

July 24, 2012

Tanaka Precious Metals  
Tanaka Holdings Co., Ltd.

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## **Tanaka Precious Metals Recognized as Elite Supplier of Fuel Cell Catalysts by Ballard Power Systems 5<sup>th</sup> Consecutive Time**

*High recognition of development support to businesses  
such as electrode catalysts for backup power supplies*

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Tanaka Holdings Co., Ltd. (a company of Tanaka Precious Metals, Head office: Chiyoda-ku, Tokyo; President & CEO: Hideya Okamoto) today announced that one of its group companies Tanaka Kikinzoku Kogyo K.K. (Head office: Chiyoda-ku, Tokyo; President & CEO: Hideya Okamoto), which boasts the world's leading share in fuel cell catalysts, had been recognized as an "Elite Supplier of 2011" by Ballard Power Systems Inc. (Head office: British Columbia, Canada; President & CEO: John Sheridan; "Ballard"), which is the world leading provider of fuel cells. This is the fifth consecutive time Tanaka Kikinzoku Kogyo has received the award, and the company is proud to have the record of being the only one of Ballard's approximately 300 suppliers worldwide to have received the award more than once.

The award was received because the company achieved the maximum score in the four areas of development capability, quality, on-time delivery and customer service required by Ballard in the provision of fuel cell catalysts, and the company was highly recognized for its significant contribution toward the full-scale commercialization of fuel cells including backup power supplies. The product that led to the award was the electrode catalyst for polymer electrolyte membrane fuel cells (PEFC) used as backup power supplies, home fuel cells and vehicular fuel cells (in fuel cell buses, forklifts, etc.). This technology is expected to be an environmentally friendly and new energy utilization technology that uses the chemical reaction between hydrogen and oxygen to generate high power output despite being compact and lightweight.

Since the first half of 2011, Ballard has focused its business on backup power supplies and fuel cells for forklifts. In such applications, it is vital to be compact with high performance, while providing high durability regardless of the usage environment such as hot and humid regions, and cold regions. To achieve this, Tanaka Kikinzoku Kogyo combines the precious metal catalyst technology and electrochemical technology that the company has cultivated over many years to develop highly active platinum catalyst used in PEFC cathodes and catalyst with excellent resistance to the poisoning characteristics of carbon monoxide (CO) in PEFC anodes. Tanaka Kikinzoku Kogyo will continue to identify trends in the fuel cell market quickly and respond to customers' needs, while strengthening research and development to reduce usage and recycle the rare platinum used in order to lower costs and effectively utilize resources, and conducting development aimed at spreading the use of fuel cells in the future.

**[Evaluation Comment from Ballard]**

Following on from the previous evaluation, Tanaka Kikinzoku Kogyo received a perfect score in all four evaluation areas of development capability, quality, on-time delivery and customer service. For both the fuel cell industry and Ballard, this made a significant contribution by demonstrating leadership in catalyst development while the industry seeks out technological innovation.

**[What is the Ballard “Elite Supplier Award”?]**

Every year, Ballard evaluates approximately 300 suppliers in the four areas of development capability, quality, on-time delivery and customer service, and suppliers that receive close to a perfect score of 100 are recognized as Elite Suppliers. Two companies received the award this time. A total of ten suppliers were recognized as Preferred Suppliers for scoring over 85%.

■**Tanaka Holdings Co., Ltd. (Holding company of Tanaka Precious Metals)**

Headquarters: 22F, Tokyo Building, 2-7-3 Marunouchi, Chiyoda-ku, Tokyo

Representative: Hideya Okamoto, President & CEO

Founded: 1885

Incorporated: 1918

Capital: 500 million yen

Employees in consolidated group: 3,456 (FY2010)

Net sales of consolidated group: 891.0 billion yen (FY2010)

Main businesses of the group:

Manufacture, sales, import and export of precious metals (platinum, gold, silver, and others) and various types of industrial precious metals products. Recycling and refining of precious metals.

Website: <http://www.tanaka.co.jp/english>

■**Tanaka Kikinzoku Kogyo K.K.**

Headquarters: 22F, Tokyo Building, 2-7-3 Marunouchi, Chiyoda-ku, Tokyo

Representative: Hideya Okamoto, President & CEO

Founded: 1885

Incorporated: 1918

Capital: 500 million yen

Employees: 1,532 (FY2010)

Sales: 865.4 billion yen (FY2010)

Businesses:

Manufacture, sales, import and export of precious metals (platinum, gold, silver, and others) and various types of industrial precious metals products. Recycling and refining of precious metals.

Website: <http://pro.tanaka.co.jp/en>

**<About the Tanaka Precious Metals>**

Established in 1885, the Tanaka Precious Metals has built a diversified range of business activities focused on the use of precious metals. On April 1, 2010, the group was reorganized with Tanaka Holdings Co., Ltd. as the holding company (parent company) of the Tanaka Precious Metals. In addition to strengthening corporate governance, the company aims to improve overall service to customers by ensuring efficient management and dynamic execution of operations. Tanaka Precious Metals is committed, as a specialist corporate entity, to providing a diverse range of products through cooperation among group companies.

Tanaka Precious Metals is in the top class in Japan in terms of the volume of precious metal handled, and for many years the group has developed and stably supplied industrial precious metals, in addition to providing accessories and savings commodities utilizing precious metals. As precious metal professionals, the Group will continue to contribute to enriching people's lives in the future.

The eight core companies in the Tanaka Precious Metals are as follows.

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| - Tanaka Holdings Co., Ltd. (pure holding company) | - Tanaka Kikinzoku Kogyo K.K.                |
| - Tanaka Kikinzoku Hanbai K.K.                     | - Tanaka Kikinzoku International K.K.        |
| - Tanaka Denshi Kogyo K.K.                         | - Electroplating Engineers of Japan, Limited |
| - Tanaka Kikinzoku Jewelry K.K.                    | - Tanaka Kikinzoku Business Service K.K.     |

■**Ballard Power Systems Inc.**

Head Office: 9000 Glenlyon Parkway, Burnaby, British Columbia, Canada V5J 5J8.

Representative: John Sheridan, President & CEO

Established: 1979

Employees: Approx. 440

Business details: Development, manufacture and sale of polymer electrolyte membrane fuel cells (PEFC)

Capital: \$75 million

Net sales: \$76 million (FY2011)

Website: <http://www.ballard.com>