





## TAIYO YUDEN's Focus Markets

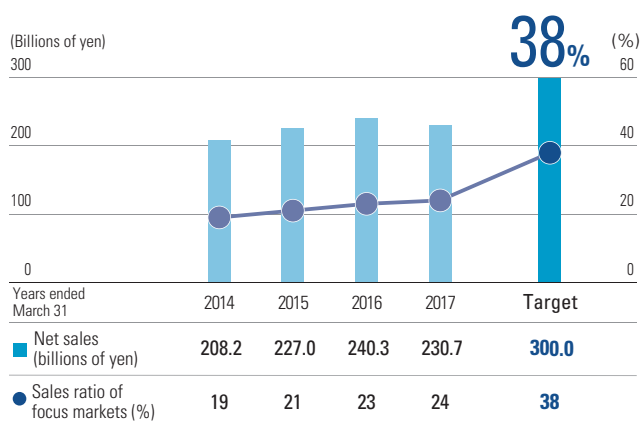
We will continue using the superior innovation and high reliability of our products to expand our businesses.

## 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.

	<b>Automobiles</b> Navigation systems Telematics, Engine control units
	<b>Industrial Equipment</b> Surveillance cameras Smart meters
	<b>Medical and Healthcare</b> Blood pressure meters Patient bed sensors, Health check-ups
	<b>Environmental and Energy</b> Solar power generators Electric bicycles, Electric vehicles

### Sales ratio of focus markets



### FOCUS

## Development in the Automotive Electronics Market

Computerization and electricalization are the key to the automotive electronics market

Infotainment: 1.6 times

Body: 1.6 times



Safety: 1.8 times

Power-train: 1.7 times

Automotive electronics market

¥19 trillion → ¥32 trillion  
 (CY2015) (CY2025)

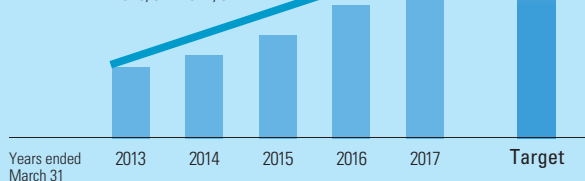
\*Estimated by the Company

Increasing demand for large-size, high-voltage-resistant, and highly-reliable components

Trends in the Company's automotive sales

**CAGR 34%**

2013/3 → 2017/3



Sales ratio for automotive electronics market

Year ended March 31, 2017: 6%

Medium-term target: 15%