Promoting Growth Strategies Aimed at the Arrival of the IoT Era

The TAIYO YUDEN Group is strengthening its marketing activities and enhancing its production capacity for the electronic components market, on which explosive growth in demand is anticipated for automotive electronics and other devices.

Strategies in Focus Markets

■ Product for Focus Markets

Automobiles
Meter clusters, Advanced driver assistance systems (ADAS), Electronic control units

Industrial Equipment
Base station communication equipment, Servers, Surveillance cameras, Smart meters

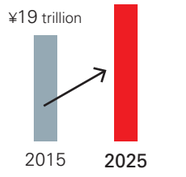
Medical and Healthcare
Health check-ups

Environmental and Energy
Solar power generators, Electric bicycles

FOCUS Computerization and electricallization are the key to the automotive electronics market

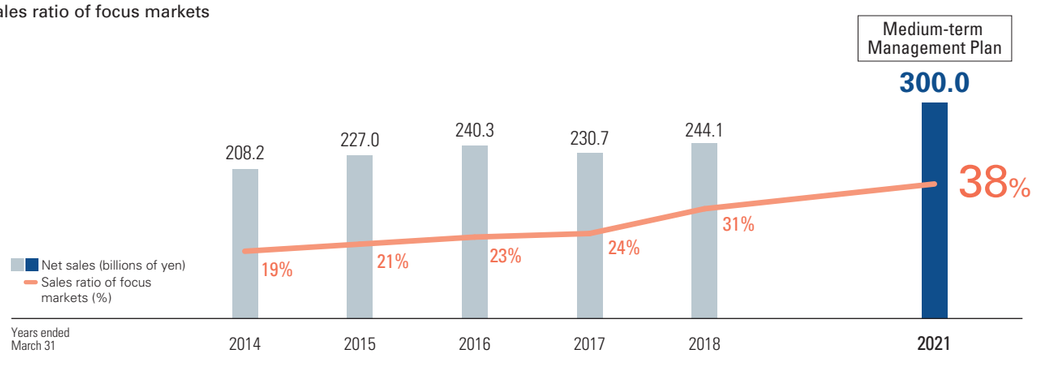
➡ p.21 Special Feature

■ Automotive Electronics Market (TAIYO YUDEN estimates)



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

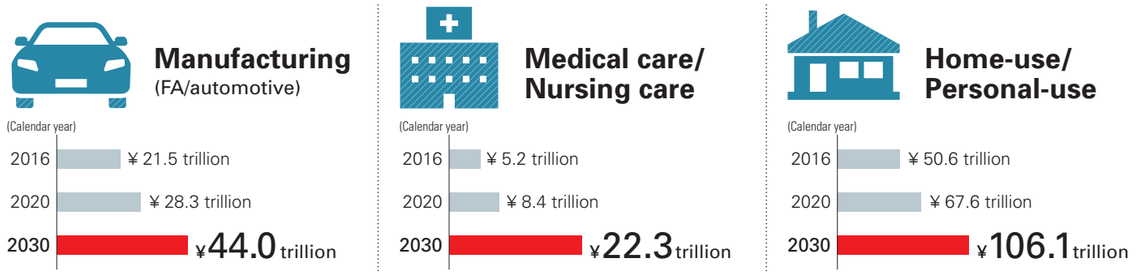
■ Sales ratio of focus markets



Enhanced Production Capacity for Addressing a Broader Range of Needs

The value of the global CPS* and IoT market will grow to approximately ¥400 trillion by 2030

Manufacturing, Medical care/Nursing care, and Home-use/Personal-use will all more than double compared with 2016

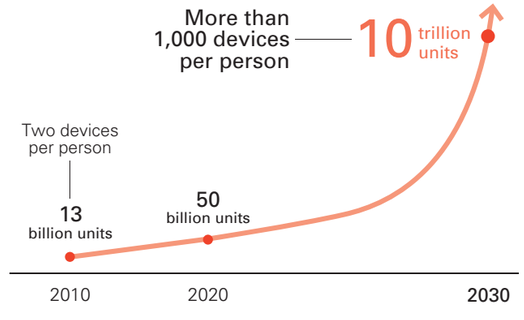


*CPS: Cyber-physical System. A service or system that collects various types of data via a sensor network, for example, which it then utilizes and analyzes as a means of realizing an efficient, advanced society.

Source: Japan Electronics and Information Technology Industries Association (JEITA) "Demand Value Forecast by Application Field on the CPS (Cyber-physical System and IoT (Internet of Things) Market (Global Market)"

Enhancing Productivity in Preparation for the Era of 10 Trillion Devices

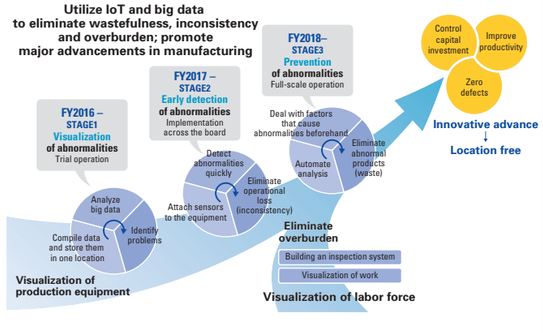
■ Number of devices connected to the Internet



As the IoT develops and connects every-"thing" around us to the internet, the number of internet-connected devices in use is expected to balloon from 13 billion in 2010 to 10 trillion by 2030.

*TAIYO YUDEN estimate based on Cisco IBSG forecasts

■ Smart.E project: Advancements in manufacturing



Along with this skyrocketing growth in internet-connected devices, the demand for electronic components is also anticipated to explode. In pursuit of expanded production volume and consistent quality, the TAIYO YUDEN Group is eliminating wastefulness, inconsistency and overburdening to reduce loss, and is promoting the "smart.E" project as a productivity enhancing measure designed to establish a production structure that can undertake this exponentially greater volume of production.