

TOSHIBA

Leading Innovation >>>

THE MARKET

Toshiba, a world leader in high technology, is a diversified manufacturer and marketer of advanced electronic and electrical products, spanning information and communications equipment and systems, Internet-based solutions and services, electronic components and materials, power systems, industrial and social infrastructure systems, and household appliances. Established in 1875 in Tokyo, it has grown to become a global leader, positioned among the top 100 of the world's largest companies.

Headquartered in Tokyo, Japan, Toshiba is a \$60 billion global technology company with 190,000 employees and over 350 subsidiaries worldwide. Toshiba of Canada Limited was created in 1969 as a wholly owned subsidiary of the Toshiba Corporation. The Canadian team is well established as an \$850 million Financial Post 500 company, with more than 400 employees and 39 years of Canadian operations.

Toshiba of Canada Limited offers a wide selection of products in the Canadian market including cutting-edge consumer products, technology-leading business products for small to enterprise environments as well as medical equipment for the healthcare industry.

ACHIEVEMENTS

Throughout its history Toshiba has demonstrated technological leadership. As an example of Toshiba's commitment in this area, the company designates 6 per cent of all its revenues to research and development in a highly diverse number of technologies. One tangible result is a number of awards for inventions and more than 11,000 patents



across the world. Several examples of Toshiba's commitment to technological innovation can be found within the Canada market today, such as Toshiba's thin & light Portégé laptop technologies, NAND Flash Memory and SD Cards found in many laptops, phones, cameras and MP3 players. Additionally, Toshiba co-developed the Cell Broadband Engine, a next-generation processor for the emerging broadband era. Cell is equipped with eight processors for multimedia processing and can perform a huge amount of media processing in real time. Cell will enable ubiquitous audio-visual lifestyles allowing people to enjoy content anytime, anywhere, just as they wish.

Toshiba also has an extensive presence in the medical sector and is recognized as a leader in the field of medical imaging technology. The Aquilion ONE CT Scanner is the world's first dynamic volume CT Scanner, using a full 16cm of anatomical coverage. The Aquilion ONE can image a whole heart in one beat, the entire brain in one rotation as well as real-time body anatomy and physiology. Toshiba's imaging technology continues to save lives and improve the health of people around the world with some of the most powerful and patient-friendly systems available.

HISTORY

Toshiba Corporation's roots are in Tokyo Electric Works, founded by Hisashige Tanaka — the Thomas Edison of Japan — in 1875. Tanaka's company grew to become one of Japan's largest producers of heavy electrical machinery, based on his dream of developing technology that would benefit people everywhere. In 1939, the company merged with one of Japan's largest producers of

heavy electrical machinery and was renamed Tokyo Shibaura Electric Co. Ltd. In 1978, the company, which had become a leading, integrated electrical equipment manufacturer, was officially renamed Toshiba.

Today, Toshiba Corporation is headed by Mr. A. Nishidia, a computer industry leader with extensive business experience on three continents. Toshiba's worldwide staff continues to make Tanaka's dream a reality.

Toshiba Canada's Markham head office includes a research and development centre, product demonstration rooms, training

classrooms, computerized warehouse and distribution facilities and technical customer support teams. The company employs a substantial workforce across the country, with regional offices in Victoria, Calgary, Ottawa, Montreal, and Halifax.

THE PRODUCT

In today's connected world, Toshiba applies cutting-edge capabilities to the creation of digital products and solutions that make a difference.



Toshiba's wide-ranging expertise in advanced audio and visual products has led to new frontiers in home entertainment with the creation of DVD video recorders and players as well as a premium line of REGZA LCD TVs. Toshiba applies the latest in cutting-edge technology to create a TV picture that is more colorful and more natural than ever before. Superior processing creates a superior picture: Toshiba's proprietary 14-bit PixelPure 4G™ video processor is capable of producing 16,384 levels of gradation for a smooth, natural-looking picture without image banding. With the Qosmio laptops Toshiba has pioneered the convergence of computing and advanced AV

capabilities, offering consumers a complete personal entertainment solution.

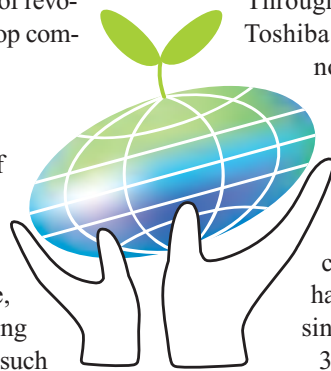
Toshiba brings industry-defining expertise to laptop PCs with the Portégé “Thin and Light” series. The Portégé R500 Series is the world's thinnest laptop series with an integrated optical disk drive. This series includes models with flash memory drives, providing the highest levels of mobility and durability to laptops for business use. Projectors and LCD monitors as well as a variety of accessories are also available. Adding to the productivity of the office environment are multifunctional colour copiers and business telecommunication solutions.

From high-performance CT and leading-edge X-ray products to patient-friendly MRI systems, innovative ultrasound and medical diagnostic imaging equipment, Toshiba offers products focused on improving the quality of life. In 2007, several Toshiba Aquilion CT cardiac scanners and IVR systems were installed in the Peter Munk Cardiac Centre in Toronto, making it the most advanced cardiac diagnosis and treatment location in North America at the time.

Toshiba's commitment to research and development allows Toshiba to be first in the market with many innovative products. Over the past 130 years Toshiba has introduced a number of revolutionary firsts, including the laptop computer in 1985.

RECENT DEVELOPMENTS

Toshiba is leading the evolution of personal entertainment, providing consumers with the products necessary to enjoy their movies, games and music in a simple, interactive manner. Incorporating convenient and versatile features such as an HDMI output port into select laptops allows consumers to tap into a home theater or other external consumer electronics device and tailor the home entertainment experience to their individual preferences.



**Toshiba Group
Earth Protection Mark**



PROMOTION

Toshiba is committed to creating a high quality of life for all people, including customers, suppliers and employees. Toshiba's commitment to Canadians reaches beyond the corporate boardroom.

Through a corporate donations program, Toshiba supports many national and local nonprofit organizations, medical and educational institutions, the arts and entertainment community, amateur athletics, as well as community events. Corporate giving allows the company to contribute to the communities across the country that have helped Toshiba grow and succeed since its founding in Canada more than 39 years ago.

In addition to matching employee donations to various charities, Toshiba supports the following programs in the areas of technology and education, healthcare and the environment, including Room To Read, Upopolis, Scouts Canada and the Toshiba/NSTA ExploraVision Awards.

BRAND VALUES

Toshiba is guided by a universal set of values that lie at the heart of its identity, “Committed to People, Committed to the Future.” The Toshiba Corporation places a strong emphasis on contributing proactively to building a sustainable society and creating a higher quality of life. Accordingly, the company is promoting environmental management with the aim of attaining the target of Environmental Vision 2050: increasing the Toshiba Group's overall ecoefficiency tenfold in fiscal 2050 compared with fiscal 2000.

Being fully aware of the impacts on the environment of business activities and product development, Toshiba strives to reduce such environmental impacts and focuses on three perspectives: prevention of global warming, control of chemical substances and efficient utilization of resources. Toshiba established its initial environmental policy in 1989 founded on the recognition that the Earth is an irreplaceable asset and it is humankind's duty to hand it on to future generations in a sound state.

Examples of Toshiba's commitment include: being one of the first manufacturers to cease using flame retardants in products and, almost a year before required to do so, launching the first PC in the world to fully comply with RoHS, the environmental regulations set forth by the European Parliament. In several other cases as well, Toshiba has implemented environmental solutions before regulations have been put in place.

Toshiba of Canada Limited is committed to following the corporate direction. Toshiba Canada is a founding member of Electronics Product Stewardship Canada (www.epsc.ca) and a member of Canada Business for Social Responsibility (www.cbsr.ca). In March 2006, the Canadian team launched the Toshiba Environment Reuse and



Recycle Program (TERRE). TERRE is a proactive program to ensure that end-of-life computers are disposed of in an environmentally respectful manner. Toshiba will recycle any manufacturer's laptop computer, projector, LCD monitor or pocket PC free of charge. Other subsidiaries within the Toshiba Worldwide family have subsequently followed suit.

THINGS YOU DIDN'T KNOW ABOUT TOSHIBA

- In 1927, a cathode ray tube made by Shibaura, one of present-day Toshiba's predecessor companies, was the first in the world to receive a television image. Kenjiro Takayanagi succeeded in displaying a Japanese letter on the screen.
- In 1985 Toshiba revolutionized the computing world by introducing the world's first laptop computer.
- In the fall of 2007 Toshiba was named the greenest vendor by *PC World* for having five laptops rated gold according to EPEAT standards. EPEAT is a system to help purchasers in the public and private sectors evaluate, compare and select desktop computers, laptops and monitors based on their environmental attributes.