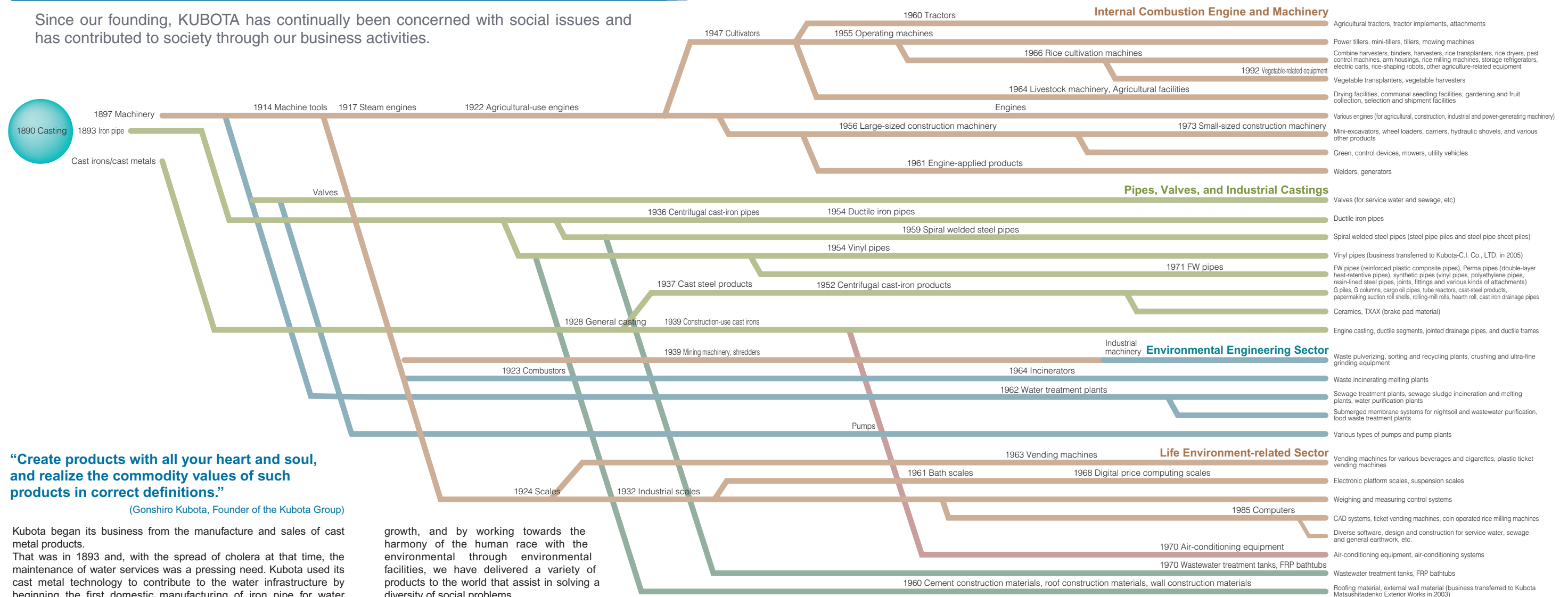


History of Business in the KUBOTA Group

Since our founding, KUBOTA has continually been concerned with social issues and has contributed to society through our business activities.



“Create products with all your heart and soul, and realize the commodity values of such products in correct definitions.”
(Gonshiro Kubota, Founder of the Kubota Group)

Kubota began its business from the manufacture and sales of cast metal products. That was in 1893 and, with the spread of cholera at that time, the maintenance of water services was a pressing need. Kubota used its cast metal technology to contribute to the water infrastructure by beginning the first domestic manufacturing of iron pipe for water services in Japan. Since then, through the production of agricultural oil-based engines that farmers longed for as motive power for threshing and pumping, by increasing food production and saving labor through the use of agricultural machinery, by producing construction and housing machinery and materials in response to the demand for infrastructure maintenance during Japan's period of high

growth, and by working towards the harmony of the human race with the environmental through environmental facilities, we have delivered a variety of products to the world that assist in solving a diversity of social problems. The history of KUBOTA has been that of a manufacturer involved in the formation of the modern nation of Japan, the revival of the country after the war, the development of a new country, and the creation of an abundant human environment through the pursuit of constant technical innovation and products.

HISTORY

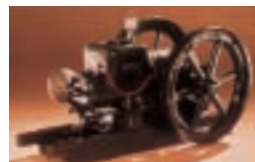
1890
Established as a foundry. Started production of castings for weighting equipment and daily commodities.

1893
Began production of cast iron pipes for water supply. Opened the Amagasaki Plant in 1917 and relocated manufacturing.



1897
Changed the corporate name from Olde Chuzo-jo (Olde Foundry) to Kubota Tekko-jo (Kubota Iron Works). Initiated production of waterworks equipment such as fire hydrants and gate valves.

1922
Started production of oil-based engines for agro-industrial purposes, settanki (fuel economizer: energy-saving equipment utilizing waste gas), and heat-resistant cast iron.



1930
The Ministry of Commerce and Industry selected the Kubota Oil Engine as an "Excellent Domestic Product".

1939
Initial public offering. A technical vocational institute was set up in each plant.

1947
Developed the cultivator and initiated production and sales.



1953
Changed corporate name from K.K. Kubota Tekko-jo to Kubota Tekko K.K. Established Kubota Kenki K.K. and entered the construction equipment industry. Began production of power shovels and other construction equipment as well as marine deck machineries.



1955
Created a corporate slogan, "From country building to rice making".



1957
Advanced into the arena of housing-related materials. Started production of "Colorbest" housing material.

1960
Developed and commercialized first Japanese farm tractor. Received and completed an order for an overseas water supply project (Phnom Penh) for the first time in Japan.



1962
Full-scale entry into the environmental improvement business. Started production of paddy field tractors.



1963
Began production of vending machines.



1964
Initiated production of municipal incineration plants.

1969
Launched a new corporate slogan, "Create an environment affluent to human beings". Started production of combines. Completed an integrated system for agricultural mechanization.

1972
Full-scale entry into the field of incinerators. Established Kubota Tractor Corporation in the US to fully enter the US tractor market.

1980
Received an order for an irrigation system from the state of Sharkia, Egypt, and worked on desert greening. Launched a new slogan, "Pursuing a promised future with our technological strength".

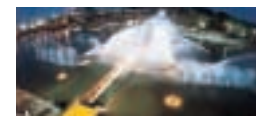


1984
Received an environmental award from the Environmental Agency for our night soil treatment system, "U-tube nitro system".

1986
Started production of electronic circuit boards, hard discs, and radio-controlled lawnmowers.

1989
Participated in desert greening projects, the Sahel Greenbelt Plan and the Green Earth Plan.

1990
Celebrated our 100th year in business. Altered the corporate name to Kubota Corporation. Introduced the new corporate symbol and visual identity system. Co-presented a fountain and water-splitting equipment ALEPH at the International Garden and Greenery Exposition.



1992
Launched a new slogan, "Let's make our habitat more beautiful". Initiated the research and development of incineration plants with high-efficiency waste-generated power facility. International Environmental Planning Center was established in the Faculty of Engineering, the University of Tokyo, supported by a donation from Kubota Corporation.

1999
Our Underwater Dioxin Decomposition Unit won the Nikkei Outstanding Product/Service Prize and the Nikkei Shimbun Prize of Excellence.

1993
Announced business guidelines "Vision for Our Second Century of Business" toward the 21st Century. Kankyo Chosa Center and the Nikkan Kogyo Shimbun awarded the Director General's Prize and Excellent Prize of the Environment Agency to our domestic wastewater treatment system with immersion-type organic flat membrane.

1995
Started the Environmental Audit System for environmental protection in accordance with standards stricter than existing laws and regulations and towards continuous environmental improvement.

1999
Our Underwater Dioxin Decomposition Unit won the Nikkei Outstanding Product/Service Prize and the Nikkei Shimbun Prize of Excellence.

2001
All of our domestic establishments acquired ISO 14001 certificates.

2002
Total production exceeded 20 million units for our industrial engine.

2005
Our Teshima Illegal Waste Dump Raw Material Recovery System won the Minister of Economy, Trade and Industry Prize at the Excellent Environmental Equipment Awards. Total production exceeded 3 million units for our tractors.

2006
Formulated "Corporate Mission Statement", "Management Principles", "Charter for Action", and "Code of Conduct" of Kubota Group. Created new corporate slogans: "Building foundations (main slogan)", "For Water, Soil, Air, and People's lives. (sub slogan)", and "Let's make our habitat more beautiful (sub slogan)". Our "Sewage sludge concentrator (belt type)" won the Minister of Economy, Trade and Industry Prize at the Excellent Environmental Equipment Awards.

