

For reference (Translation in English)

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Wacom Co., Ltd.

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Re: Revised Mid-Term Plan

On April 30, 2010, Wacom announced the management plan from the fiscal year ending on March 2008 to the fiscal year ending at March 2012 by "Mid-Term Plan: WP1018 (Wacom Plan 1018)". The company has been revising the plan considering the great change of business circumstances, accompanied by the simultaneous slowdown of the world economy. Here the company announces the revised "Mid-Term Plan: WP1015 (Wacom Plan 1015)" as follows.

1. Reason for revision

In March, 2008, Wacom group settled on "Mid-Term Plan: WP1018 (Wacom Plan 1018)", aiming at the achievement of the consolidated sales 100 billion Japanese yen or more and consolidated operating profit margin 18% or higher by the fiscal year ending at March, 2012. Despite the company's good start at first, it became difficult to achieve the plan due to the worldwide worsening economic conditions that originated from the financial crisis in the United States and rapid appreciation of the yen, etc. Under the global simultaneous recession, Wacom made efforts to develop new user interface technologies and business infrastructure for future growth, prioritizing stability of management and drew up a business strategy under the renewed business situation. Recognizing that the global economy entered into a recovery period recently, the company changed the previous plan to be "Mid-Term plan: WP1015 (Wacom Plan 1015)", aiming at the achievement of the consolidated sales 100 billion Japanese yen or more and consolidated operating profit margin 15% or higher by the fiscal year ending at March, 2014.

2. Outline of the "Mid-Term plan: WP1015 (Wacom Plan 1015)"

Financial Goals

By FY31, fiscal year ending at March, 2014

Consolidated net sales: 100 billion Japanese yen or more

Consolidated operating profit margin: 15% or higher

Basic Strategy

Focus on Natural and Intuitive User Interface Solutions and Establish “Global De-facto Standard” in Digital Paper Era

Growth Strategies

1. Establish global leadership in UI (User Interface) technology and product segments
 - Establish leadership in MFT (Multi Finger Touch) technology and propel IP (Intellectual Property) management
 - Expansion of UI technology base by development of new UI technology, partnerships and M&A, etc.

2. Strengthen global leadership in Tablet Business
 - Expand Tablet product lines and promote global strategy
 - Business growth in Asia and Latin America market
 - Promote globalization in product planning and product development functions
 - Reinforce user communication with Web
 - Enlarge global partnerships

3. Expansion and growth of Component Business in new fields
 - Promote technology solutions and extend PC customers
 - Widen new business fields including e-Book and Slate-type devices
 - Increase production partners and cost reduction strength

4. Strengthen global SCM (Supply Chain Management) functions and improve cost structure
 - Achieve high conformity in SCM functions using IT system
 - Strengthen coordination with production partners and improve cost structure
 - Strengthen SCM functions in China and Taiwan

5. Build new management model and global organization
 - Strengthen strategic management and elevate business speed by matrix (business and region) organization
 - Strengthen corporate functions and promote global integration
 - Maintain global IT infrastructure to promote global coordination

6. Propel global branding activities
 - Foster corporate culture that recreates and leads changes for coming future
 - Reinforce brand communication and push consumer brand forward

Concluded