

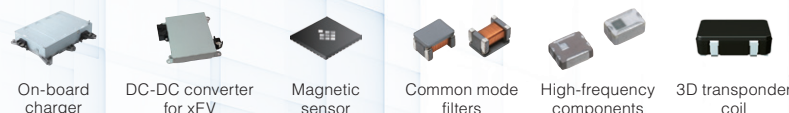
TDK's Three Priority Markets and Products, New Businesses

1 Priority market: Automotive



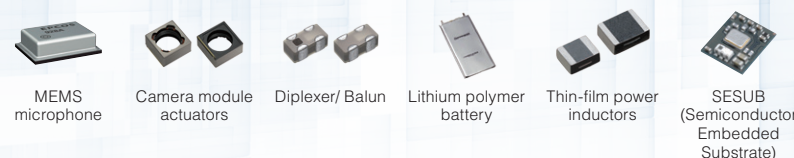
Realizing zero traffic accidents and autonomous driving

In the quest for greater safety, comfort, and harmony with the environment, critical issues include mounting effective responses to the rapidly evolving field of car electronics, minimizing automotive emissions to help resolve the CO₂ pollution problem, and other challenges. High expectations are also being placed in realization of so-called "connected" cars linked to the Internet, the advanced driving assistance system (ADAS), autonomous driving, and other progress. TDK prides itself for its impressive lineup of highly reliable products supporting greater automobile safety and comfort, hand in hand with environmental-friendly technology.



Targeting next-generation mobile communications systems

Smartphones now excel not only in support of communications functions, the Internet, personal computers, cameras, etc., but also as social infrastructure linking the home, automobiles, and industrial plants. They have truly emerged as key devices in the age of IoT, during which most all things will become connected online, with TDK products emerging as an indispensable presence in the quest for new networks. Electronic components and modules, utilizing the original core technologies for which TDK is famed, promise to further expand the promise and application scope of smartphones.

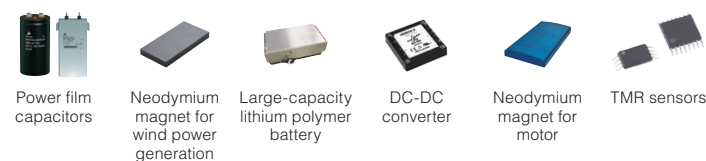


3 Priority market: Industrial & Energy



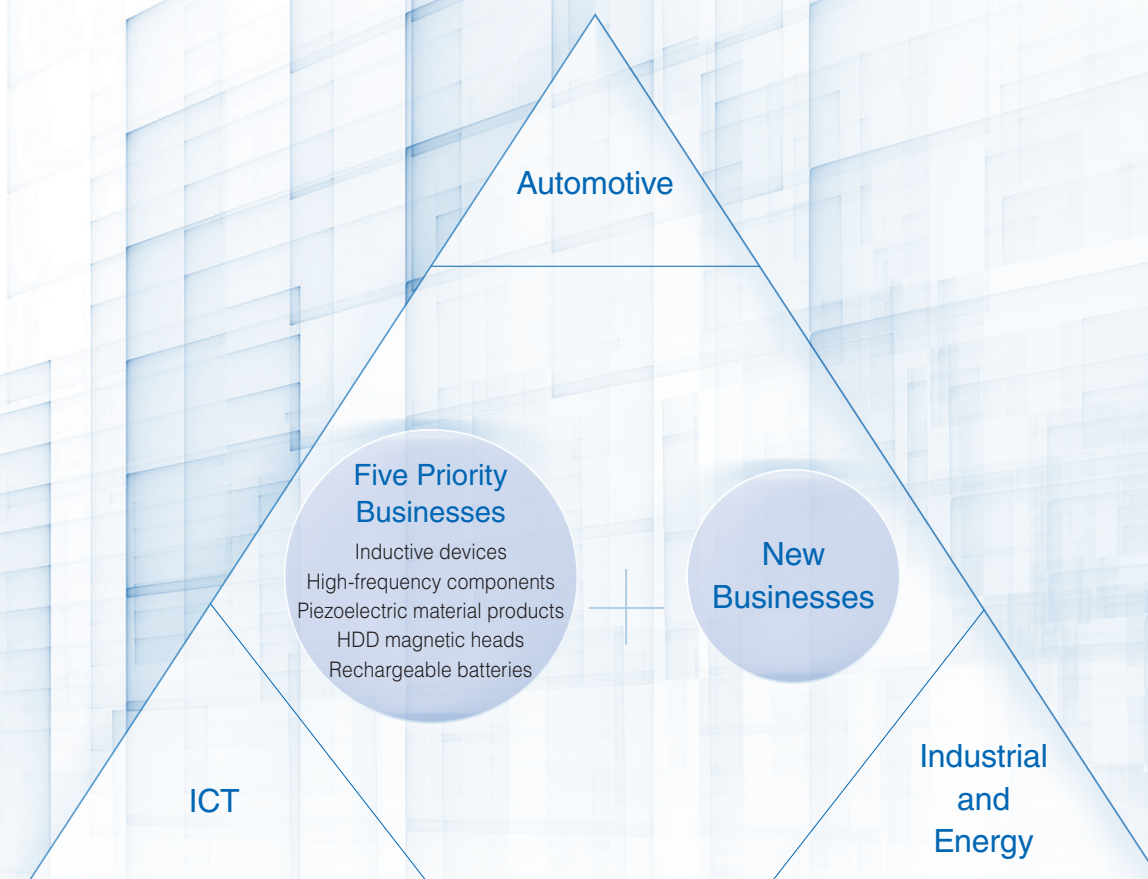
Contributing to a clean and smart society

Against the backdrop of hopes for solutions to the CO₂ emissions problem, more effective use of natural resources, and other environmental challenges, attention has come to focus on potential use of wind power, solar power, and other renewable energy sources. In industrial equipment, railroads, and other fields as well, there are demands for greater efficiency, weight reduction, and precision in pursuit of more effective energy use. Targeting these needs, TDK marshals its innovative materials and processing technologies to bring key devices to these sectors, contributing to an increasingly clean and smart society.



The markets in which TDK is most firmly committed today consist of the three priority markets of Automotive, ICT, and Industrial and Energy. Targeting these three priority markets, the Company champions formidable growth strategies in five priority businesses as its core fields, while also advancing new business endeavors.

Five Priority Businesses and New Businesses



TDK promotes its business activities on the foundation of medium-term plan. This approach seeks to vigorously advance initiatives viewed as key in the quest for redoubled expansion of corporate value on the strength of sustained growth. While treating the three priority markets of Automotive, ICT, and Industrial and Energy, as well as growth strategies in the five priority businesses as the hub of this stance, staunch commitments are also channeled into thin-film components, wearable devices and health care, automotive and industrial equipment sensors, automobile and industrial equipment energy units and other dynamic new growth field businesses.

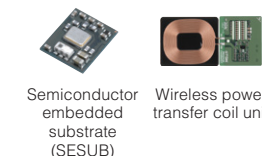
Thin-film components

Fusion of materials technologies fostered through thin-film technology and the passive components business, fueling expansion in new product sales.



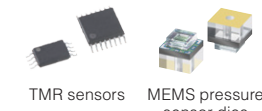
Wearables and health care

Expanded sales of power management units rooted in applications of semiconductor-embedded substrates (SESUB), compact module technology, and other cutting edge know-how.



Automobile and industrial equipment sensors

Expanded sales of TMR/GMR sensors, barometric pressure sensors, and other products that utilize advanced sensing technology.



Automobile and industrial equipment energy units

Expanded sales of high-efficiency bidirectional DC-DC converters for the renewable energy field, industrial equipment wireless power transfer systems and other products.

