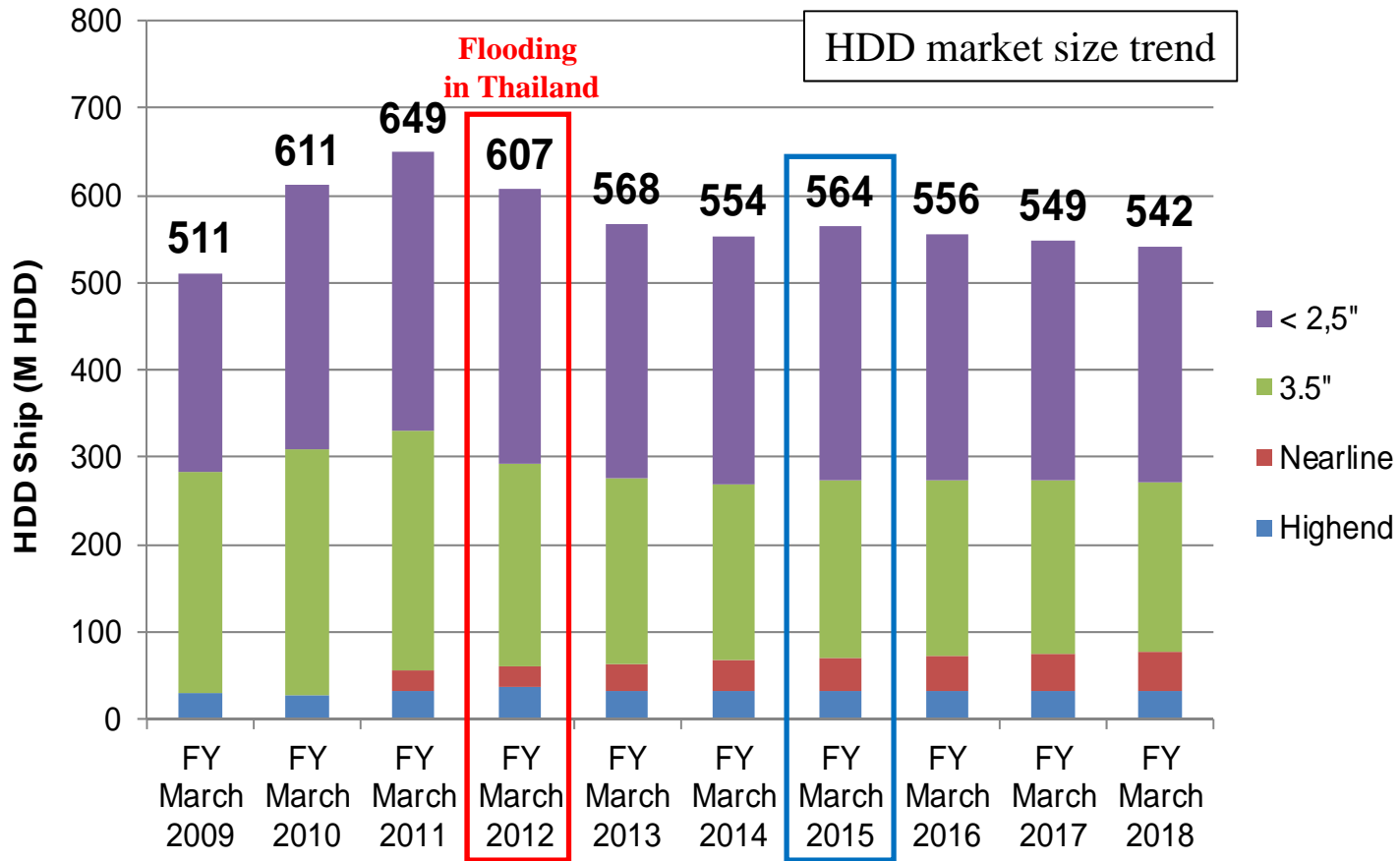


Strategy of Priority Five Businesses

Inductive Devices
High Frequency Components
Piezoelectric Material Products
Rechargeable Batteries
HDD Heads

**Corporate Officer
Shigenao Ishiguro**

< About the HDD market size and changes >



←→ **Growth in parallel with PC**
←→ **Transition period**
←→ **Tapping the high-capacity storage market**

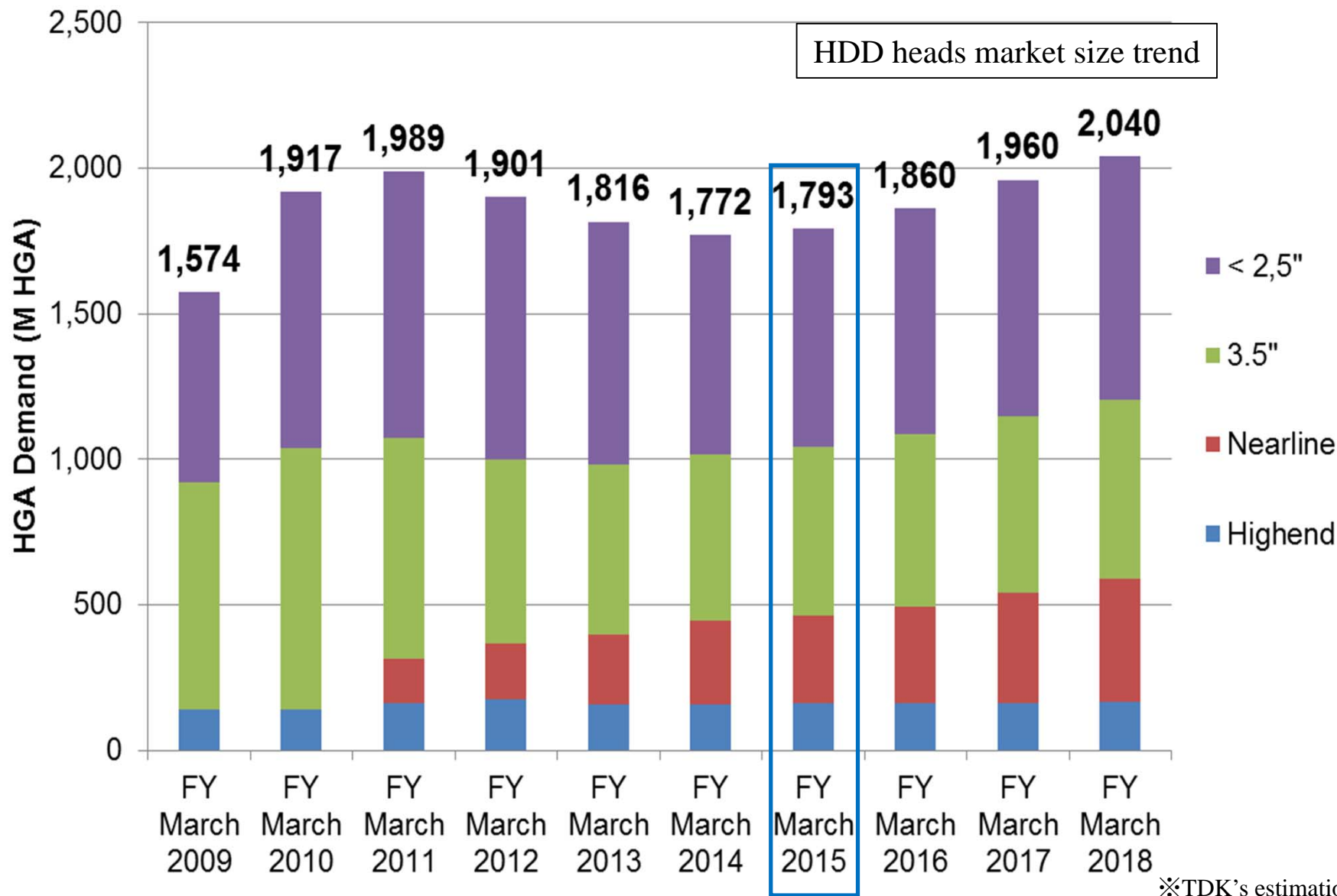
※TDK's estimation

- ❑ **HDD market shifting from mobility to capacity**
- ❑ **High-capacity HDDs to sustain the era of big data**

<Key Success Factors>

- 1) Continued development of new head products for multi-disk HDD**
- 2) Accelerated development of assisted recording (with TAMR being most promising) and establishment of the TAMR business**

About the HDD heads market



- ① **–2014: Starting up high-capacity storage business**
- ② **–2017: Introduce SMR*1 and DSA*2 technologies for new multi-disk HDD**
- ③ **2017–: Target set at 50% share of TAMR head market**

*1: Shingle MR

*2: Dual Stage Actuator

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