propose and disseminate management policy, marketing plans, and business information. Moreover, by holding technical workshops with Baroness engineers, we provide support to dealers so that they can accurately offer customers product maintenance and repairs.



03 Baroness shows at exhibitions around the world.

We are constantly developing new products that incorporate new technologies and ideas, and release them onto the markets. So that customers can actually touch and verify Baroness products, we actively show at exhibitions held in Britain, USA, South Korea, China, Canada, and other countries. We strongly recommend customers to confirm the quality of Baroness products at those exhibitions.

PROFILE

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| Corporate Name | Kyoeisha Co., Ltd. |
| President | Hidenori Hayashi |
| Head office | 1-26 Miyukicho, Toyokawa-shi, Aichi, 442-8530 JAPAN |
| Established | July 16, 1910 |
| Capital | 300 million yen |
| Main business | Manufacture and sales of lawnmowers, lawn management machinery, etc. |

MEMO



Environmental efforts

As a company that develops and manufactures products concerned with the natural environment, we are actively making environmental efforts to reduce CO2 and recycle materials as a contribution to society.