
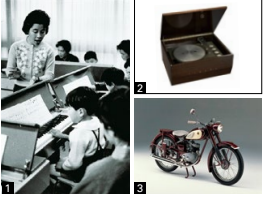
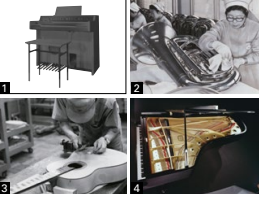


# Our History

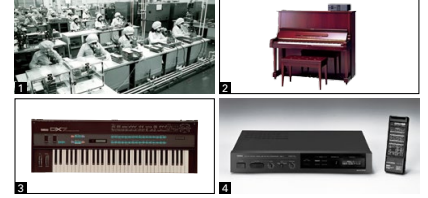
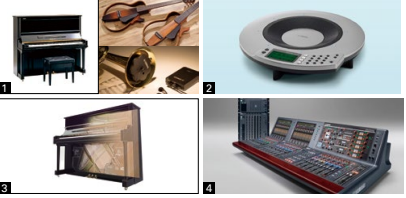
## History of Growth

The origins of the Yamaha Group date back to 1887, when company founder Torakusu Yamaha repaired an imported reed organ. Since then, Yamaha has aimed to contribute to the enriched lifestyles of people while centering its business on sound and music. Guided by this aim, Yamaha has continued to move forward with a history that spans over 130 years and three centuries.

Founding Period and the Realization of Domestic Production	Spread of Music Culture and Venture into New Businesses	Major Leap as a Comprehensive Musical Instrument Manufacturer
<p>Company founder Torakusu Yamaha ventured into the domestic production of organs after being asked to repair an imported reed organ. Shortly thereafter, he began the production of pianos. In this way, Torakusu Yamaha laid the foundation for Yamaha's musical instruments business, which remains the Company's core business to this day.</p>  <ul style="list-style-type: none"> <li>1887 Manufactures first organ made in Japan <b>1</b></li> <li>1897 Establishes Nippon Gakki Co., Ltd. (currently Yamaha Corporation)</li> <li>1900 Begins production of upright pianos <b>2</b></li> <li>1914 Begins production of harmonicas with trademark butterfly logo <b>3</b></li> </ul>	<p>With the desire to communicate the joy of music to a great number of people, Yamaha began efforts to popularize music. While spreading music culture, Yamaha began leveraging the technologies and sensitivities cultivated through the development of musical instruments to develop new products, thereby expanding its business domains.</p>  <ul style="list-style-type: none"> <li>1954 Commences organ classes (predecessor of the Yamaha Music School) <b>1</b></li> <li>Develops audio products <b>2</b></li> <li>Creates prototype of the Yamaha YA-1 motorcycle <b>3</b></li> <li>1955 Establishes Yamaha Motor Co., Ltd.</li> <li>1958 Begins production of sports equipment using fiber-reinforced plastics (FRP)</li> </ul>	<p>Yamaha expanded its product domains to extend from acoustic musical instruments to digital ones and encompass various instrument types, such as string instruments, wind instruments, and drums. By doing so, Yamaha became a globally unique and comprehensive musical instrument manufacturer involved in the production of a diverse range of musical instruments.</p>  <ul style="list-style-type: none"> <li>1959 Develops the world's first electronic organ with an all-transistor design (Electone™ D-1) <b>1</b></li> <li>1965 Begins production of wind instruments <b>2</b></li> <li>1966 Expands product domain to include guitars and drums <b>3</b></li> <li>1967 Develops concert grand piano to compete with some of the world's most renowned musical instruments <b>4</b></li> <li>1968 Begins composition contest (predecessor of Yamaha Popular Song Contest), led by young people, that helped popularize a new music culture</li> </ul>
1887 1900	1950	1960 1970

### Major Shifts in Global Expansion

<b>Establishment of Overseas Sales Offices</b>	1958 Mexico → First overseas subsidiary	1960 U.S.A. 1966 Germany / Singapore	1970 Canada 1971 The United Kingdom 1973 France / Brazil 1974 Malaysia 1975 Sweden / Panama
<b>Establishment of Overseas Production Bases</b>	1969 Taiwan → First overseas production base	1975 Indonesia (pianos)	
<b>Acceleration of Growth through M&amp;A, etc.</b>			

Evolution of Technologies	New Value Provision through the Integration of Diverse Technologies
<p>Recognizing the need to develop electronic components on its own in order to improve the sound quality of digital musical instruments, Yamaha began the in-house manufacture of semiconductors. Yamaha's unique LSI helped the Company create a large number of original digital musical instruments and audio equipment, thereby driving a genuine trend of digitization. Also, Yamaha made use of its production technologies for musical instruments to commence its FA equipment and automobile interior wood components businesses.</p>  <ul style="list-style-type: none"> <li>1971 Begins production of semiconductors <b>1</b></li> <li>1982 Launches Piano Player <b>2</b></li> <li>1983 Launches DX7 digital synthesizer <b>3</b> and Clavinova digital piano</li> <li>1986 Launches DSP-1 surround sound processor, a pioneer product for home theatre audio <b>4</b></li> <li>1987 Launches DMP7 digital mixer, thereby driving the shift toward digital audio equipment</li> <li>Changes name to Yamaha Corporation</li> </ul>	<p>Combining acoustic and electronic technologies, Yamaha is working to revitalize demand through the development of new product lineups that combine the strengths of both technologies. In addition, Yamaha has included overseas companies under its corporate umbrella through M&amp;A that will contribute to the future growth of its businesses.</p>  <ul style="list-style-type: none"> <li>1993 Starts the development of the SILENT™ series through the integration of acoustic and digital technologies <b>1</b></li> <li>2003 Launches VOCALOID™ singing synthesis software</li> <li>2006 Launches the Projectphone IP audio conference system that combines audio and network technologies <b>2</b></li> <li>2015 Launches MusicCast™ wireless audio system</li> <li>Develops and launches TransAcoustic™ Piano <b>3</b></li> <li>Launches RIVAGE™ PM10 flagship digital mixing system equipped with various cutting-edge technologies <b>4</b></li> <li>2018 Constructs Innovation Center to accelerate efforts to spur innovation</li> </ul>
1980 1990	2000 2010 2020

1986 Australia / Spain 1988 Austria 1989 Thailand	1990 Indonesia / Italy 1995 Netherlands 1996 Argentina / Taiwan 1997 UAE	2001 South Korea 2002 China 2004 Poland 2007 Russia 2008 India	2013 Vietnam / Turkey
1989 Tianjin, China (digital musical instruments) Indonesia (guitars)	1991 Malaysia (AV products) 1997 Hangzhou, China (wind instruments) Indonesia (digital musical instruments and wind instruments) 1999 Indonesia (AV products)	2002 Suzhou, China (AV products) 2003 Hangzhou, China (pianos and guitars)	2018 India (digital musical instruments and guitars) Indonesia (digital musical instruments and piano parts)
		2005 Acquires German-based Steinberg Media Technologies GmbH 2008 Acquires Austrian-based L. Bösendorfer Klavierfabrik GmbH Acquires French-based NEXO SA	2014 Acquires U.S.-based Line 6, Inc. Acquires U.S.-based Revolabs, Inc. 2018 Acquires Ampeg brand from U.S.-based LOUD Audio, LLC