

# We will continue using the superior innovation and high reliability of our products to expand our businesses.

## 1

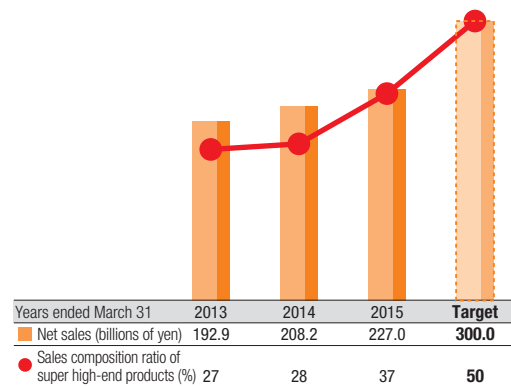
### Development of Super High-end Products

The Company's super high-end products are developed using our market leading technical expertise and capabilities. We have advanced these products to mass production ahead of our competitors. The steadfast development of our super high-end products for growth markets and focus markets is essential to the Company's profitable business growth.

Definition of a super high-end product	
1	Product that obtains the top position in the global market
2	Product that only 2.5 suppliers can develop in the field
3	Product that provides solutions for growth markets
4	Products that sustains a strong competitive edge

Sales Ratio of Super High-end Products

50%



## 2

### Product for Focus Markets

Computerization and the use of electronic components are rapidly advancing in markets showing relatively steady demand. Markets such as automobiles, industrial equipment, medical and healthcare products, as well as environmental and energy applications demand a continuous stream of TAIYO YUDEN's products. We are expanding TAIYO YUDEN's high reliable electronic components' lineup and bringing to markets high temperature resistance, long life, and high quality products as well as promoting use of our products as core design components in our customer's products. Our strategy continuously opens new sales routes and opportunities that address market needs.



#### Automobiles

Navigation systems  
Telematics, Engine control units



#### Industrial Equipment

Surveillance cameras  
Smart meters



#### Medical and Healthcare

Blood pressure meters  
Patient bed sensors, Health check-ups



#### Environmental and Energy

Solar power generators  
Electric bicycles, Electric vehicles

Sales Ratio of Focus Markets

30%

