

At a Glance

Message from the Officer in charge



We promote digital transformation and customer-centric sales strategies

Toshiyuki Watanabe
Director and Senior Operating Officer in charge of Sales Headquarters

Since I joined TAIYO YUDEN as a sales representative in 1985, I have been dedicated to growing its business for the past 39 years, during which I was seconded internationally three times. In the past decades, the Company has significantly expanded its geographical presence, with international sales accounting for 90% of its current revenue, and the scope of applications expanding to include consumer, information and communication equipment, as well as automobiles and IT infrastructure/industrial equipment.

Formulating and Executing Sales Strategies as the Sales Headquarters

TAIYO YUDEN does not have a sales organization as part of each product business unit. Instead, it has a Sales Headquarters as an independent organization with its own Marketing Division and Sales and Business Development Division. The former develops sales strategies, whereas the latter carries out promotional activities. The Sales Headquarters works closely with the business units to align business and sales strategies and provide simple and convenient customer experiences through a single point of sales contact. We intend to flexibly adjust our organizational structure to changing external needs.

Mastering Customer Centricity

One of the main things that the Sales Headquarters is responsible for is technical marketing. We focus on analyzing trends in equipment and semiconductors that use our products to indicate the path that the Company should follow. As a technology-enabled manufacture, it is prone to prioritize development and products over customer needs. Therefore, I believe that we need to weigh the business unit's product-centric perspective and the Sales Headquarters' customer-centric point of view in building roadmaps for our products.

Promoting Digital Transformation and Customer Satisfaction to Create Value for the Future

The Sales Headquarters is currently promoting digital transformation and customer satisfaction. To increase the accuracy of demand predictions enabled by digital technology we are working on building a system for analyzing findings derived from dialogue between our sales representatives and customers and various macroeconomic indicators inserted into the database. Our ongoing promotion of digital transformation has produced some results; for one thing, we now have more streamlined operations in the Sales Headquarters and for another, the organizational system is coming together to analyze the trends of forecasts, and modify the business and sales plans at an early stage as needed.

Meanwhile, regarding customer satisfaction, we utilize the data scorecard to quantify the level of satisfaction for each transaction and ask our customers to rate our services to inform our improvement efforts.

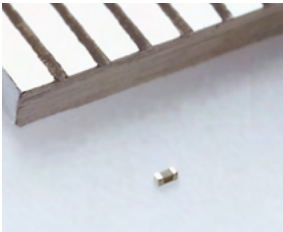
Serving as the Company's Antenna

The Sales Headquarters combines the Company's business and sales strategies. Metaphorically speaking, we are both the company's antenna and its hinge. The world is seeing emergence of new technologies such as generative AI, which are gradually transforming our economic activities and lifestyles. The Sales Headquarters will continue to maintain our commitment to TAIYO YUDEN's goal, which is to support connectivity among people by providing its core electronic products and solutions enabled by them.

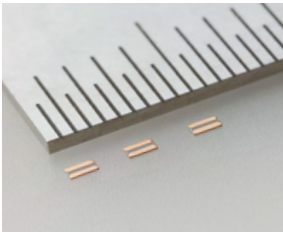
Capacitors

Major Products

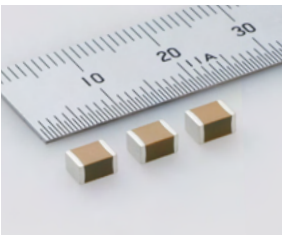
Multilayer ceramic capacitors



0201 size (0.25mmx0.125mm)
ultra-small multilayer ceramic capacitors



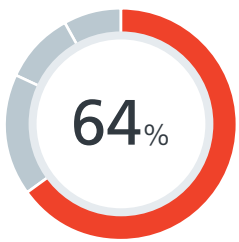
Ultra-thin multilayer ceramic capacitors
(0.6mmx1.0mm) with 0.064mm thickness



4532 size (4.5mmx3.2mm)
high-capacitance multilayer ceramic capacitors

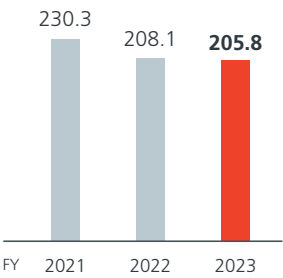
Net Sales Breakdown by Product Classifications

(FY2023)



Net Sales

(Billions of yen)



We are focusing on the development of multilayer ceramic capacitors (MLCCs) that are small and thin with high capacitance and high reliability. We are also continuing the development of cutting-edge MLCCs by advancing our dielectric materials technologies, thin-film and high-capacitance technologies, and ultra-small capacitor production technologies.

In FY2023, sales for communication equipment and automobiles increased compared with the previous fiscal year, but sales for consumer equipment, information equipment, and IT infrastructure/industrial equipment decreased. As a result, net sales decreased 1.1% year on year to ¥205,829 million.

Market Needs

- The increase in demand for high reliability products and large-sized products for automobiles and IT infrastructure/Industrial equipment accelerated

Strengths of TAIYO YUDEN Group

High reliability

Downsizing

Front runner in high capacitance products

Decentralization of production bases

Growth Strategies

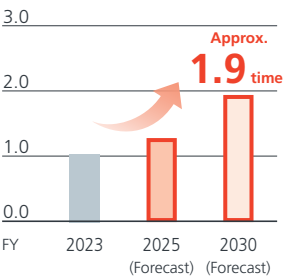
Focus on high-value-added zones by drawing on industry-leading technological expertise

Strengthen the product appeal of high-reliability products and large-sized products

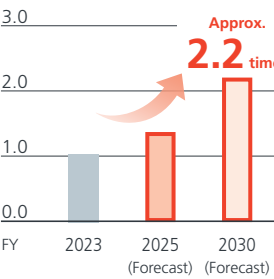
- Product development to meet the needs of automobiles and IT infrastructure/Industrial equipment

Demand forecast for MLCC (Volume) *Estimated by the Company

For Automotive



For Server



Expand production capacity in response to medium-term demand

- In FY2023, completed the construction of new plants and started operation in China and Malaysia
- Expansion of supply capacity, focusing on high-reliability products and large-sized products



TAIYO YUDEN (CHANGZHOU)



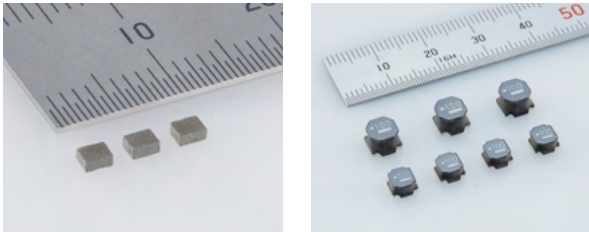
TAIYO YUDEN (SARAWAK)

At a Glance

Inductors

Major Products

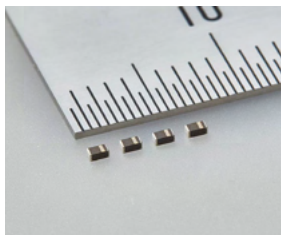
Wire-wound inductors



Wire-wound metal power inductors
MCOIL™

Wire-wound ferrite power inductors

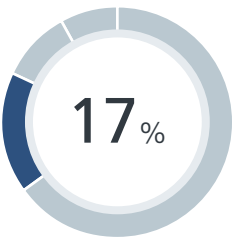
Multilayer Inductors



Multilayer metal power inductors
MCOIL™

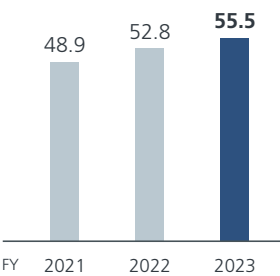
Net Sales Breakdown by Product Classifications

(FY2023)



Net Sales

(Billions of yen)



In addition to small, thin inductors with high current, we are working on the development of large, high-reliability inductors targeted at automotive and IT infrastructure applications. We are also developing competitive products by bringing about even greater sophistication in our development of metal materials and other materials, as well as in our wire-winding and multilayer process technologies.

In FY2023, while year-on-year sales for consumer equipment and IT infrastructure/industrial equipment decreased, sales for information equipment, communication equipment, and automobiles all increased. As a result, net sales increased 5.1% year on year to ¥55,566 million.

Market Needs

- The demand for inductors compatible with large currents increased as a consequence of the improved performance of electronic equipment and electrification of and installation of electrical equipment in automobiles

Strengths of TAIYO YUDEN Group

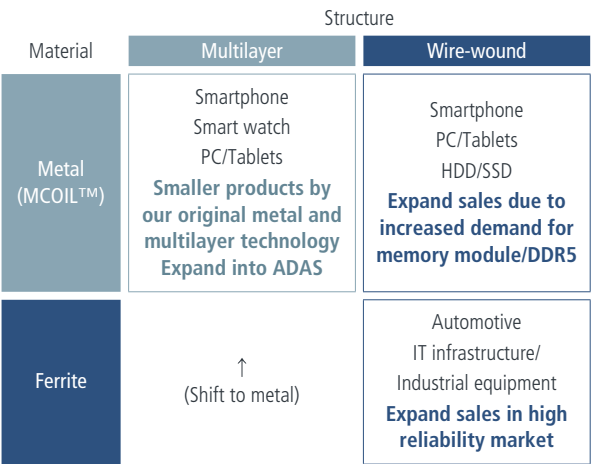
An abundant lineup of power inductors built on advanced elemental technologies

Growth Strategies

Increase competitive advantage in power inductors
Improve profitability by improving item mix

Diversify our markets and customer base

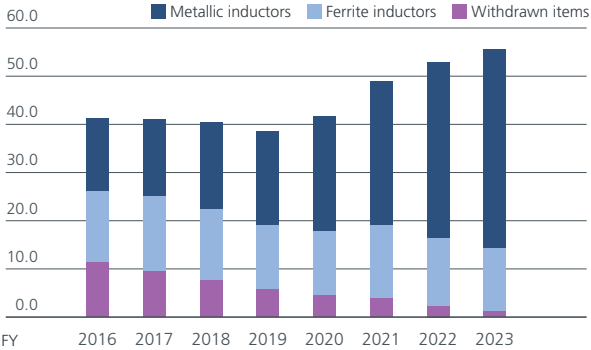
- Expanding into the fields of smartphones, IoT, automotive, and IT infrastructure/industrial equipment
- Increased sales of inductors using metal materials



Improve product mix and shift to a more profitable structure

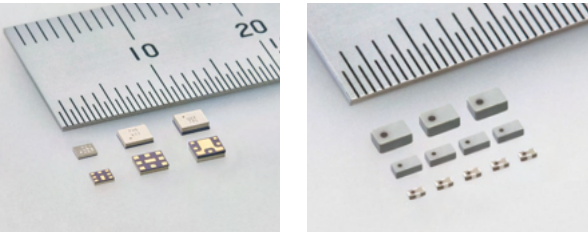
Net Sales

(Billions of yen)



Major Products

Communication devices



FBAR/SAW devices for communications

Multilayer ceramic filters

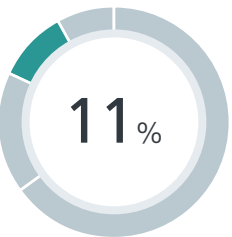
Circuit modules



Regenerative electric assist system
“FEREMO™” for electric assist bicycles

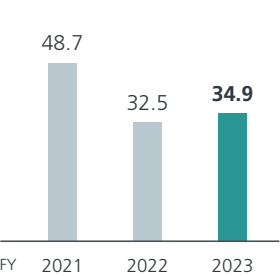
Net Sales Breakdown by Product Classifications

(FY2023)



Net Sales

(Billions of yen)



We are promoting the development of broadband-compatible devices for communications and the development of next-generation products suitable for higher frequencies.

In FY2023, although year-on-year sales of circuit modules decreased, sales of FBAR/SAW devices for communications increased. As a result, net sales increased 7.2% to ¥34,934 million.

Communication devices

Market Needs

- In addition to smartphones, our main market, expand adoption in telematics, machine-to-machine (M2M), and the IoT

Connected car
e-Call (automated emergency call system), etc.

Smart meter

Security equipment

POS system

Strengths of TAIYO YUDEN Group

Ensure excellent high-reliability characteristics with element material technology and robust package structure

Growth Strategies

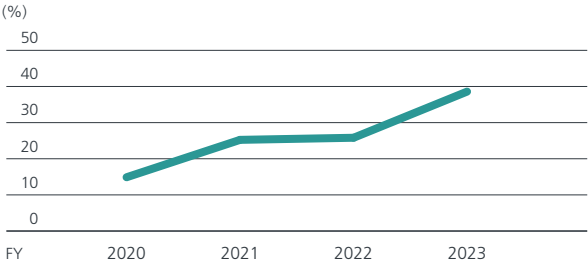
Pursue high-value-added businesses by making use of original technologies

Meet the high-level technical requirements essential for the evolution of mobile devices

- TLSAW™ (Element technology) ... Low loss, wide band, and high suppression
- HPDP (Packaging technology) ... Ultra-thin and high reliability

Increase ratio of new products due to development of new technologies

Ratio of new products in Communication devices (monetary basis)

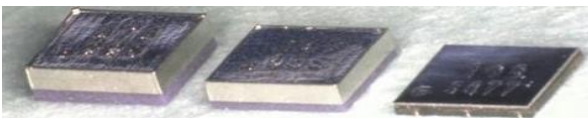


Providing high value-added products and development in new markets

- Meet the requirements of miniaturization, thinning and high integration

Previous Package

HPDP



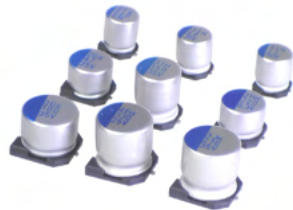
Sample image of new “HPDP” technology for packaging

At a Glance

Others

Major Products

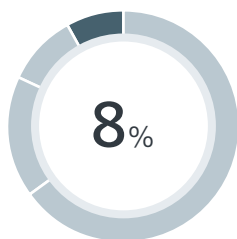
Aluminum electrolytic capacitors



Conductive polymer hybrid aluminum electrolytic capacitors

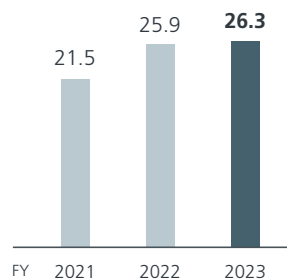
Net Sales Breakdown by Product Classifications

(FY2023)



Net Sales

(Billions of yen)



We are concentrating our efforts on the development of conductive polymer hybrid aluminum electrolytic capacitors for the focus markets, and on boosting production capacity.

In FY2023, we recorded an increase in the year-on-year sales of aluminum electrolytic capacitors. As a result, net sales increased 1.4% year on year to ¥26,317 million.

Market Needs

—Conductive polymer hybrid aluminum electrolytic capacitors—

- Demand for automobiles is growing rapidly due to the adoption of xEVs, electrification of powertrains, and advancement of ADAS

Strengths of TAIYO YUDEN Group

—Conductive polymer hybrid aluminum electrolytic capacitors—

Meet customer needs with a wide range of product lineup

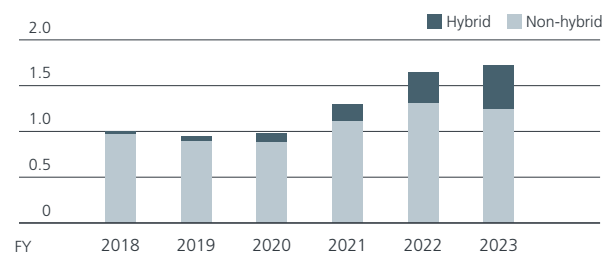
- High reliability, large current, and low noise
- A wide range of large-sized and high-capacity products

Growth Strategies

—Conductive polymer hybrid aluminum electrolytic capacitors—

Expand sales in high-value-added markets, especially automobiles

Focus on high-performance conductive polymer hybrid aluminum electrolytic capacitors to increase profitability



Increase production capacity to meet growing demand in automotive market

- Build an efficient integrated domestic system from product development to production to increase production capacity

Demand forecast for conductive polymer hybrid aluminum electrolytic capacitors (Volume)

*Estimated by the Company

