

Smart Product Development System

TAIYO YUDEN proactively promotes the development of Smart Products that reduce environmental impact by eliminating the three M's – *muda* (wastefulness), *mura* (inconsistency), and *muri* (overburden).

Building on our management systems for occupational health and safety, quality, environment and other aspects, we will use smart production processes and product manufacturing to offer greater economic value and social value and, as a result, increase our corporate value.

The TAIYO YUDEN vision is to be an excellent company that provides society with Smart Products, and enjoys the trust and highest regard from all its stakeholders. By delivering Smart Products, we aim first to meet the expectations and earn the trust of our stakeholders, and then to bring excitement into their lives.

We define Smart Products as products that are not only environmentally friendly when in use, but eliminate what in Japanese are called “the three M's”—*muda* (wastefulness), *mura* (inconsistency), and *muri* (overburden)—over the course of their entire life cycles, from design and production, to sales, incorporation into the final product, and final disposal. Such products provide value to our customers, to local communities, and to our employees, and also contribute to SDGs.

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 <i>muri</i> (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 <i>muda</i> (wastefulness) to arise.
Reuse and recycle	Whenever possible, we use reused and recycled goods as materials for production.
Minimizing emissions	Wherever possible, our production processes strive for zero levels for emissions and other forms of <i>muda</i> (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 all stakeholders

