

Production Trend of Major Sets

- Business Environment to influence TDK Business of Electronic Components -

Oct.31,2002

Electronic Components

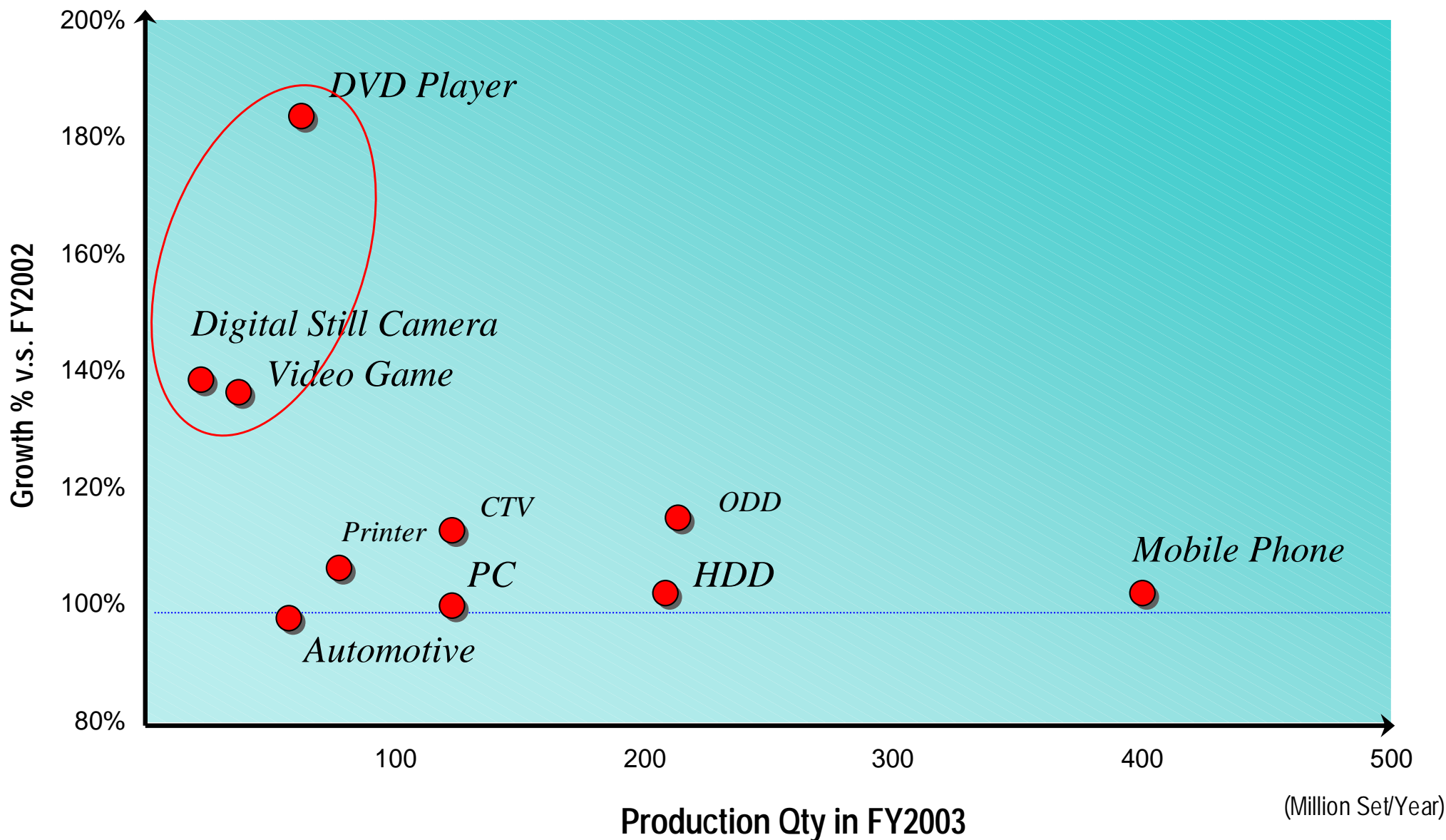
Sales & Marketing Group

Director & Senior Vice President

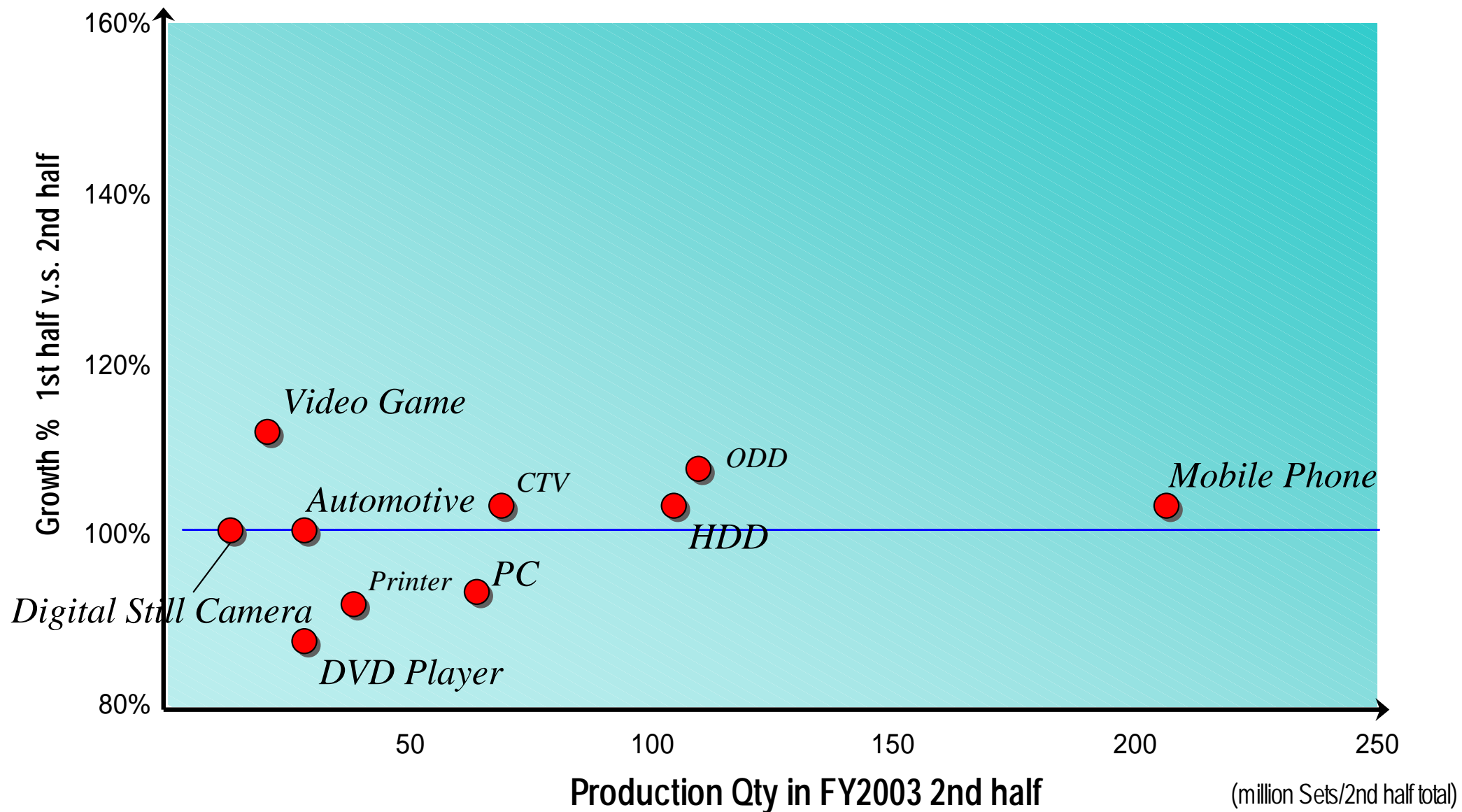
General Manager

Shinji Yoko

Production Qty of Major Sets (FY2003 v.s. FY2002)



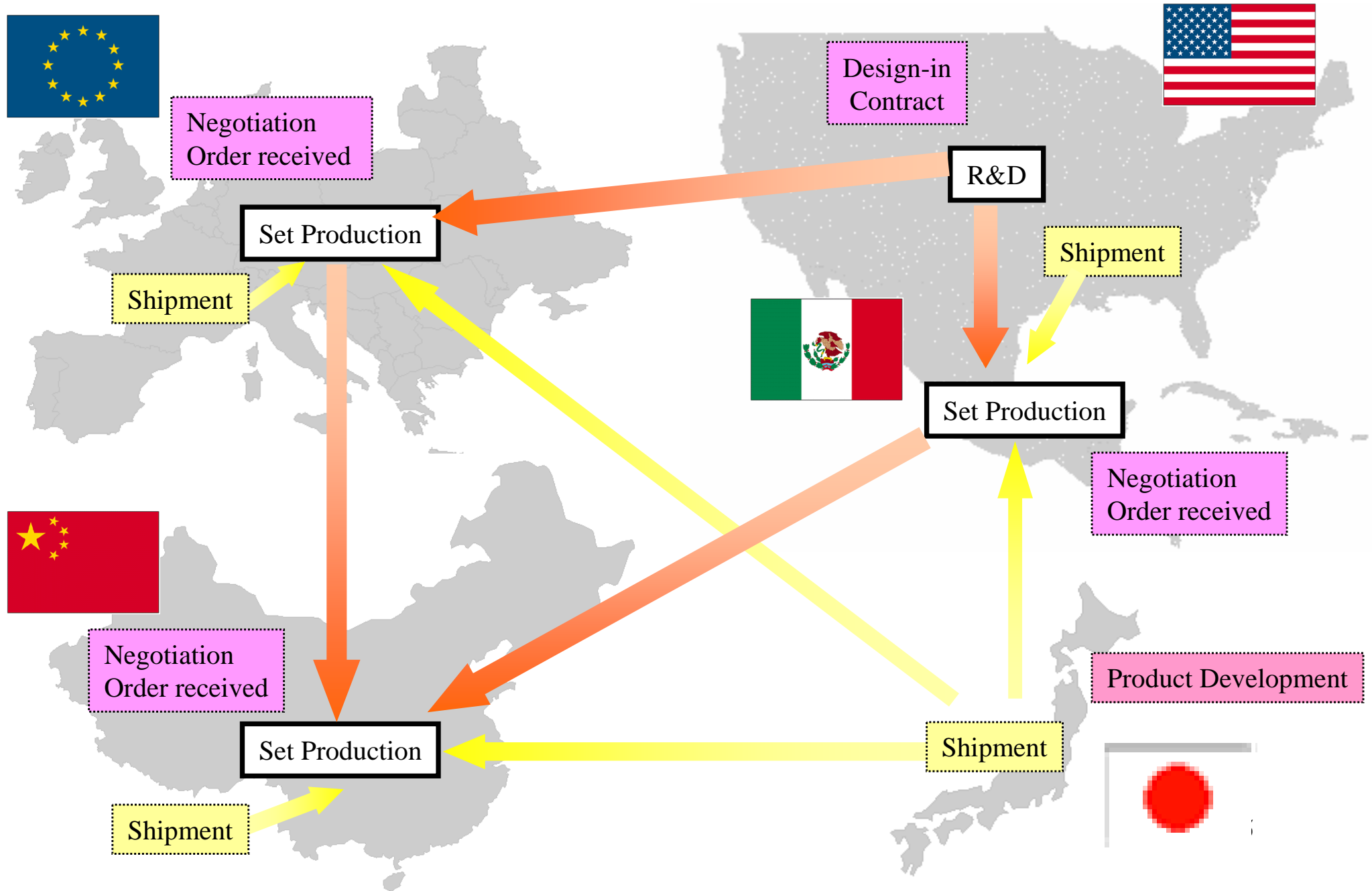
Production Qty of Major Sets (FY2003 1st half v.s. 2nd half)



Price trend for leading products

- # Overall continuation of excess supply causes continuous price reduction pressure
- # Seen Quarter-wise, 4Q is much harder than other quarters as it is the time for renewal of yearly contract
- # Seen by product, the drop in price is bigger for commodity items

Example of A customer in a Global Market



		Design-in	Negotiation	Sales
SALES ACTIVITY	North America	X		
	Mexico		X	X
	Europe		X	X
	China		X	X
	Japan	X		

>> Locations of sales and design-in are different <<

Evaluation by sales result  Evaluation by business process

Structure for Supporting Customer Projects Globally
(Cross border)



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This material contains forward-looking statements, including projections, plans, policies, management strategies, targets, schedules, understandings and evaluations, about TDK and its group companies that are not historical facts. These forward-looking statements are based on current forecasts, estimates, assumptions, plans, beliefs and evaluations in light of information currently available to management.

In preparing forecasts and estimates, TDK and its group companies have used as their basis, certain assumptions as necessary, in addition to confirmed historical facts. However, due to their nature, there is no guarantee that these statements and assumptions will prove to be accurate in the future. TDK therefore wishes to caution readers that these statements, facts and certain assumptions are subject to a number of risks and uncertainties and may prove to be inaccurate.

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