

# A Society Created through CSR Undertaken in Business Activities

Our society is facing various issues.  
TDK seeks to solve social issues through its business activities.

## 《 A Society Created through CSR 》

### Symbiosis with the global environment

- Create transport systems that can supply electricity while operating
- Use and expand renewable energy
- Promote the increased use of eco-cars and hybrid vehicles
- Create electric power generation systems utilizing temperature differences

### Improve the quality of life

- Create advanced robots
- Create wearable computers that can be used while attached to the body

### Development of human resources

- Eliminate digital divides
- Expand data centers

### A society where everyone can live safely and securely

- Develop safe, secure, and comfortable automobile-based lifestyles
- Create wearable devices that can inform users about their health status at anytime



## 《 Important Activity Areas from a CSR Perspective 》

Contribution to the world by technology

Development of human resources

Society and environmental considerations in the supply chain

Symbiosis with the global environment

### TDK's Five Core Technologies

Materials technology, processing technology, evaluation and simulation technology, production technology, and device and module technology

## 《 Markets that TDK Focuses On 》

ICT

Automotive

Industrial equipment & energy

## 《 Social Issues that TDK Addresses 》

### Digital divides

Mobile broadband use rate (2014)

Developed countries: **84%** Global average: **32%** Developing countries: **21%** <sup>\*1</sup>

### Population of disabled people

People with physical or mental disabilities worldwide (2011)

Approx. **1 billion** people **15%** of the global population <sup>\*2</sup>

### Aging of the global population

Population of people aged 60 years and older (2050)

**2 billion** people <sup>\*3</sup>

### Climate change

Increase in temperature (2100)

Maximum **4.8 °C** <sup>\*4</sup>

### Energy consumption

Global primary energy consumption (2040)

**19.3 billion** tons <sup>\*5</sup>

### Traffic accidents

Number of traffic fatalities worldwide (2010)

**1.24 million** people <sup>\*6</sup>

Notes: \*1 From the Millennium Development Goals Report 2014 / \*2 United Nations Information Centres (WHO/World Bank Report) / \*3 United Nations Population Fund, "Ageing in the Twenty-First Century: A Celebration and A Challenge" (2012) / \*4 IPCC 5th Assessment Report (2013) / \*5 Forecast by the Institute of Energy Economics, Japan (2014) / \*6 WHO's Global Health Observatory data on road safety