

### OMRON Selected Among the Best Japan Brands for the fifth straight year

**Hoofddorp, Netherlands, Monday, 14 March 2022** – The Japanese subsidiary of Interbrand, the world's largest branding company, announced its "Best Japan Brands 2022" that evaluates the top 100 Japanese brands. OMRON was ranked 40th, same as previous year's position with its brand value amounting to 1,088 million USD, a year-on-year increase of 14%. OMRON has received this accolade for the fifth straight year.

|                         |                         |                          |                         |                        |                         |                         |                         |                         |                         |
|-------------------------|-------------------------|--------------------------|-------------------------|------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 1<br><br>54,107 \$m 5%  | 2<br><br>21,315 \$m -2% | 3<br><br>14,445 \$m 20%  | 4<br><br>11,131 \$m 5%  | 5<br><br>9,197 \$m 26% | 6<br><br>9,096 \$m 13%  | 7<br><br>6,939 \$m -9%  | 8<br><br>6,897 \$m -14% | 9<br><br>5,832 \$m 0%   | 10<br><br>5,435 \$m 10% |
| 11<br><br>5,114 \$m -4% | 12<br><br>4,478 \$m -2% | 13<br><br>4,303 \$m 5%   | 14<br><br>3,968 \$m 17% | 15<br><br>3,624 \$m -  | 16<br><br>3,368 \$m 1%  | 17<br><br>3,136 \$m 0%  | 18<br><br>3,072 \$m 7%  | 19<br><br>3,018 \$m 25% | 20<br><br>2,966 \$m 9%  |
| 21<br><br>2,715 \$m -3% | 22<br><br>2,626 \$m 2%  | 23<br><br>2,477 \$m 25%  | 24<br><br>2,438 \$m -3% | 25<br><br>2,218 \$m 9% | 26<br><br>2,048 \$m 2%  | 27<br><br>1,866 \$m 27% | 28<br><br>1,801 \$m 22% | 29<br><br>1,794 \$m 14% | 30<br><br>1,733 \$m 5%  |
| 31<br><br>1,709 \$m 26% | 32<br><br>1,466 \$m 0%  | 33<br><br>1,390 \$m -20% | 34<br><br>1,333 \$m 3%  | 35<br><br>1,294 \$m 8% | 36<br><br>1,282 \$m 34% | 37<br><br>1,208 \$m 30% | 38<br><br>1,202 \$m 20% | 39<br><br>1,099 \$m 15% | 40<br><br>1,088 \$m 14% |
| 41<br><br>1,075 \$m 16% | 42<br><br>1,071 \$m 15% | 43<br><br>1,034 \$m 13%  | 44<br><br>1,030 \$m 3%  | 45<br><br>1,014 \$m 9% | 46<br><br>991 \$m 13%   | 47<br><br>982 \$m 22%   | 48<br><br>956 \$m 5%    | 49<br><br>940 \$m 14%   | 50<br><br>935 \$m 16%   |

"Best Japan Brands 2022" is an Interbrand award program to calculate the brand value ranking of the Japanese Brands by using a brand valuation method that converts the brand value into a monetary amount (evaluation period: Nov 2020 – Oct 2021).

The accolade this time around is in recognition of OMRON having been included in the Top 100 Global Innovators, a list of the world's most innovative companies, and the DJSI World Index, a sustainable investment index, both for the fifth consecutive year. It is also a result of OMRON's strong show of adaptability to changes, with its ability to maintain effective customer communication through remote sales and marketing activities and deliver innovative solutions day to day as brand value.

To applaud OMRON's success upon winning this accolade, Tsutomu Igaki, Executive Officer, Global Investor & Brand Communications, stated as follows:

"This time, OMRON's brand value increased by as much as 14%, exceeding 1 billion USD for the first time. We are very proud that OMRON has been ranked among the top 50 for five years in a row. This is a testimony to how each and every employee of the OMRON Group is living up to OMRON Principles through his or her everyday work, properly communicating the value arising from this to stakeholders, and evoking empathy and resonance in them. Let's continue to contribute to the creation of OMRON brand through the implementation of OMRON Principles".

OMRON will continue to evolve our ways of creating and communicating value, and thereby contribute to creating a better society.

[For details, visit the Interbrand home page \(PDF\).](#)

### **About OMRON Electronic Components Europe**

OMRON Electronic Components Europe is a leader in electromechanical PCB relays, as well as a leading supplier of components such as micro switches, MOSFET relays, DIP switches, photomicrosensors and connectors. OMRON has a strong portfolio of innovative technologies including MEMS based pressure, flow and thermal measurement sensors, human face and gesture recognition modules, vibration and tilt sensors.

OMRON Electronic Components Europe strongly supports its customers in Western and Eastern Europe, Russia and the CIS through 8 regional offices, a network of local offices and partnerships with specialist, local, regional and global distributors.

OMRON Electronic Components Europe is a subsidiary of the OMRON Corporation, recognised worldwide as a leader of high quality, high technology electrical and electronic control equipment and component products.

### **About OMRON Corporation**

OMRON Corporation is a global leader in the field of automation based on its core technology of "Sensing & Control + Think." OMRON's business fields cover a broad spectrum, ranging from industrial automation and electronic components to social infrastructure systems, healthcare, and environmental solutions. Established in 1933, OMRON has about 28,000 employees worldwide, working to provide products and services in around 120 countries and regions. In the field of industrial automation, OMRON supports manufacturing innovation by providing advanced automation technologies and products, as well as through extensive customer support, in order to help create a better society.

Please send reader enquiries to:

Marketing Support Group

OMRON Electronic Components Europe B.V.

Wegalaan 57, 2132 JD, Hoofddorp, The Netherlands

Tel: +31 235 681 296, Fax: +31 235 681 222

Email: [info-components-eu@omron.com](mailto:info-components-eu@omron.com)

Web: <https://components.omron.com/eu>