

For immediate release

TAIYO YUDEN Establishes Sales Office in Wuhan, China

12th Sales Office in Greater China and Third in Inland China

TOKYO, September 11, 2014 – TAIYO YUDEN CO., LTD. announces that its subsidiary TAIYO YUDEN (SHANGHAI) TRADING CO., LTD. (President: Susumu Higuchi, Shanghai, China) has opened an office in Wuhan, China, the capital of Hubei Province, and will begin sales activities in October 2014.

TAIYO YUDEN established a sales office in Xi'an in August 2012, followed by sales offices in Chengdu and Xiamen in September 2013. This announcement, making the total number of sales offices in China at 12, is in line with TAIYO YUDEN's key objective to expand sales in Greater China.

Wuhan is a major city located in inland China. Communication equipment and terminal manufacturers have established research and development bases in Wuhan. The area holds critical R&D resources with a large number of national universities located there. The newly established Wuhan Office is the 12th sales office TAIYO YUDEN has established in the Greater China area and third office located in inland China. TAIYO YUDEN (SHANGHAI) TRADING will make use of its FAE (*1) function to develop its sales activities with a focus on design-in (*2) activities.

TAIYO YUDEN is committed to establishing sales offices and FAE services in critical markets where we see growth and product development opportunities. We will set up responsive systems in a timely fashion to address the demands of these critical markets, including growth markets that drive technology solutions for communications peripheral devices, automotive electrical devices, industrial machines, health care, the environment, and energy.

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

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

Outline of the New Office

Name of the Office: TAIYO YUDEN (SHANGHAI) TRADING CO., LTD. Wuhan Office
Location: Room 710, Block B, HanJie International Headquarter, ChuHeHanJie, Shuiguo Lake, Wuchang District, Wuhan, Hubei Province, China 430077
Tel: +86-27-8726-7016
Fax: +86-27-8726-7056
Start of Operation: October 8, 2014

Outline of TAIYO YUDEN (SHANGHAI) TRADING CO., LTD.

Location: Room 601, New Town Center, No.83 Lou Shan Guan Road, Shanghai,
China 200336
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Fax: +86-21-6236-8777
Representative Director: President Susumu Higuchi
Start of Operation: March13, 2002