

For immediate release

## **TAIYO YUDEN: Emphasizing Sales in a High Growth Market through Proposal-Based Business**

*Establishment of a new sales base in the city of Xi'an in China and acceleration of Design-in<sup>\*1</sup> with FAE<sup>\*2</sup> functions*

TOKYO, July 24, 2012 —TAIYO YUDEN (SHENZHEN) ELECTRONICS TRADING CO., LTD. which serves as the China sales base of TAIYO YUDEN CO., LTD. (“the Company”), announces the recent establishment of its Xi'an Office, which will commence activities from August 1st as the Company's first sales base for inland China.

Coastal areas such as Shanghai have long been representative of business in the China sphere, but in recent years, China's inland areas have undergone rapid expansion. Starting with the Company's initial foray into Taiwan in 1967, the Company has developed sales bases in a total of 8 locations across greater China Area, but as the importance of the Chinese consumer market increases daily, moving into the inland Chinese market (where many local manufacturers exist) has been an important target from the viewpoint of the Company's regional strategy.

One such representative city of the inland region is Xi'an, which many Chinese local telecommunications-related company have been developing as an R&D base, making Xi'an an extremely important location as a market with high growth expected in smartphones, telecommunications infrastructure, etc.

The Company's office in Xi'an will be allocated FAE functions, and its joint development design activities will be accelerated in timely fashion. Continually in order to more accurately ascertain market needs, the Company will proceed with developing its sales base and expanding the necessary FAE personnel, and will move vigorously forward as an excellent company that enjoys the trust and highest regard from customers.

\*1 Design-in: To get involved in product development by providing technical advice from the product design stage

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

### **Outline of the New Office**

Name of the Office: TAIYO YUDEN (SHENZHEN) ELECTRONICS TRADING CO., LTD.  
Xi'an Office  
Location: Room B0509, Pioneer Square Building, No.48 Keji Road, Xi'an High-Tech Industries Development Zone, Xi'an, Shaanxi Province, China 710075  
Tel: +86-29-8876-5750  
Start of Operation: August 1, 2012

### **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