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New management at Komatsu Europe

Mr Tadashi Maeda is Managing Director & CEO

Vilvoorde September 2021 — Effective April 1, 2021, Mr Tadashi Maeda was appointed as Managing Director & CEO of Komatsu Europe International N.V. He succeeded Mr Masatoshi Morishita, who returned to Japan after five years in Europe in order to pursue his career with Komatsu Ltd. as a Senior Executive Officer.

Mr Maeda, 50, joined Komatsu Ltd in 1994 to work in sales at Komatsu Iwate , a Distributor in Japan. In 2000, he moved to Komatsu HQ, first as a Manager in the Logistics Sales Department then, in 2006, in the Overseas Marketing Asia/Oceania Group as Marketing Manager for Asian region.

In 2009 Mr Maeda was promoted to President Director of Komatsu Marketing & Support for Indonesia in Jakarta.

In 2016, back at Komatsu HQ, he became President of the Asian Business CE Marketing Division, and in 2019, President of the Americas & European Business CE Marketing Division.

A father of two sons, Mr Maeda graduated from the Faculty of Law at the Waseda University, in Tokyo, Japan.

About Komatsu

Komatsu is an industry-leading manufacturer and supplier of equipment, technologies and services for the construction, forklift, mining, industrial and forestry markets. For over a century, Komatsu equipment and services have been used by companies worldwide to develop modern infrastructure, extract fundamental minerals, maintain forests and create technology and consumer products. The company's global service and distributor networks support customer operations, tapping into the power of data and technology to enhance safety and productivity while optimizing performance.

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