

For immediate release

TAIYO YUDEN Simultaneously Establishes Two Business Locations at Chengdu and Xiamen in China

Development of New Markets, Including Automobiles and Industrial Machines, continues through the expansion of the FAE Function

TOKYO, September 13, 2013 – TAIYO YUDEN Co., Ltd. announced an expansion of its sales base in China, TAIYO YUDEN (SHENZHEN) ELECTRONICS TRADING CO., LTD. (Representative Director: Susumu Higuchi, Guangdong Province, China). The Company has established branches at Chengdu - the provincial capital of Sichuan, China and at Xiamen in Fujian, China and will start business operations in these locations in October 2013.

In August, 2012, TAIYO YUDEN (SHENZHEN) established its “Xi’an Office” in Xi’an in the Shaanxi province of China and started making use of the FAE (*1) function to further develop its sales activities. Moreover, TAIYO YUDEN perceives automotive electrical devices and industrial machines as key focus markets and we are working to further expand business development in these markets.

Chengdu is a city located in inland China. In 2000, an Economic and Technological Development Zone was set up in Chengdu and several companies focusing on automobiles and the machine industry have been established there.

Xiamen is one of the five special economic zones. It has been a region with a number of companies making technological inroads for many years. Recently, this region has become one of the important regions in China for performing design-in (*2), where companies are actively setting up facilities that include research and development functions.

Currently, TAIYO YUDEN has established offices at the above two locations. With its focus on the Greater China region, TAIYO YUDEN is setting up a system that will respond timely to the demands of extensive markets, including high-growth equipment like smartphones and tablet terminals, as well as automotive electrical devices and industrial machines.

*1 Design-in: Support and involvement in product development by providing technical advice from the product design stage

*2 FAE (Field Application Engineer): Technicians who utilize their expertise and support to sales personnel by responding to customer needs and by providing technical support

Outline of the New Offices

Name of the Office: TAIYO YUDEN (SHENZHEN) ELECTRONICS TRADING CO., LTD.
Chengdu Office

Location: Room 2008, Square One, 18 Dongyu Street, Jinjiang District, Chengdu,
Sichuan Province, China 610016

Tel: +86-28-8651-7760

Start of Operation: October 7, 2013

Name of the Office: TAIYO YUDEN (SHENZHEN) ELECTRONICS TRADING CO., LTD.
Xiamen Office
Location: Room 1706, The Bank Centre, 189 Xiahe Road, Xiamen, Fujian Province,
China 361001
Tel: +86-592-2289331
Start of Operation: October 7, 2013

Outline of TAIYO YUDEN (SHENZHEN) ELECTRONICS TRADING CO., LTD

Location: Room 1002, Excellence Times Square Building, 4068 Yitian Road,
Futian District, Shenzhen, Guangdong Province, China 518048
Tel: +86-755-8290-0999
Fax: +86-755-8290-0654
Representative Director: Susumu Higuchi
Start of Operation: October 1, 2004
Capital: US\$ 334,000