

# NEWS RELEASE

**SHOWA DENKO K.K.**

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July 9, 2013

## **SDK Chairman Receives DFS Award from Government of Singapore**

Showa Denko K.K. (SDK) announces that its Chairman of the Board, Kyohei Takahashi, has received The Public Service Star (Distinguished Friends of Singapore) Award for 2012 from the Government of Singapore. His Excellency, President Tony Tan, today conferred the medal on Takahashi at The Istana. The prestigious Public Service Star awards are given to industrialists who are considered to have made great contributions to the economic growth of Singapore.

After launching its first operations in Singapore in 1972, SDK made a substantial amount of investments in that country in the 2005-2010 period (when Takahashi served as President and CEO) relating to its hard disk (HD) media business. In 2007, a world-class HD media plant was completed within the premises of Showa Denko HD Singapore Pte. Ltd. (SHDS), a consolidated subsidiary of SDK. Serving as a strong R&D center as well, SHDS has grown into SDK's flagship production site. Furthermore, SDK has established its position as the leading independent HD media supplier on the world market, as it continues to supply the best-quality products from four production sites, with SHDS serving as the core. Today, about one-third of the world's hard disk drives contain SDK's HD media.

The Government of Singapore has strategically promoted the growth of the hard disk industry since the 1980s, utilizing highly-talented human resources and strong R&D capability in that country. The DFS Award has been granted to Takahashi in recognition of SDK's active investments in accordance with the Government of Singapore's policy, and its contributions to innovation and job creation.

HD media have so far been used mainly in PCs. However, there will be a growing demand for HD media for use in nearline servers, which store a great amount of information. This means that the number of HD media per drive will increase, resulting in larger demand for HD media. SDK will further develop leading-edge HD media technologies, including the technology to increase memory density. Thus, SDK will aim to contribute toward strengthening the data storage industry, which will serve as infrastructure for "information society." SDK will further strengthen its operations in Singapore, where economic growth is expected to continue.

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**Showa Denko HD Singapore**