

## Section

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# STRATEGIES FOR THE CREATION OF VALUE

The TAIYO YUDEN Group has established processes under the concept of “smart” in its development of products and services. We define the products that emerge as a result of these processes as “smart products,” and through the delivery of these smart products are endeavoring to instill a sense of excitement in our customers.

**High quality** ..... Products satisfying customer requests with high reliability

**Low power consumption** ..... Products delivering superior performance without consuming vast amounts of electricity

**Downsizing** ..... Products delivering high performance with few materials and thus contributing to end products fitting high functionality into a compact package

**Abolishing use of toxic substances** ... Products not containing toxic substances

**Safety first** ..... Production processes designed with safety in mind allow operators to work free from *muri* (overburden).

**Following rules** ..... Operating in accordance with standardized procedures holds the key to minimizing irregularities between items.

**More efficient use of energy** ..... We minimize the energy used in manufacturing products.

**100% yields** ..... Stable production of high-quality products requires not allowing rejects and other forms of *muda* (wastefulness) to arise.

**Reuse and recycle** ..... Whenever possible, we use reused and recycled goods as materials for production.

**Minimizing emissions** ..... Whenever possible, our production processes strive for zero levels for emissions and other forms of *muda* (wastefulness).

TAIYO YUDEN utilizes management systems that cover such areas as occupational health and safety, quality, and environment as the basis for its business operations in providing smart products. These management systems conform to OHSMS, ISO9001, IATF16949, and ISO14001.

### TAIYO YUDEN VISION

To be an excellent company that enjoys the trust and highest regard from our customers

