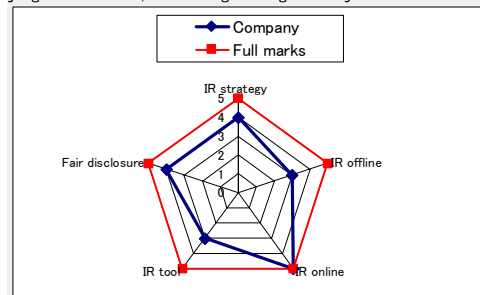


Daiki Axis Co., Ltd.						(4245 TOKYO)	IR Overall Rating					
【Stock Code】	4245	【Sector】	Industrials	【Market Division】	TOKYO	【Fiscal Year End】	DEC.	【Zip Code】	791-8022	【Telephone Number】	+81-8-9927-2222	★★★★★
【Address】	1-9-1 Misawa Matsuyama, EHIME, JAPAN					【Established】	Jul-05					
【Representative】	Hiroki Ogame					【Contact】	Director Kazuo Honda					
【Company Features】						【Share Price】	679 yen					
Daiki Axis Co., Ltd., is an eco-creation and development company building social infrastructure centered on water-related businesses. The main sector is the environmental equipment-related business and the housing related business. The pillars of growth strategy is water supply and overseas infrastructure businesses in India and Indonesia, as well. Renewable Energy Segment spreads.												

Investor Relations Strategy Analysis		Reference Data	Point	Daiki Axis Co., Ltd.
1. IR activities (10 points)		89.3%	10	10
2. IR system (10 points)				
IR Dedicated department			10	6
General affairs department		24.0%	4	
Planning department		23.0%	8	
Public relations department		17.0%	3	
Finance department			5	
Accounting department			3	
President's office			6	
The others			2	
3. Management philosophy and operating style (50 points)				
Does top management perform IR activities?		83.6%	50	40
YES			10	10
Activities				
Top management participates in briefing sessions for investors		81.8%	10	10
Top management gives individual interviews to analysts		67.6%	30	20
4. IR communication (80 points)			80	55
Financial settlement briefings		77.7%	10	10
Individual interviews		32.6%	10	10
Overseas briefing sessions		15.9%	10	0
For whom the above activities are conducted?				
Analysts and institutional investors		37.7%	10	10
Individual investors		13.4%	10	10
Is disclosure made fairly?		Priority point	20	15
IR roadshows		50.0%	10	0
5. IR tools (20 points)			30	20
Stockholder communication materials		89.6%	10	10
English materials (annual reports etc.)		42.8%	20	10
6. IR website (100 points)		97.5%	100	100
Is there a web page that clearly states IR?		79.4%	10	10
Top message		45.9%	10	10
Annual securities reports		42.0%	10	10
Statement of accounts		41.5%	10	10
Monthly reports, mid-term plan & handouts etc.		36.2%	10	10
IR calendar		28.5%	10	10
IR videos		23.8%	10	10
E-mail magazines about IR		19.5%	10	10
FAQ		14.6%	10	10
English IR web page		19.4%	10	10
7. IR effect measurement (10 points)				0
Conducting		84.3%	10	5
8. IR annual expenses (10 points)				0
More than 5 million yen		24.0%	10	5
Total			300	241

※In carrying out this analysis, KCR Inc. places importance on fair disclosure and uses its unique judgement criteria, conducting hearings and objective evaluation.



	BIR Average	203.7	Viewpoint
General rating	80.3%	66.4%	Very good 270~ ★★★★★
IR strategy	62.0%	63.9%	Good 230~ ★★★★★
IR offline	62.5%	66.9%	Standard 180~ ★★★
IR online	100.0%	67.8%	Below Standard 130~ ★★
IR tool	66.7%	45.5%	Inferior 80~ ★
Fair disclosure	83.3%	64.7%	Problematic 0~ -

BIR-IR STRATEGY ANALYSIS REPORT analyzes and evaluates IR activities of the company covered from 5 viewpoints: IR offline, IR online, IR tool, IR website and IR strategy. Borderless IR rates the company's IR activities, believing that strategic IR activities have big effects on its stock performance.

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