

B-e-10 Runner-up in the 38th Nikkei Business Daily Advertising Awards

One of HORIBA's advertisement series was awarded the runner-up award in the Material, Industrial Equipment and Service Category in the Nikkei Business Daily Advertising Awards, the largest advertising awards in Japan. This is the fifth consecutive time HORIBA has received this award. We will continue to strive to communicate our unique messages to society.

HORIBA's corporate advertisement, entitled "HORIBA, Ltd. believes that mystery has a mechanism—one that is not supernatural in nature," was published in the Nikkei Sangyo Shimbun from November 2010 to September 2011.



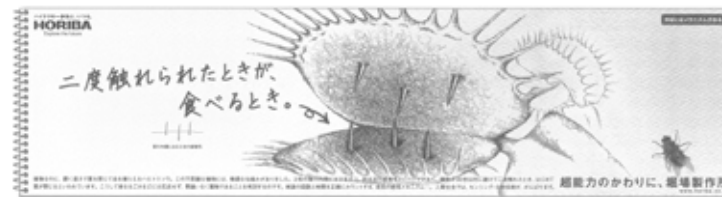
Published November 29, 2010



Published January 26, 2011



Published March 28, 2011



Published May 26, 2011



Published July 25, 2011



Published September 26, 2011