

October 27, 2017

The Porter Prize Organizing Committee

Hitotsubashi University Graduate School of International Corporate Strategy

The Porter Prize Winners of 2017

In Recognition of Distinctive Competitive Strategies

Katitas, Co., Ltd.

Rehabilitation and sales of used houses

Net Protections, Inc.

Deferred payment system

Pro-Ship Incorporated.

Development and sales of packaged software for fixed asset management

QB Net Holdings Co., Ltd.

Haircut service

The Porter Prize was established in 2001 to bestow recognition on Japanese companies that have achieved and maintained superior profitability in a particular industry by implementing unique strategies based on innovations in products, processes, and ways of managing. The name of the award is derived from Professor Michael E. Porter of Harvard University, a leading authority on strategy with a longstanding interest in Japan.

Hitotsubashi University's Graduate School of International Corporate Strategy is the organizer of this award.

The Porter Prize Organizing Committee announced today the winners of Porter Prize 2017: Katitas, Co., Ltd.; Net Protections, Inc.; Pro-Ship Incorporated.; QB Net Holdings Co., Ltd.

The Porter Prize Conference 2017 will be held on November 29, 2017 (13:00 at Hitotsubashi Hall). Recognition is being given to Japanese companies that are successfully meeting challenges through strategy innovation. Reports on the Winners' Selection Rationale will be presented at the Conference and posted on the Porter Prize website. The conference program includes: 1) interviews with the winners of Porter Prize 2017, conducted by Professor Emi Osono of Hitotsubashi University's Graduate School of International Corporate Strategy, 2) a lecture by Professor Ken Kusunoki of Hitotsubashi University's Graduate School of International Corporate Strategy.

Porter Prize 2017 is sponsored by:

Mitsubishi UFJ Morgan Stanley Securities Co., Ltd. and P&E Directions, Inc.

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