Medium-term Strategies

Promoting Growth Strategies Aimed at the Arrival of the IoT Era

Strategies in 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

Enhanced Production Capacity for Addressing a Broader Range of Needs

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.

Enhancing Productivity in Preparation for the Era of 10 Trillion Devices

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 overburden to reduce loss, and is promoting the "Smart.E" project as a proactively enhancing measure designed to establish a production structure that can undertake this exponentially greater volume of production.

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.

<table>
<thead>
<tr>
<th>Market</th>
<th>2016 (Calendar year)</th>
<th>2020 (Calendar year)</th>
<th>2030 (Calendar year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing (FA/automotive)</td>
<td>¥19 trillion</td>
<td>¥28.3 trillion</td>
<td>¥44.0 trillion</td>
</tr>
<tr>
<td>Medical care/Nursing care</td>
<td>¥5.2 trillion</td>
<td>¥8.4 trillion</td>
<td>¥22.3 trillion</td>
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<tr>
<td>Home-use/Personal-use</td>
<td>¥50.6 trillion</td>
<td>¥67.6 trillion</td>
<td>¥106.1 trillion</td>
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</tbody>
</table>

*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"

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

Enhancing Productivity in Preparation for the Era of 10 Trillion Devices

Utilize IoT and big data to eliminate wastefulness, inconsistency and overburden major advancements in manufacturing

TAIYO YUDEN estimate based on Cisco IBSG forecasts

Sales ratio of focus markets

Number of devices connected to the Internet

More than 1,000 devices per person

10 trillion units

13 billion units

50 billion units


208.2 227.0 240.3 230.7 244.1

19% 21% 23% 24% 31%

Net sales (Billions of yen) - Sales ratio of focus markets (%)