

**FY March 2016  
Business Strategy Meeting**

**December 4, 2015  
TDK Corporation**



**President and CEO**  
**Takehiro Kamigama**  
General Manager of Humidifier  
Countermeasures HQ, and  
General Manager of Technology HQ



**Director**  
**Executive Vice President**  
**Hiroyuki Uemura**  
Electronic Components Business  
Company CEO  
General Manager of Ceramic  
Capacitors business Group



**Senior Vice President**  
**Seiji Osaka**  
General Manager of Electronic  
Components Sales & Marketing  
Group



**Senior Vice President**  
**Shinya Yoshihara**  
In charge of Flash Memory Applied  
Devices Business Division, EMC & RF  
Engineering Business Division  
General Manager of Manufacturing HQ



**Senior Vice President**  
**Noboru Saito**  
General Manager of Corporate  
Strategy HQ



**Senior Vice President**  
**Shigenao Ishiguro**  
Magnetic Heads and Sensors  
Business Company CEO



**Corporate Officer**  
**Christian Block**  
General Manager of Systems,  
Acoustics, Waves Business Group,  
and General Manager of ICT  
Devices Development Center of  
Technology HQ



**Corporate Officer**  
**Tetsuji Yamanishi**  
General Manager of Finance &  
Accounting Group

## ◆Presentation (10:00 -11:30)

### 1. Strategy for Automotive market

Senior Vice President    Seiji Osaka

### 2. Strategy of High Frequency Components Business

Corporate Officer    Christian Block

### 3. Strategy of HDD Heads Business and Magnetic Sensors Business

Senior Vice President    Shigenao Ishiguro

### 4. “Monozukuri” Innovation

Executive Vice President    Hiroyuki Uemura

Senior Vice President    Shinya Yoshihara

## 5. Summary

President and CEO Takehiro Kamigama

◆ Q&A (11:30 - 11:50)

# Strategy for Automotive Market

**Seiji Osaka**  
**Senior Vice President**

# Key Applications - Automotive Market

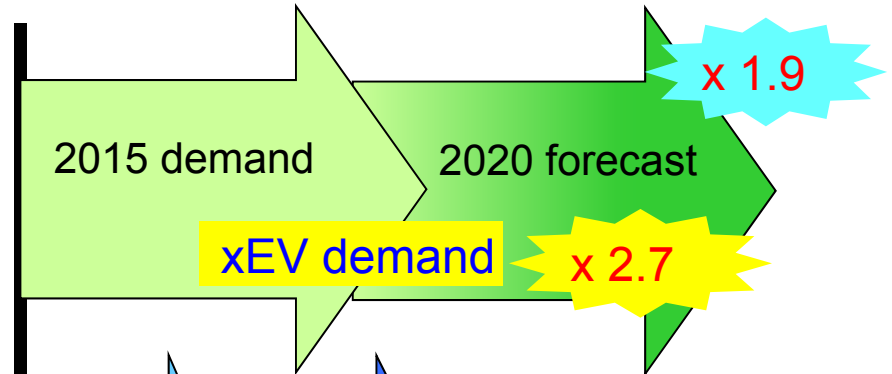
## 3 Megatrends: Demand Outlook

Demand for TDK products (exclude batteries)  
[TDK estimates]

### Fuel Efficiency

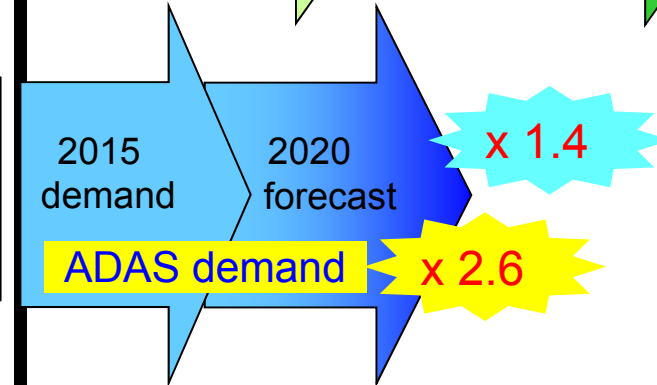
**Applications**

**xEV**  
(electrics, hybrids, fuel cells)  
48V System  
Engine Control Unit  
Idling Stop  
Transmission



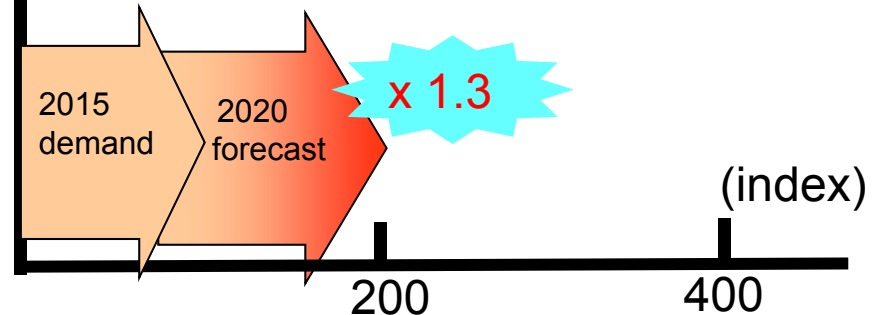
### Safety

**ADAS**  
(Advanced Driver Assistance Systems)  
Brake systems (ABS, etc.)  
Airbags  
TPMS



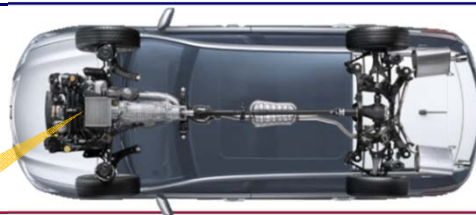
### Comfort & Connectivity




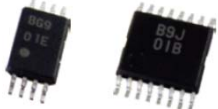


**V2X**  
In-Vehicle Infotainment  
Emergency communication (e-Call)  
Keyless Entry  
LED headlamps  
Electric Park Brake (EPB)



# Strategic TDK Products for Automotive Applications

## Fuel Efficiency

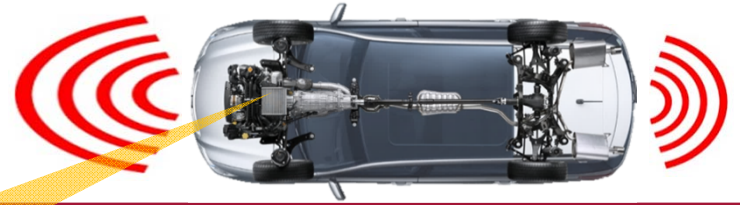


Strategic Products	Features
<p>DC/DC converters &amp; key components</p> 	<ul style="list-style-type: none"> <li>* Miniaturized to provide space-saving advantage to auto makers.</li> <li>* Further reduction in size and higher efficiency achieved through new materials (e.g. GaN, new magnetic materials).</li> </ul>
<p>On-board chargers</p> 	<ul style="list-style-type: none"> <li>* Demand surging with the increase of EV/PHEV DC/DC converter technologies are utilized to make the chargers smaller, lighter and more efficient.</li> </ul>
<p>Magnets</p> 	<ul style="list-style-type: none"> <li>* Neodymium magnets: saves energy/electricity when used in EV drive motor. Dy (dysprosium)-free, and rare earth-free magnets are being developed.</li> <li>* Ferrite magnets: Allows DC motors to be highly efficient yet smaller in size. We now have La (lanthanum)-free and Co (cobalt)-free types.</li> </ul>
<p>TMR sensors</p> 	<ul style="list-style-type: none"> <li>* TMR enhances high-precision control in EPS, thus answering the need for improved fuel efficiency.</li> <li>* TMR allows for higher sensitivity and stable accuracy operation in a wider range of temperature (sensitivity vs. AMR = x30; vs. GMR= x8).</li> </ul>
<p>Wireless charging system</p> 	<ul style="list-style-type: none"> <li>* By 2022, 10% of EV/PHEV will be equipped with wireless charging system (TDK estimate: 300-500 thousand vehicles).</li> <li>* Magnetic resonance coupling and magnetic technologies will assure highly efficient wireless power transfer.</li> </ul> 

# Strategic TDK Products for Automotive Applications

**Safety**

**Comfort & Connectivity**



## Strategic Products

## Features

**Common mode filters for CAN-BUS / FlexRay, Ethernet**



\* High reliability design for automotive use; wide frequency range common mode impedance effective for extended output characteristics that differ with each IC model.

**MLCCs**



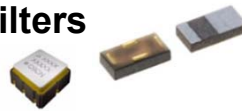
\* High-rel. auto grade series, guaranteed for high temp. (150°C): high capacitance, mid-voltage, mega-caps, and soft termination capacitors.

• **Inductors**  
High temp. (150°C) power inductors  
antenna coils



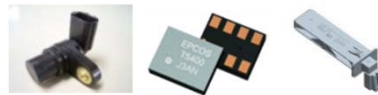
\* High-efficiency/high-reliability power inductors designed for performance in the grueling conditions of the engine compartment (-55°C ~ +150°C).  
\* Antenna coils for use in wireless devices - smart keys, TPMS (tire pressure monitoring system), etc. - are now being mass produced.

• **SAW devices / thin film high freq. filters**  
• **Bluetooth® modules**

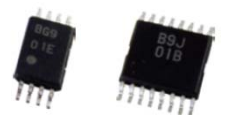


• Communication products have been further developed for automotive applications such as keyless entry and telematics.

• **Sensors**  
Magnetic, pressure, current, temperature, light, etc.



Sensors are adapted for automotive use: TMR sensors are used for angle, position, rotation and current sensing applications.



**Get products on automotive IC reference designs through close collaboration with IC makers.**



# TDK Sales Growth in the Automotive Market



Motor magnets (since 1977)

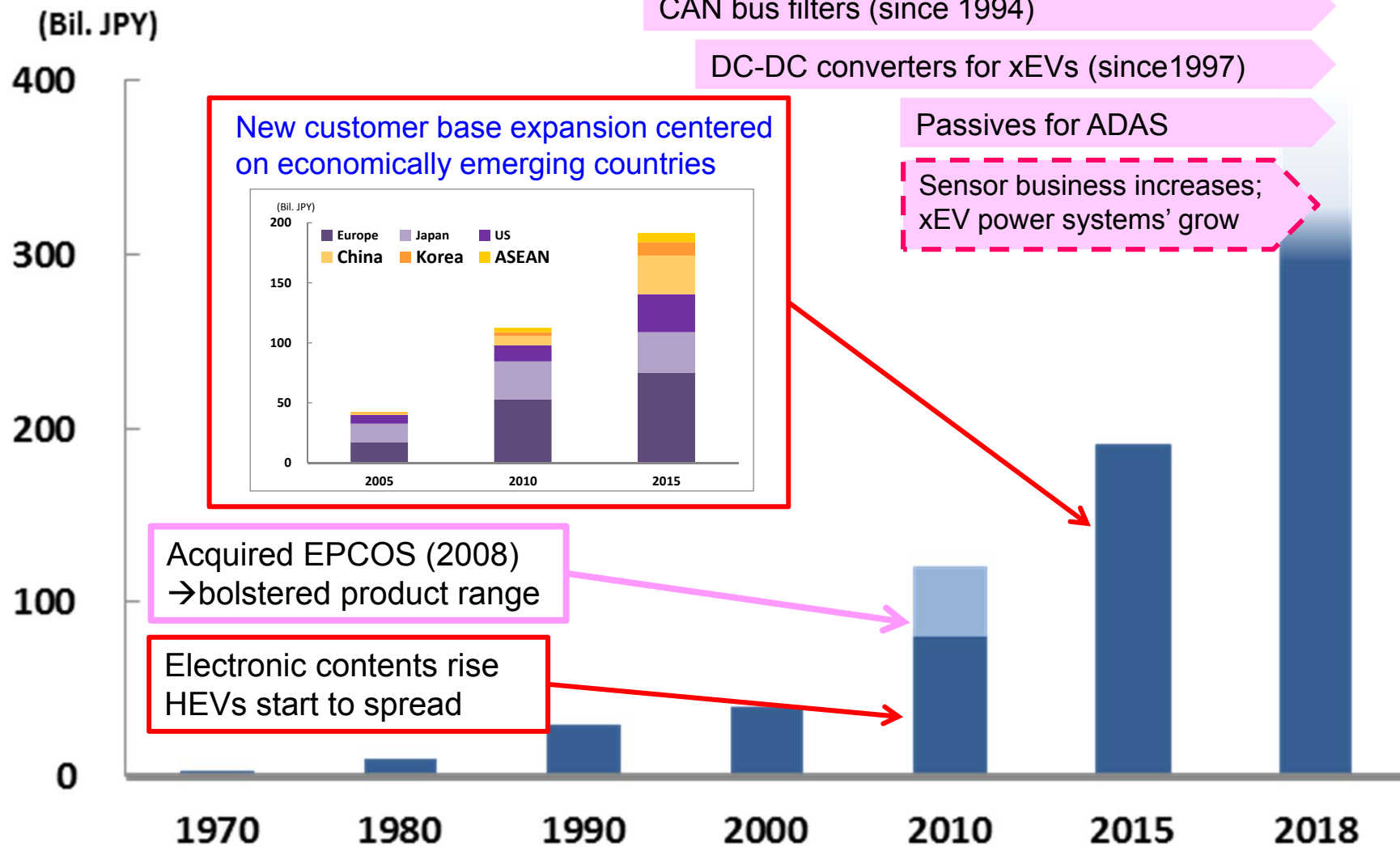
Sales expansion of passive components for ECUs (from 1980s)

CAN bus filters (since 1994)

DC-DC converters for xEVs (since 1997)

Passives for ADAS

Sensor business increases;  
xEV power systems' grow



# Various Automotive Electronics Solutions



Design and build in automotive  
-level quality and reliability

Fuel  
Efficiency

Comfort &  
Connectivity



Safety



Magnet (Dy-free)



NTC thermistor



On-board chargers

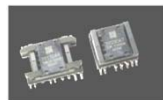
DC-DC Converter



Wireless Charging System



CeraLink



Transformer



Power EMC Filter



PTC element



PZT



TMR angle sensor



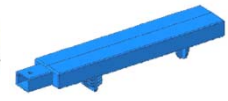
Position sensor  
Gear-tooth sensor



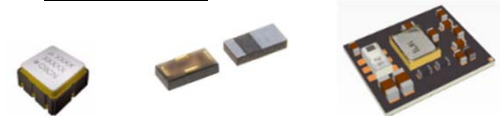
Pressure sensor



Antenna Coil  
LF Antenna



3D Antenna Coil



SAW/ thin film devices / modules



Contactless feed



Buzzer



Common mode filter



Inductor



Film Capacitor



ALU Capacitor



MLCC

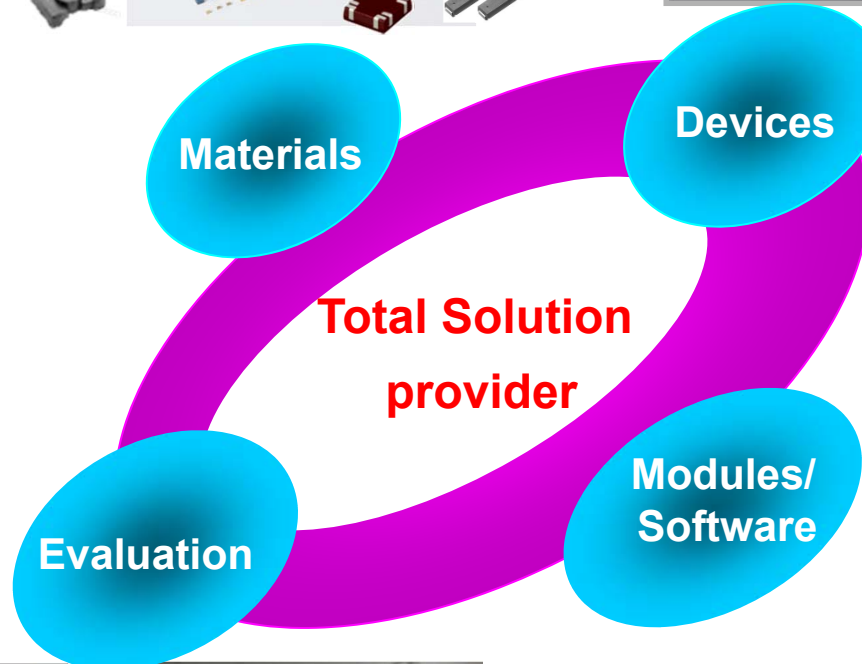
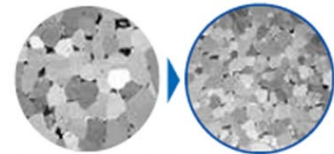
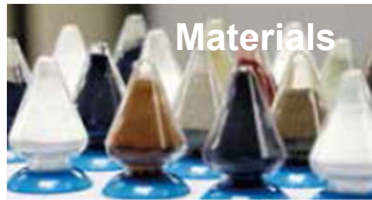


Chip-varistor

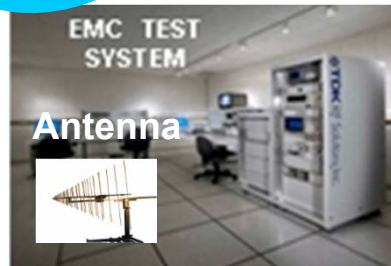
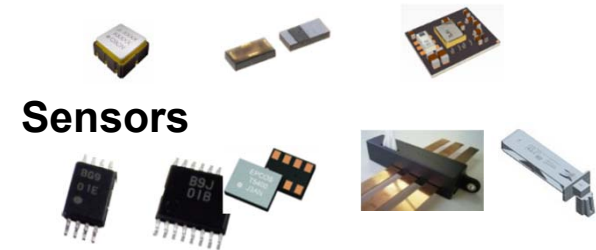
# Total Solution Provider to the Automotive Market



As a Total Solution Provider, TDK meets and exceeds customers' needs – from materials technology to electronic components, modules and testing services.



SAW/ thin film devices / modules

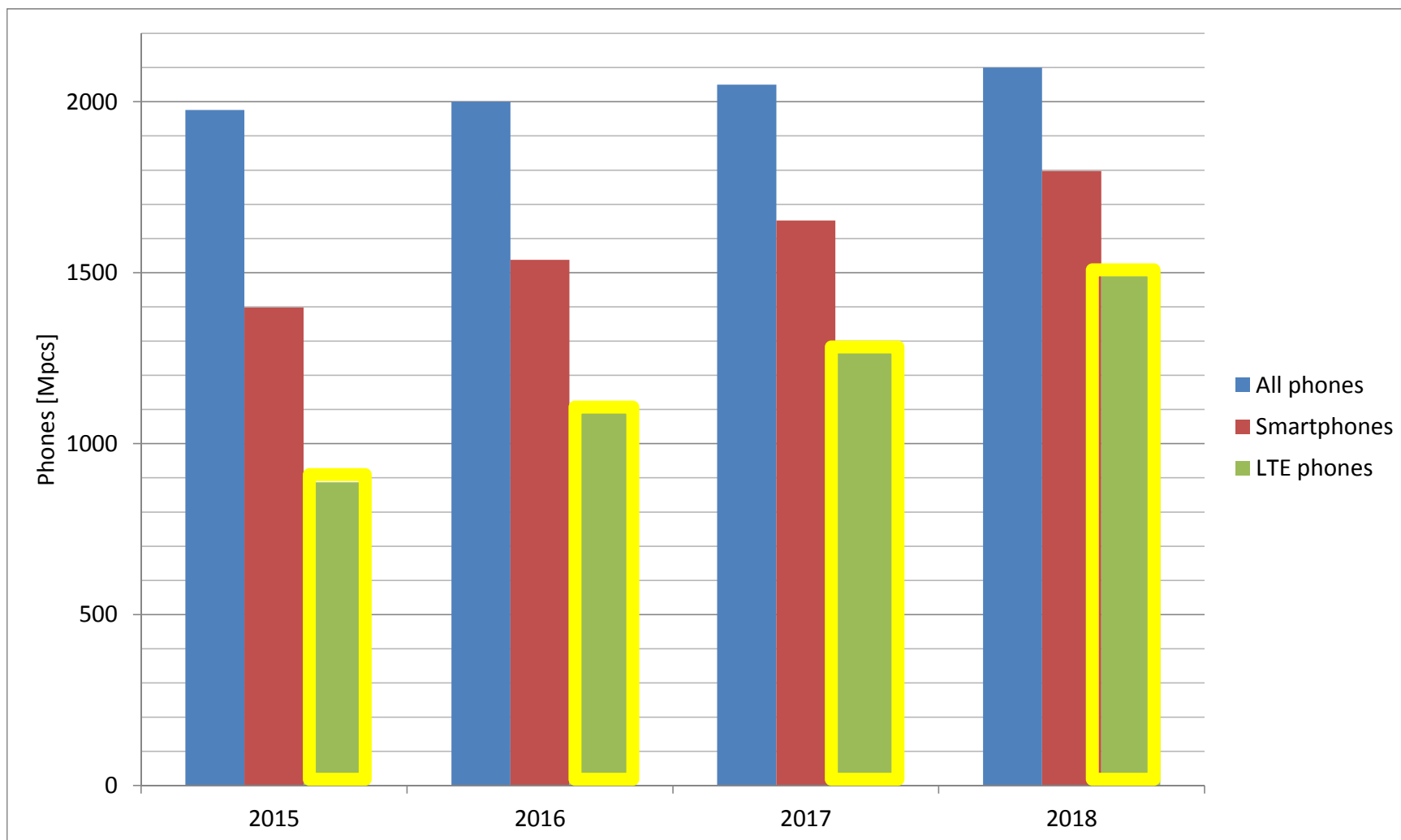


➔ Support to meet Automotive EMC Standard "CISPR"

# Strategy of High Frequency Components Business

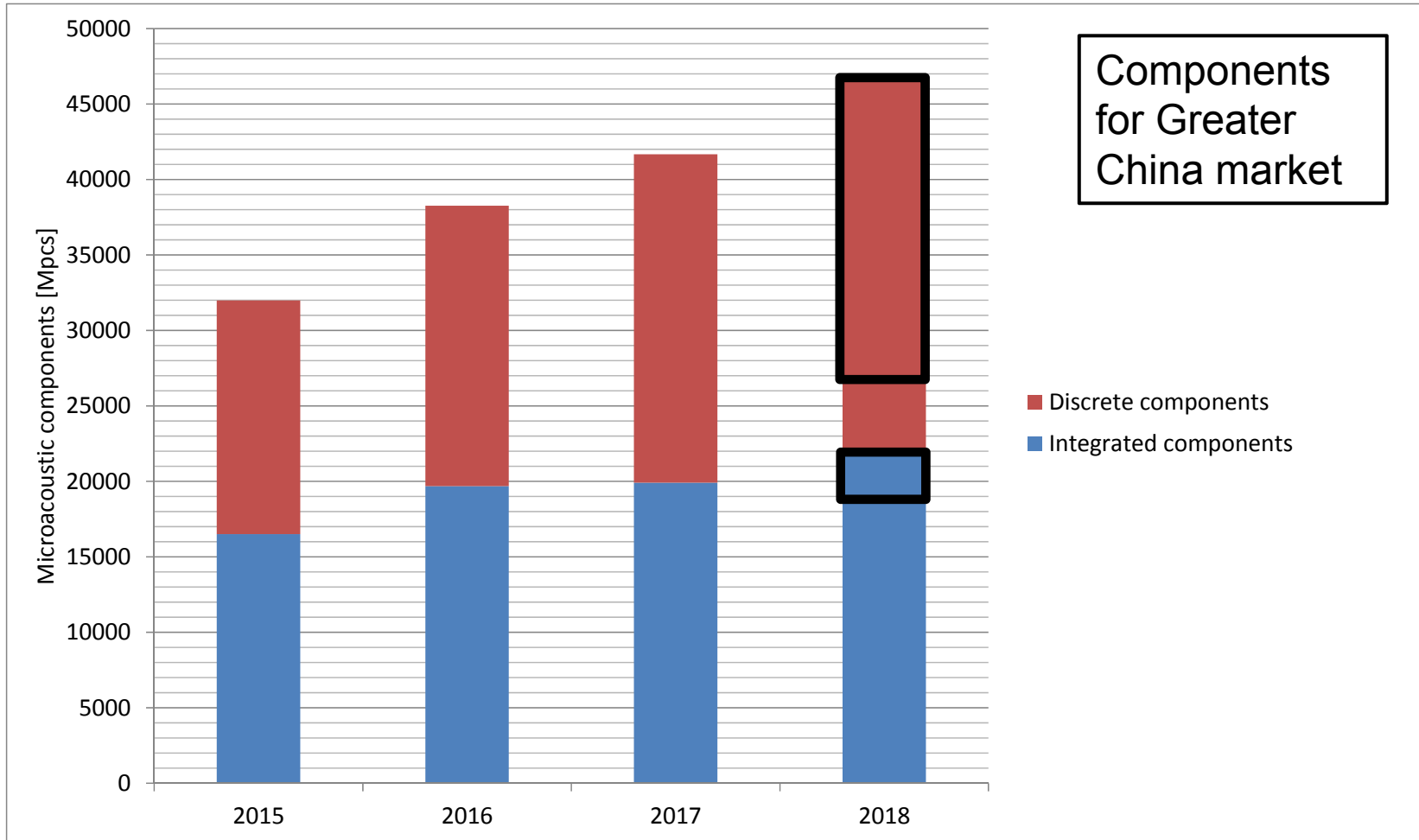
**Corporate Officer  
Christian Block**

# Predicted Phone Volumes



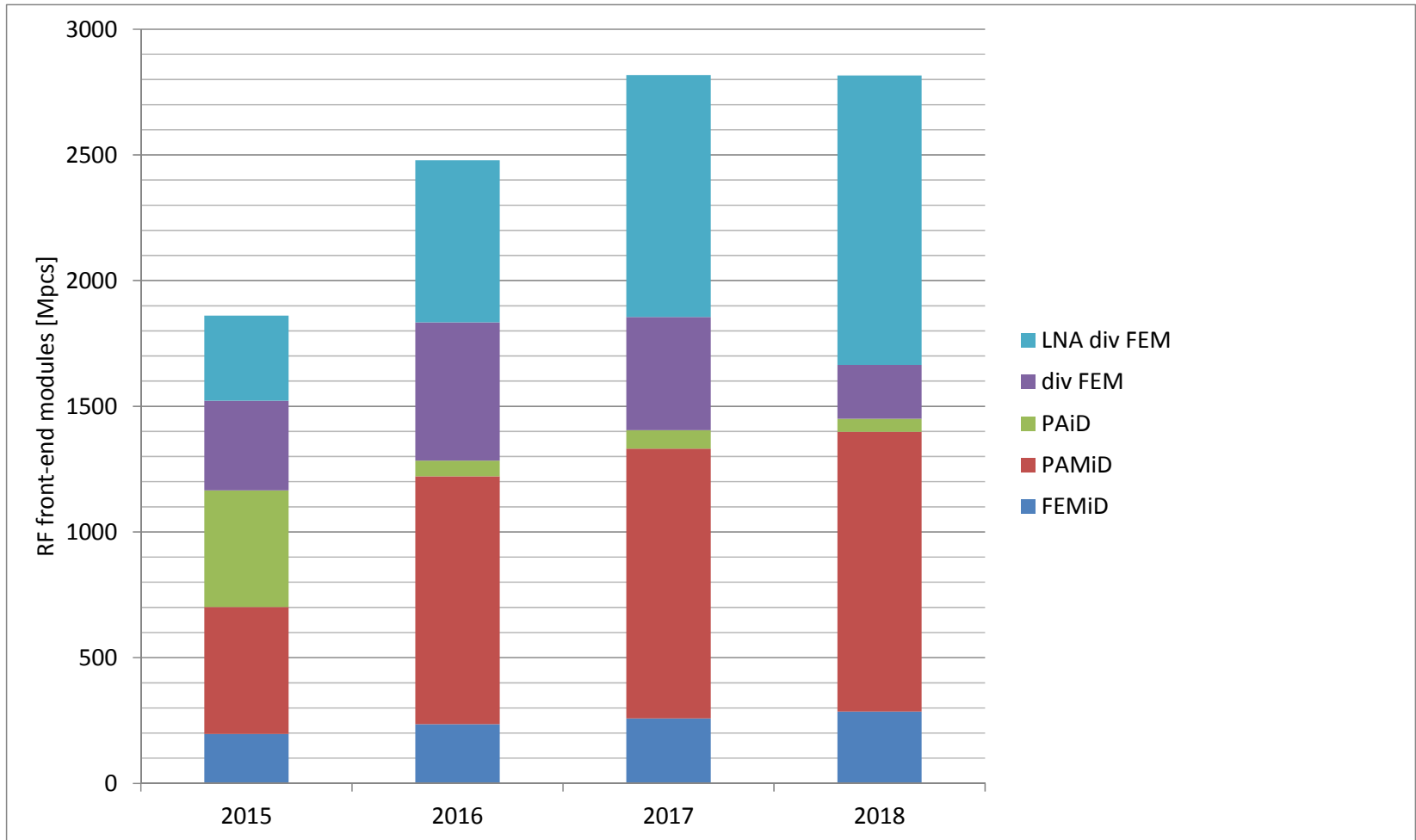
TDK's estimation

# Microacoustic Component Market [Mpcs]

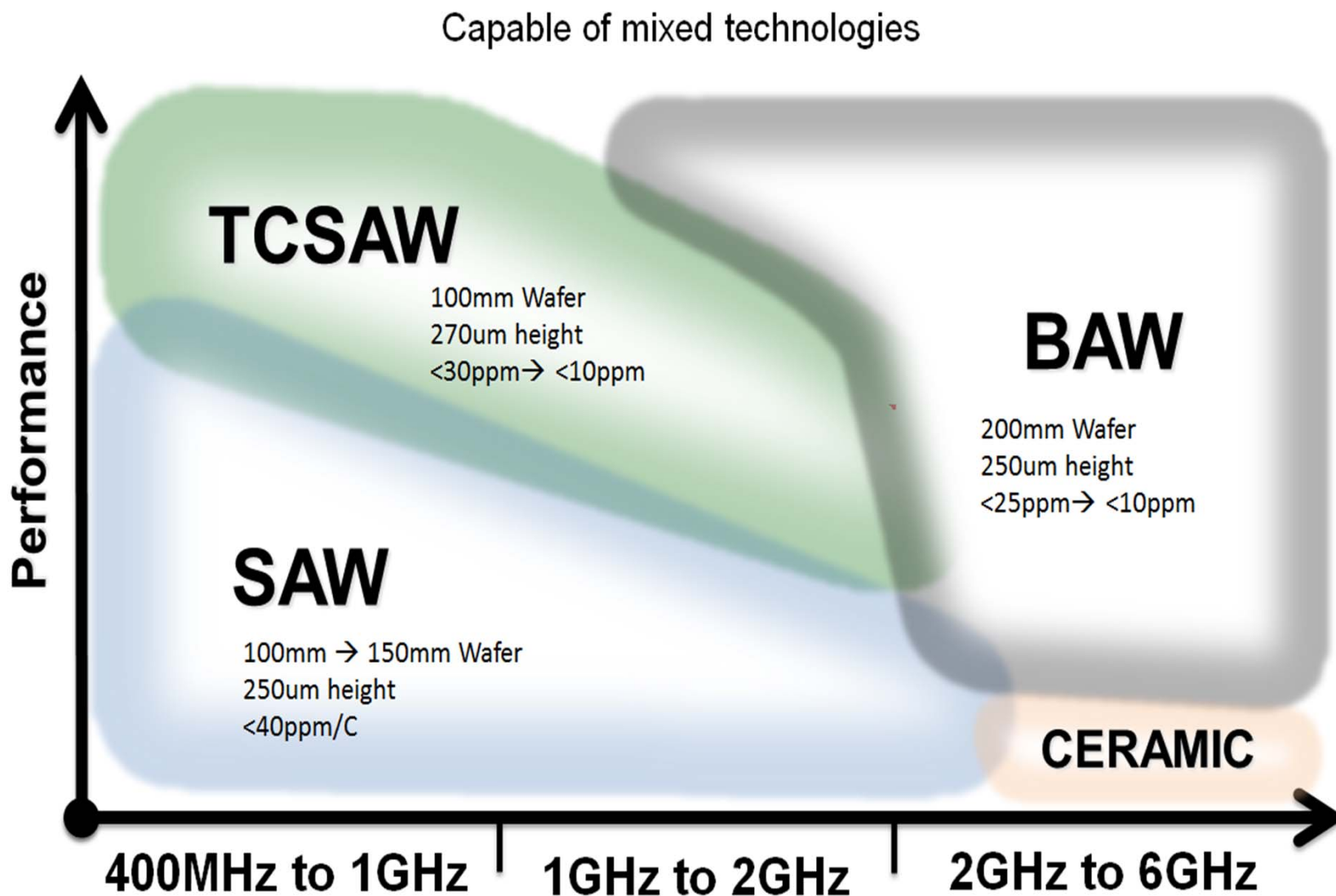


TDK's estimation

# RF Front-end Module Market [Mpcs]

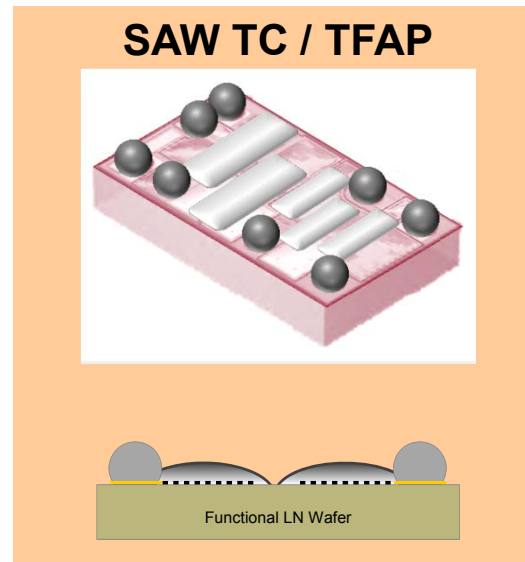
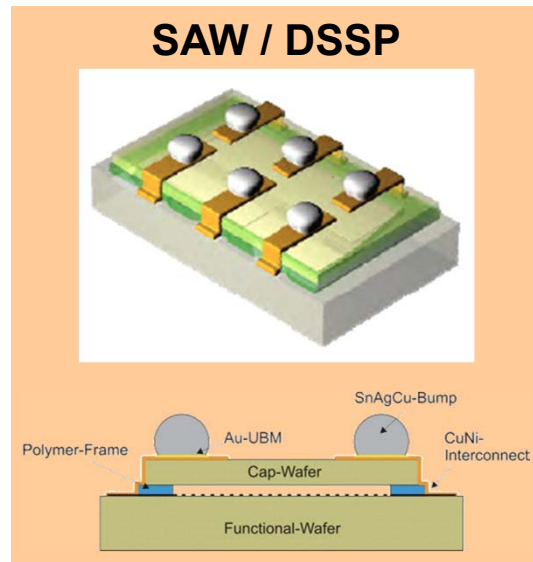


TDK's estimation





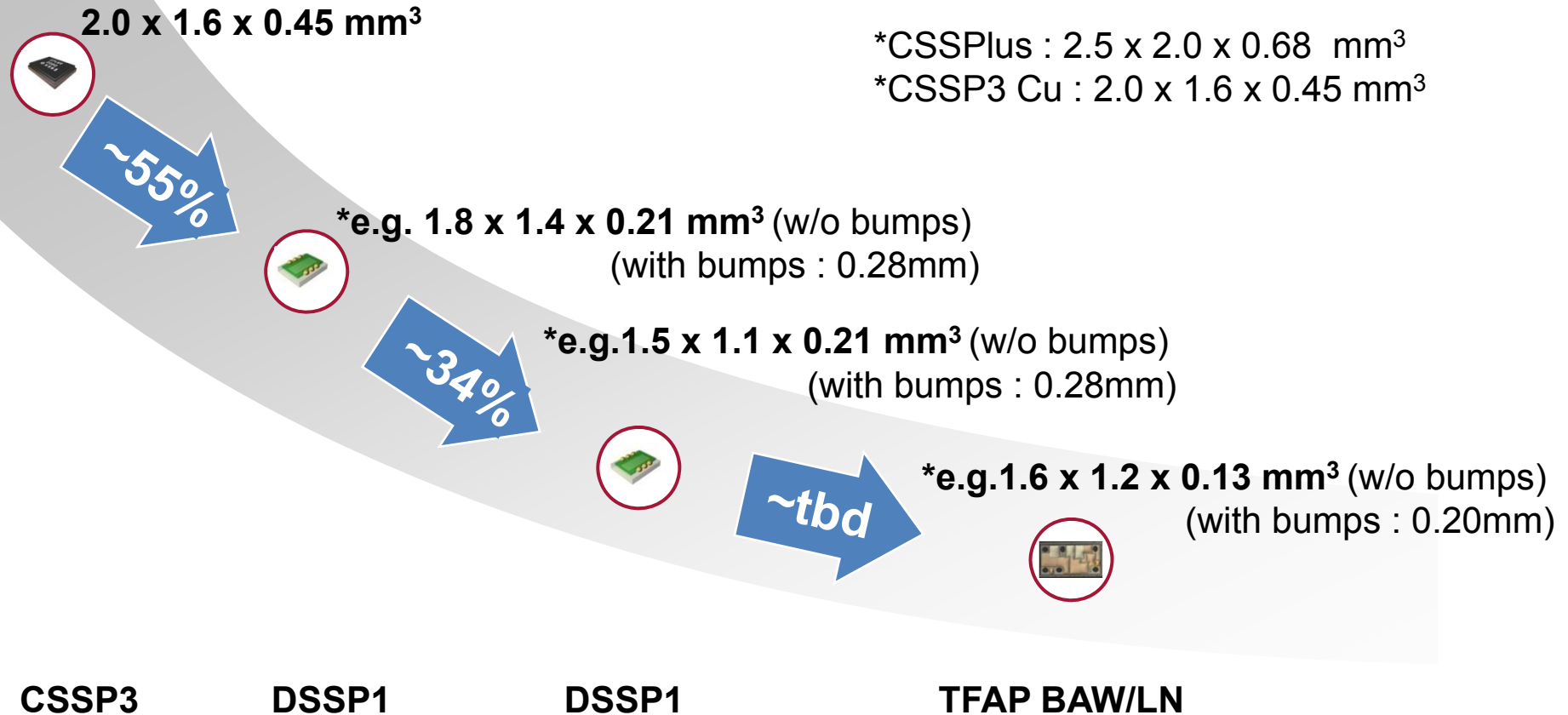
- Wafer Level Packages for SAW, TC SAW (HQTCF) and BAW components
- Die Size Saw Package DSSP and Thin Film Acoustic Package TFAP
- All WLP platforms running in mass production
- Package height 0.25 mm max. for DSSP and 0.17 mm max. for TFAP
- Overmold capability



Wafer Level Package

Bare Die Package

## Minus 60% height reduction



\*) package size depends on product

# Technology Toolbox and Link to Strategies



	Power Amplifier	Switch	Module assembly	WLP	SAW	TC-SAW	BAW
			✓	✓	✓	✓	✓
	<ul style="list-style-type: none"> <li>Exploring ways how to serve the PA module market to full extent</li> </ul>		<ul style="list-style-type: none"> <li>WLP component sales to module vendor partners</li> </ul>			<ul style="list-style-type: none"> <li>Discrete component sales to serve the growing Chinese market</li> <li>Continuously improving presence in reference designs of leading chipset vendors</li> </ul>	
			<ul style="list-style-type: none"> <li>Supply leading div FEM, LNA div FEM and FEMiD solutions</li> </ul>				

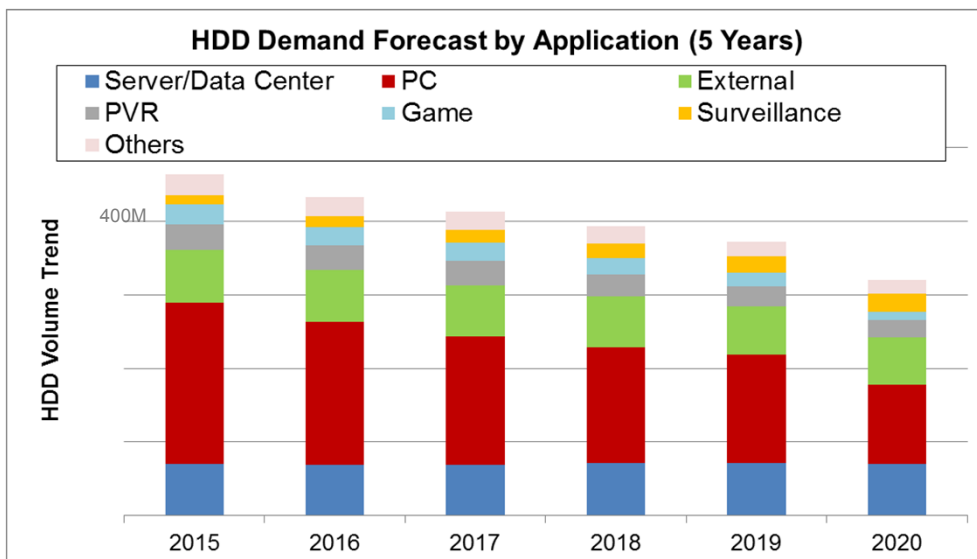
# **Strategy of HDD Heads Business and Magnetic Sensors Business**

**Senior Vice President  
Shigenao Ishiguro**

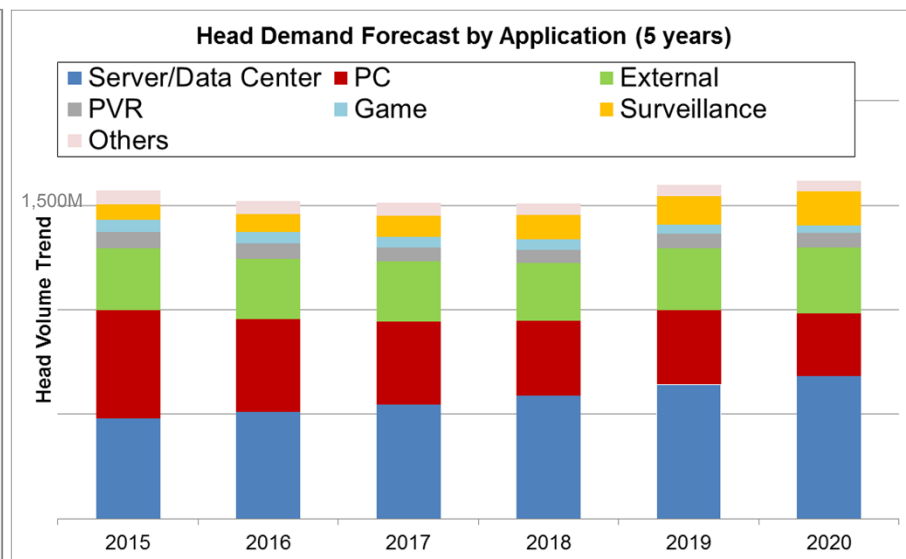
## □ HDD: Maturity stage to declining stage

- 1) PC market will be decline and HDD for PC will be decline.
- 2) HDD will shift to High capacity market.

→ HDD volume will decrease. **Head volume will be flat.**



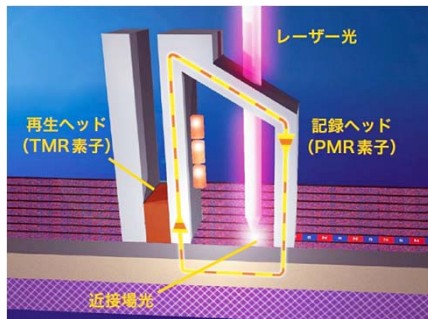
TDK's estimation



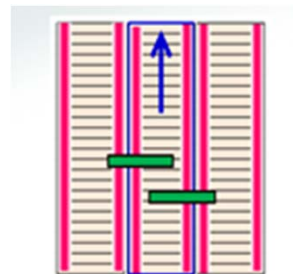
TDK's estimation

## Change and technology innovation of HDD industry

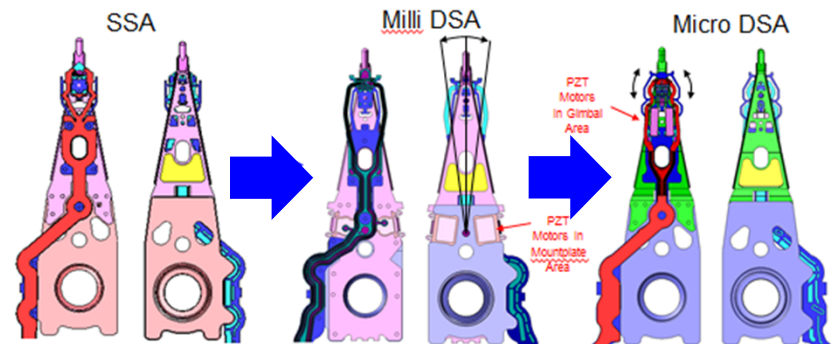
- Marge business unit and efficiency up
- It still needs R&D activities / R&D investment in HDD and HDD Head.
  - Needs multi disk technology and becomes longer testing time for reliability for high capacity HDD
  - Thermal assist Head (TAMR)
  - Two dimension MR (TDMR)
  - Micro dual stage actuator (Micro DSA)
- HDD maker did big investment into NAND industry



TAMR



TDMR



Innovation for micro DSA

- Taking strategy to develop HDD technology continuously with keeping enough profitability.
- Together with another clear strategy for growing market.

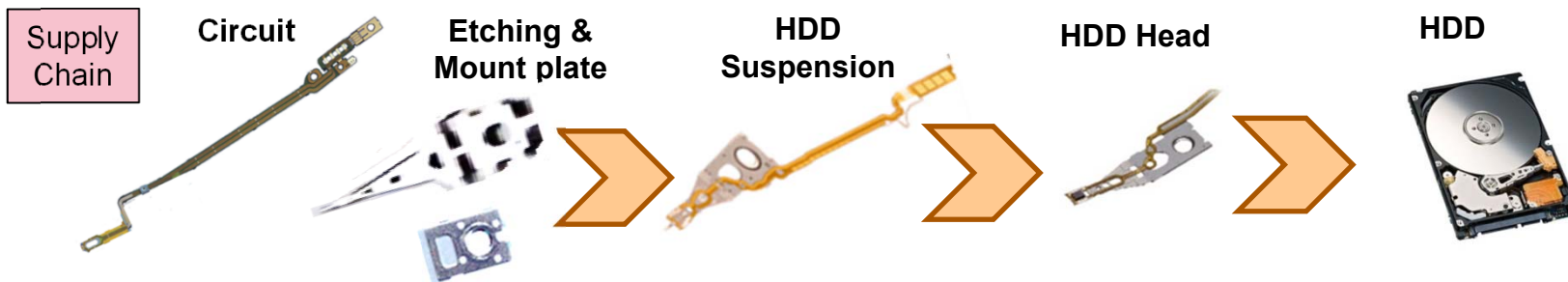
## ➤ Strategy for HDD Head

- Recent breakthroughs will enable TAMR products.
  - Precedence of micro DSA for narrow track technology
  - Efficiency up for supply chain in HDD industry and supporting backend process
- ➔ Advanced technology, High productivity & Low cost will contribute HDD industry.

## ➤ Strategy for Magnetic sensor

- Applying magnetic technology and process to Magnetic Sensor business.

## ◆ Background of acquiring HTI & Supply chain of HDD ~ Suspension



Technology Innovation

TAMR needs more narrow pitch for Circuit

DSA technology needs Innovation for TPI up

Technology break through for TAMR & Multi disks technology

Vertical Integration for Suspension

	Components (● Internal Components)			Suspension Assemble	HDD Head	HDD
	Circuit	Etching	Mount Plate			
TDK/MPT	From Outside	○	From Outside	TDK/MPT	TDK/SAE	Company D
HTI	○	○	○	HTI	Company B	Company B
Company A	From Outside	From Outside	○/Outside	Company A	Company C	Company C

Synergy for All TDK

- Making suspension components internally & efficiency up for SG&A,R&D.
- More automation for Suspension assemble
- Getting circuit technology for TAMR generation

Advanced technology & Low cost solution by Vertical integration in HDD suspension components will enable us to contribute to the HDD industry.



## □ As for "Magnetic sensor company" TDK becomes.

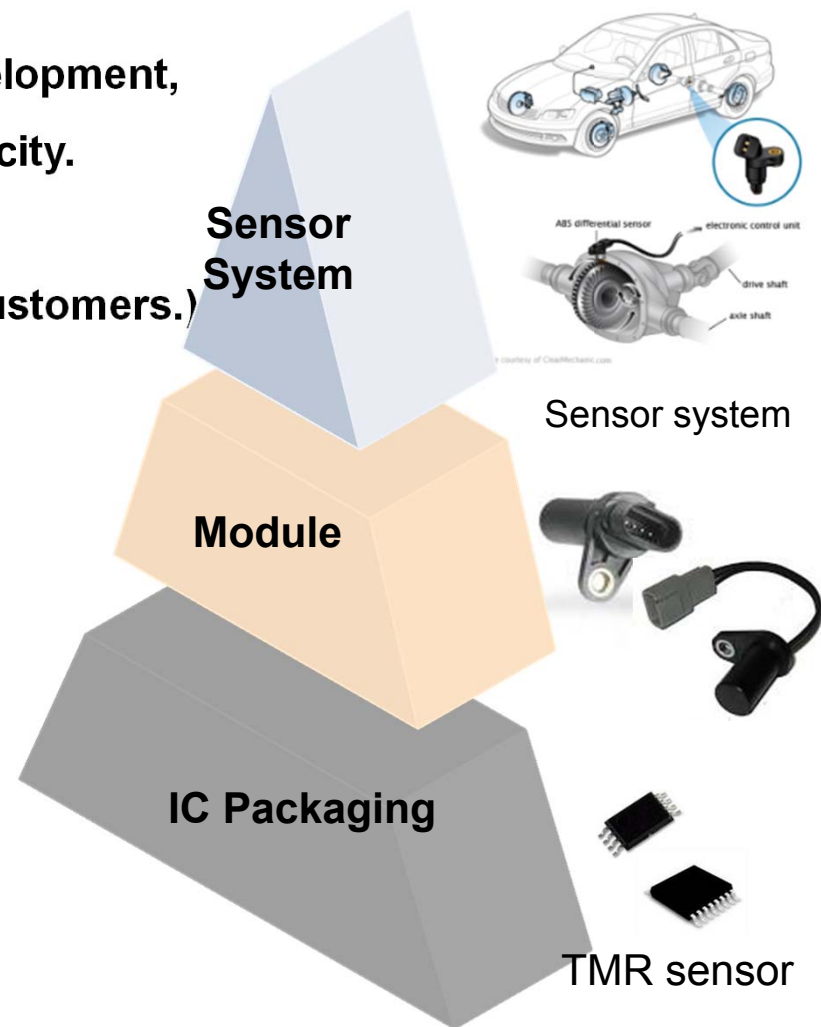
### 1) Establish business basis first.

- ✓ More capability for products design, development, ASIC design and getting production capacity.
- ✓ Expand products line up.
- ✓ Expand customer basis. (More than 40 Customers.)

### 2) Becoming general magnetic sensor company.

- ✓ Add many type of sensor on MR.
- ✓ More downstream, like module / system.
- ✓ Combination with other TDK products, like magnet and electric components.

→ Expansion for magnetic sensor for automobile / industrials / consumer market.



## Accelerating

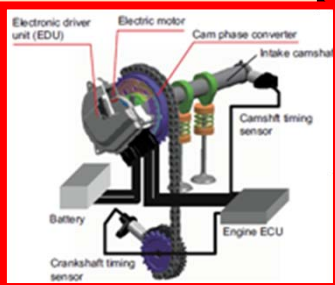
Electric throttle valve system



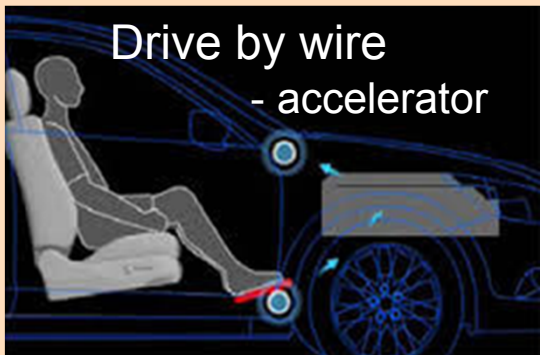
Engine Management:



-Cam timing  
-Crank timing



Drive by wire  
- accelerator

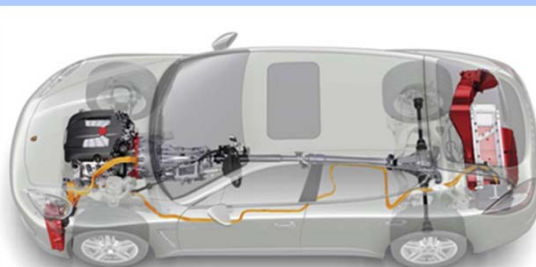
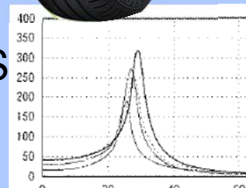


## Braking

Wheel Speed Measurement:  
-ABS



Indirect TPMS with ABS



Brake by wire



## Steering

Hydraulic



Electric(EPS)

- Torque sensor  
- Angle sensor



Steer by wire  
- EPS



- 1) TMR sensor and adding various types of sensor
- 2) Growing toward to overall magnetic sensor company
  - ➔ Applying High Accuracy & High Output for Liner scale in industrial market
  - ➔ Encoder for Single-lens reflex camera
  - ➔ Focusing for Smartphone application



**Magnetic sensor for industrial market**



**Magnetic sensor for consumer market**



# **“Monozukuri” Innovation**

**Executive Vice President**

**Hiroyuki Uemura**

**Senior Vice President**

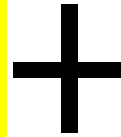
**Shinya Yoshihara**

## Industrial 4.0

Monitoring network with the sensor and ICT

Real time control of manufacturing process

Big data analyses ⇒ feedback to Monozukuri



## Pursuit of zero defects 0.5

Construct an origin control scheme



## TDK Industry 4.5

Implement this innovation to Akita new factory  
⇒ Roll out to other factories



## Monozukuri innovation

### 1) Zeroize defect / 欠陥ゼロ化

- **Process designing, how the process should be.**

工程設計のあるべき姿

### 2) Location Free / ロケーションフリー

- **DSS (Direct sintering system),**

**Material and finishing process integrated.**

素材 / 製品の統合ライン化

- **Advanced Cell line (Man and Robot fusion process)**

進化したセルライン (人とロボットの融合ライン)

### 3) モノづくりセンターの新設 (Newly Established Monozukuri Center)

## Monozukuri Innovation: Tackling toward zeroizing quality defect

モノづくり改革：品質欠陥ゼロ化への取組み

### Zeroize Defect of Design Quality

設計品質欠陥ゼロ化

- **Clarify evidence of product specification.**  
仕様の根拠を明確にする
- **Proceed optimized designing, considered how the way of customer's set is used.**  
顧客セットの使い方を反映した最適設計を行う。

### Zeroize Defect of Raw Material Quality

材料品質欠陥ゼロ化

- **Develop and adopt raw material which maximize Quality (performance and reliability) as finished goods.**  
完成品の品質（信頼性・性能）を最大化する材料の開発、採用

### Zeroize Defect of Process Quality

プロセス品質欠陥ゼロ化

- **Clarify condition of goods by processes**  
プロセス毎の良品条件の明確化

### Zeroize Defect of Management Quality

管理品質欠陥ゼロ化

- **Design process, how it should be.**  
➔ **“Purpose” , “Procedure” , “Performance”**  
あるべき工程設計 ➔ 目的、手順、出来映え
- **Reinforce foundation of management Quality.**  
品質基盤の強化
  - **QC Activity (\*Quality bottom up※)**  
QC 活動（小集団活動による品質のボトムアップ※）
- **Analyze risk on frequent and infrequent product on operation.**  
定常作業と非定常作業におけるリスク分析

\*Establish process , operator is able to explain about “Purpose of own process” , ” Operation procedure” and “Performance criteria of products” with workshop environment that security and quality are capable to secure.

※安全と品質を確保できる職場環境のなかでオペレータの方が、自工程の目的、手順、出来映えを説明出来る工程を作り上げる。

## What is Location free?

### Ferrite Core process: DSS line (Direct sintering system)

Conventional / 従来 : Process has been separated by different location / 拠点分担

\*Raw material process (Ferrite factory) ← → Finishing product (Coil factory)

素材の生産 (フェライト工場) ← → 製品本体 (コイル生産工場)

Future / 今後 : Make integrated process of Raw material and finish goods (Coil) / 素材 / 製品 統合ライン化

• Input: Ferrite powder → Output: Coil (as finish goods)

#### Target, needed to achieve

1. Strengthen shortening L/T
2. Maximize space efficiency
3. Supply non-defect from front end process

Integrated process of “Raw material” and “Finish goods”  
 素材+製品の 一貫統合ライン

Minimized personnel operation  
 (Monozukuri not depends production location)  
 最小人員オペレーション (生産場所を選ばないモノづくり)

### Highly utilize Man and Robot / 人とロボットの活用

• Conventional Cell line → Man and Robot fusion process / 人とロボットの融合

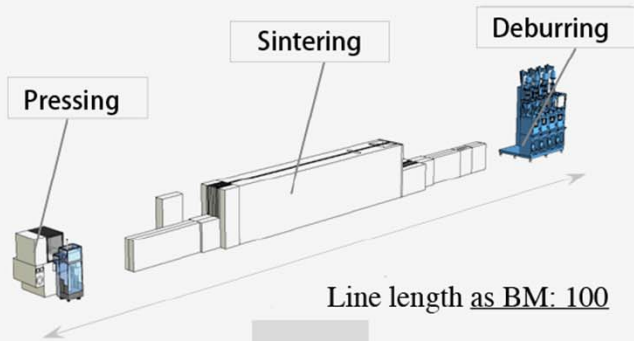
#### Target, need to achieve

1. Realize versatile Robotization
2. Maximize space efficiency
3. Flexible corresponding production.
4. Maximize productivity of Man and Robot

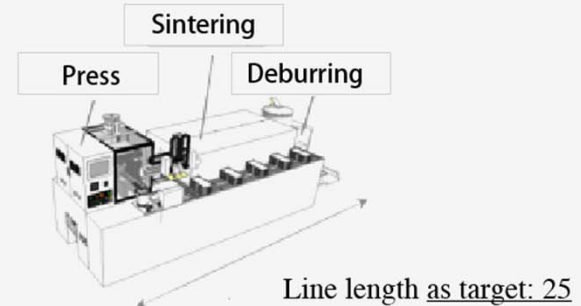
Advanced Cell line  
 進化したセルライン



### Current process of Ferrite core



### DSS (Direct Sintering System) for Ferrite core



Conventional

#### Ferrite core process in Factory A



100(BM)

#### Can bus process in Factory B



100(BM)



New



25 ←→ 45

Line length Target

Effectiveness	Conventional(BM)	New (Target)	Out come
Line length	100	35	65% off
Area	100	20	80% off
Lead time	100	30	70% off
Personnel/ line	100	20	80%off

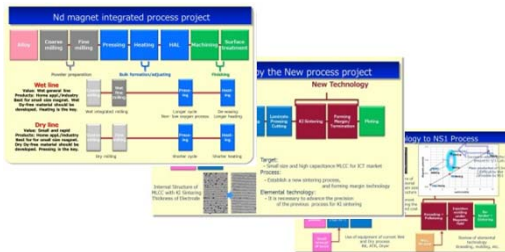
- ◇ Material engineers and process engineers will work together **applying cutting-edge processes negating the status quo to accelerate the development of new products**
- ◇ A dedicated group of process developers will **accelerate process innovation and strengthen core technologies for the entire company**



**Accelerate new product creation  
Strengthen Monozukuri process technologies**

## ■ Accelerate New Product Creation

- ◇ **Form projects** along product commercialization themes for new materials and new processes
- ◇ **Verify new products on the production line with product development** that extends to the trial production line



- Metal magnet (new integrated process)
- MLCC (new integrated process)
- Ferrite magnet (new material, new process) etc.

## ■ Strengthen Process Technologies

- ◇ Explore core technologies in depth to promote **cutting-edge process innovation negating existing technologies**
- ◇ Strengthen *Monozukuri* and nurture the required human resources for the entire company by upgrading process technology capabilities

- **Process design (IE)** • Material processes • Thin-film technology
- **Coating and printing (R-to-R)** • Thick-film technology
- Molding technology (powder and resin) • Debinding, firing and sintering
- Processing, dicing and flattening • Mounting and packaging • **Surface treatment**
- **Robot application** etc.

# Summary

**President and CEO  
Takehiro Kamigama**

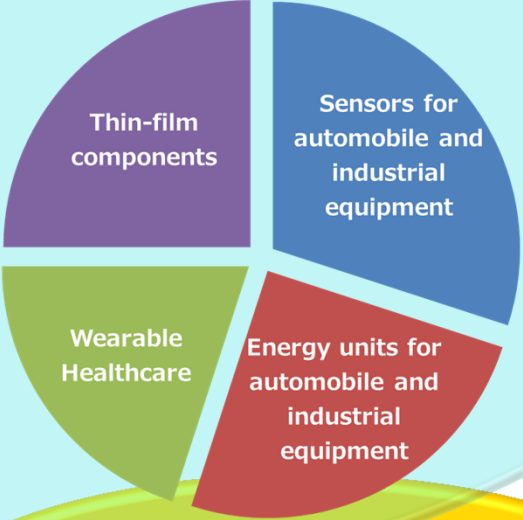
Automobile

Thin-film component  
SESUB  
Sensor  
Wireless charging

Priority Five businesses

New Businesses
















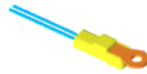
- Priority Five Businesses**
- Inductive Devices
  - High-frequency Components
  - Piezoelectric Material Product
  - HDD Heads
  - **Rechargeable Batteries**










ICT

Industrial Equipment • Energy








## NTC Sensor Business

Industry segment	Application
Powertrain >200°C	Exhaust   
Powertrain ≤200°C	TMAP, Engine management  
	Transmission 
	SCR  
Comfort	HVAC   
	Seat heating 
E-mobility	E-motor  
	Battery management  

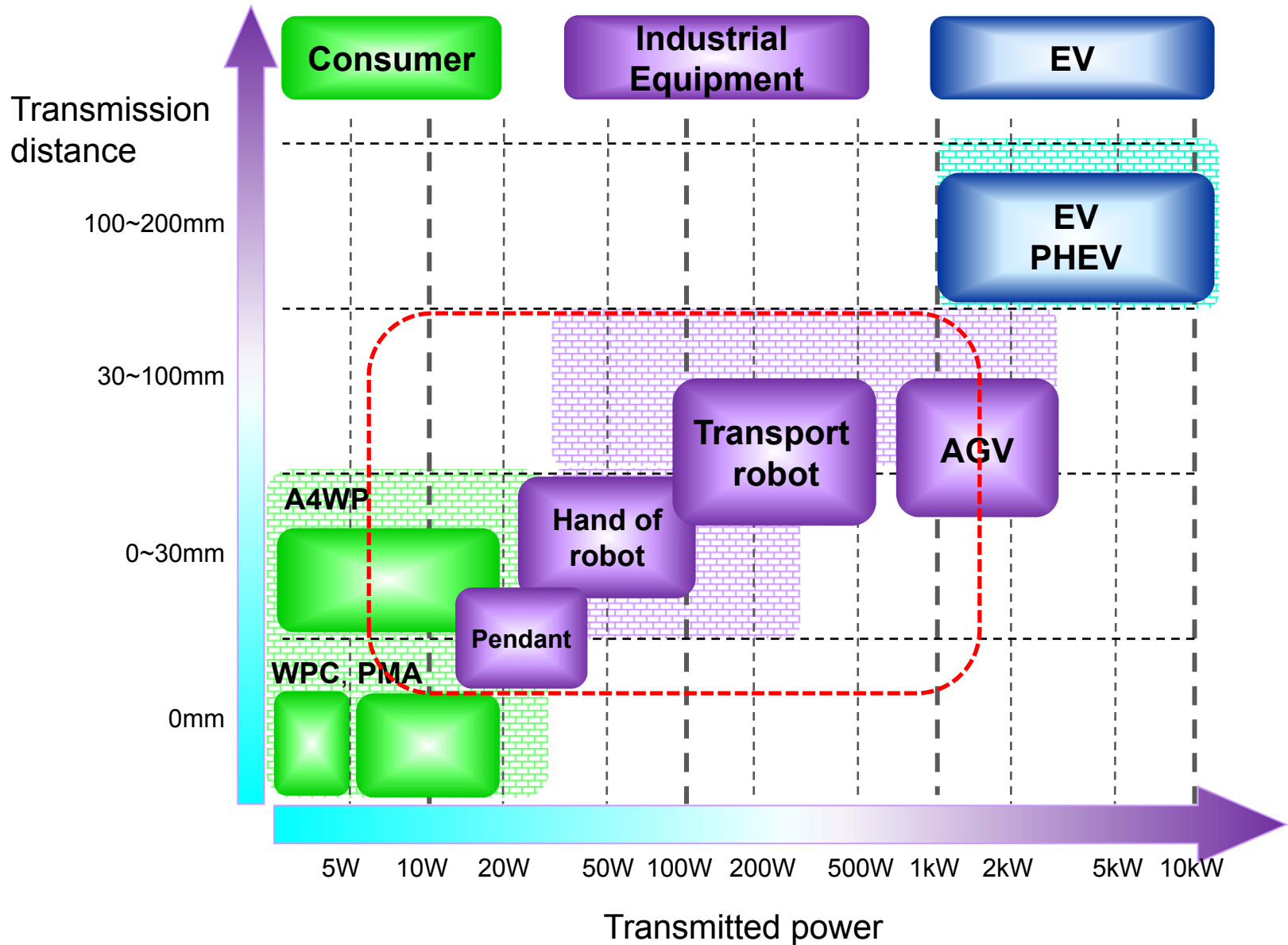
## Magnetic Sensor Business

Industry segment	Application
Encoder	Camera  Linear scale 
Angle Sensors	EPS  Wiper  
Gear tooth sensors	Wheel speed  TPMS (Tire pressure monitoring system) 

## Pressure Sensor Business

Industry segment	Application
Fuel	Fuel and vapor control  
	Tank and leakage control 
Exhaust	Particle filter (gasoline & diesel), Exhaust gas recirculation 
	Selective catalytic reduction 
Powertrain	TMAP, transmission, exhaust 
Brake	Airbrake 

# Wireless Charging System (Portfolio)



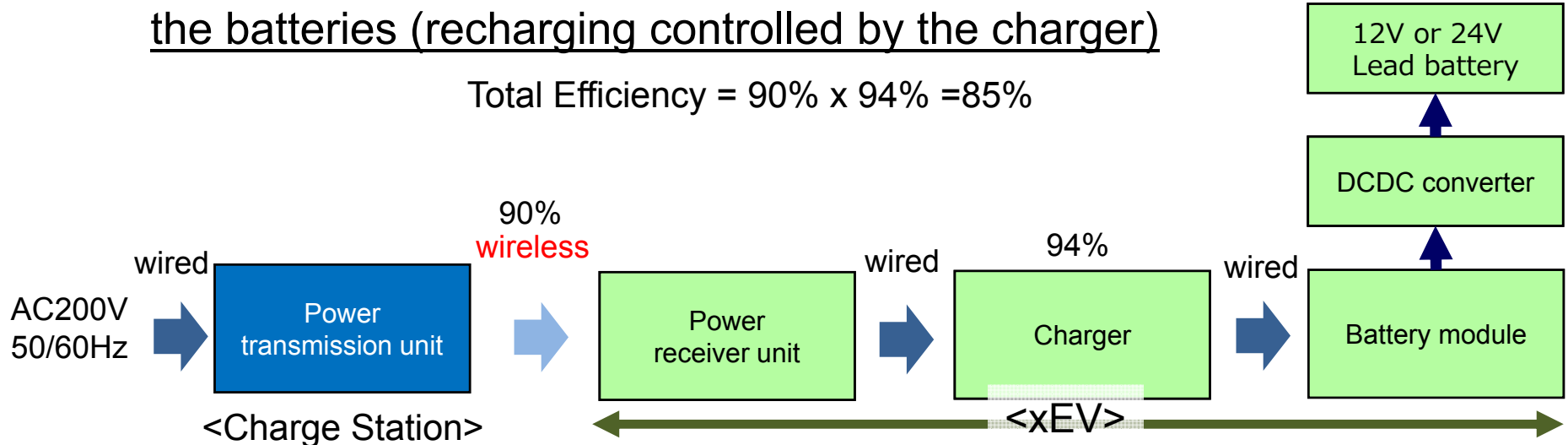
# Wireless Charging System

(expansion of businesses for industrial equipment in addition to xEV)



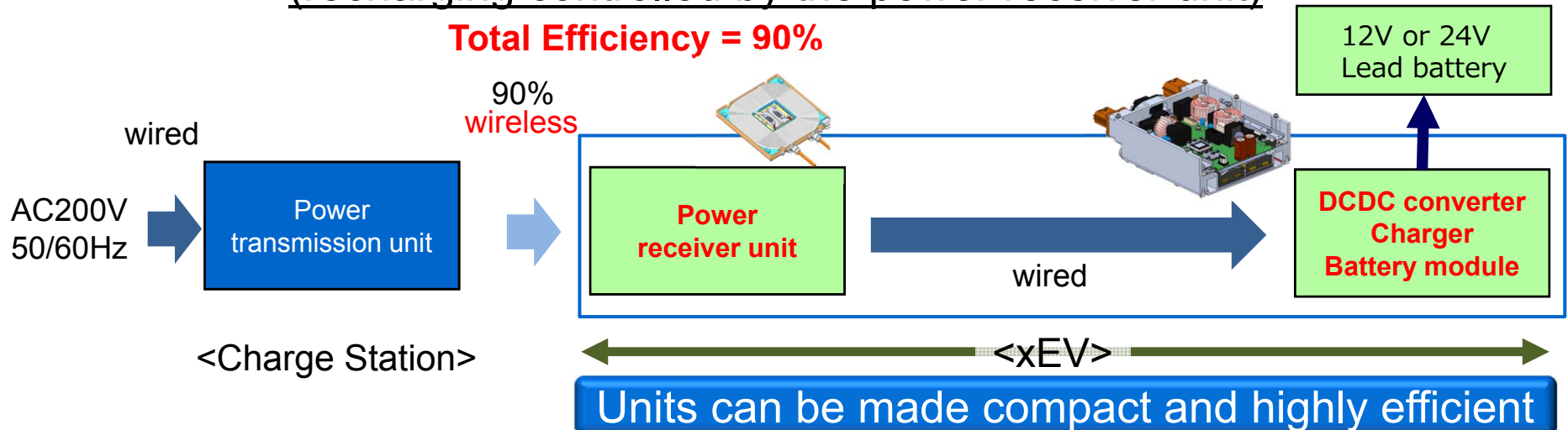
Now: A power charger equipped in the vehicle is used to recharge the batteries (recharging controlled by the charger)

$$\text{Total Efficiency} = 90\% \times 94\% = 85\%$$



In the future: Wireless systems will directly recharge the batteries (recharging controlled by the power receiver unit)

$$\text{Total Efficiency} = 90\%$$





# Wireless Charging System

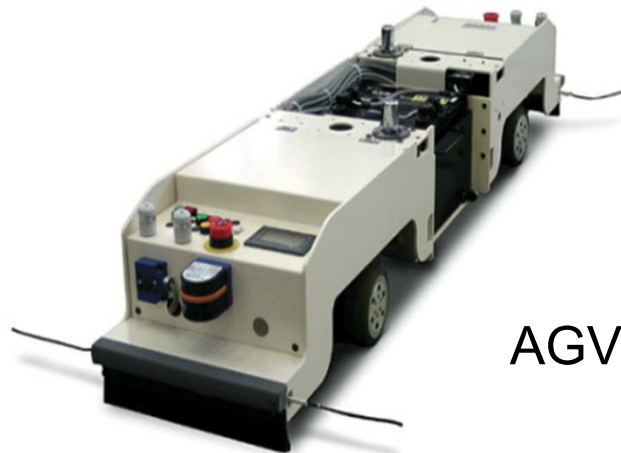
(expansion of businesses for industrial equipment in addition to xEV)



Mobile Robot



Hand of Robot



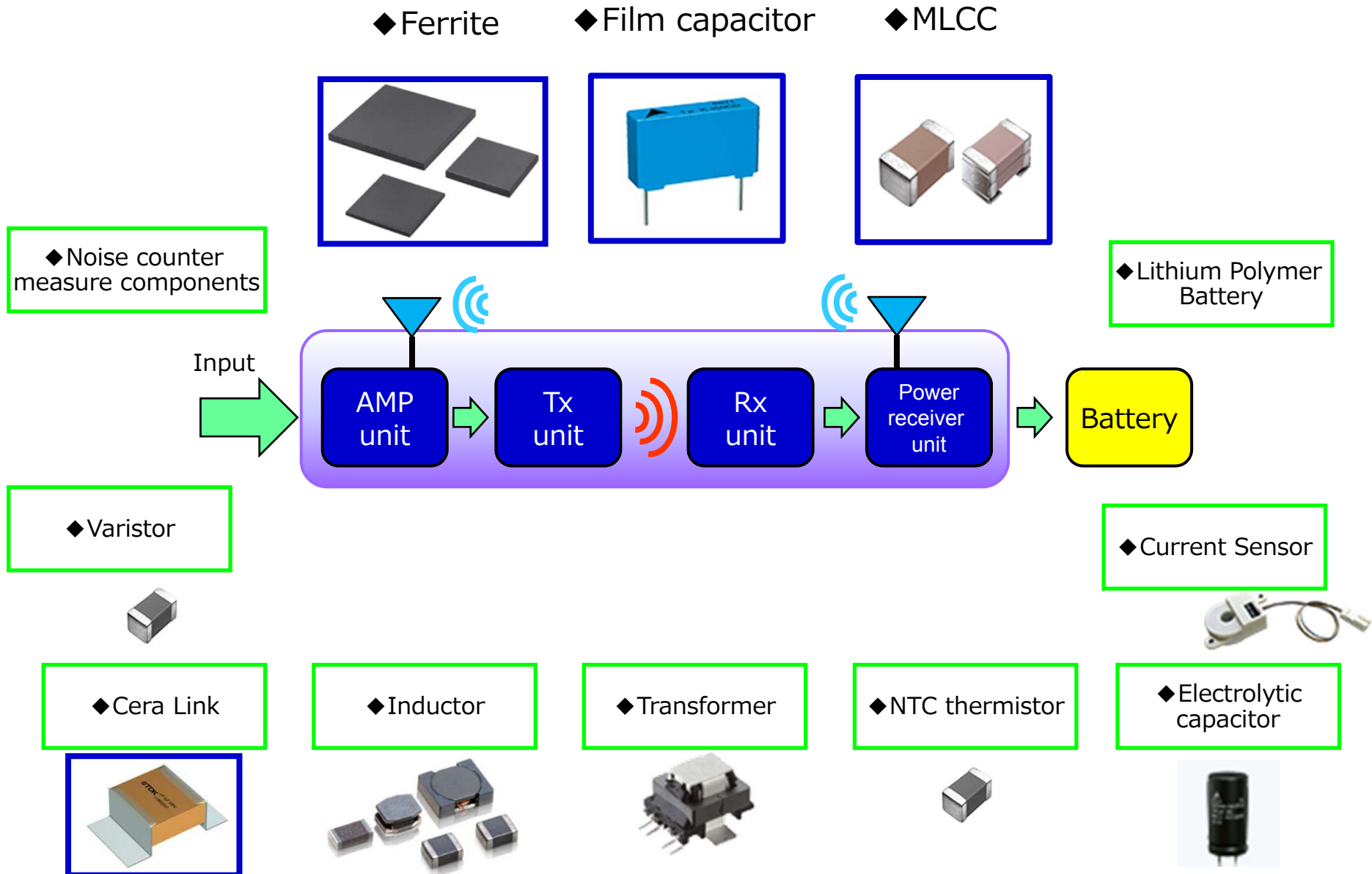
AGV



Pendant for CNC

# Wireless Charging System

(Electronic components for Wireless Power Charger System)



## Press Release (30 Nov, 2015)

### Press Releases

TDK and Renesas Electronics Sign Basic Agreement on Transfer of Renesas Electronics Subsidiary's Tsuruoka Factory

Nov. 30, 2015

TDK Corporation ("TDK", TSE: 6782), Renesas Electronics Corporation ("Renesas Electronics", TSE: 6723), and Renesas Semiconductor Manufacturing Co., Ltd. ("Renesas Semiconductor Manufacturing"), a wholly owned subsidiary of Renesas Electronics, today announced that they signed a basic agreement on November 27, 2015 under which Renesas Semiconductor Manufacturing's Tsuruoka Factory will be transferred to TDK. The three companies target to conclude a definitive agreement on the transfer by the end of February 2016, and are currently negotiating the details, including the handover date and the transfer (reemployment) of personnel currently employed at the Tsuruoka Factory.

In the news release "Renesas Electronics Shows Direction of Renesas Group," announced on August 2, 2013, Renesas Electronics indicated its intentions for the Tsuruoka Factory (then the 5-inch front-end wafer fabrication line of Renesas Yamagata Semiconductor Co., Ltd.'s Tsuruoka Higashi Factory) as "planned to be closed in 2 or 3 years," and plans were proceeding to close the factory by the end of the current fiscal year.

TDK, for its part, has identified the electronic components business based on magnetic materials technology as a core business. It considers its three priority markets to be the ICT market, which encompasses products such as smartphones that continue to be increasingly popular worldwide; the automotive market, which includes hybrid vehicles and electric vehicles; and the industrial equipment/energy market, which covers applications such as wind power generation and solar power generation. TDK is intensely focused on efforts to expand these businesses and their profitability through a concentration on the electronic components business targeted at these three markets. To assure future growth, TDK is working to take thin-film technology built up over many years for the manufacture of magnetic heads for hard disk drives and extend it laterally into electronic components. In order to respond in a timely manner to the vigorous demand of thin-film components that demonstrate the company's strengths centering the three priority markets, TDK decided to acquire Renesas Semiconductor Manufacturing's Tsuruoka Factory.

TDK approached Renesas and Renesas Semiconductor Manufacturing in early October of this year with a view toward acquiring the Tsuruoka Factory. The three parties were able to come to a meeting of minds, and as a result, a basic agreement regarding transfer of the Tsuruoka Factory was concluded. Negotiations on detailed conditions will continue with the aim of concluding a definitive agreement at a future date.

## Background

- Establishment of thin-film passive components production base in Akita district
- Securing of the manufacturing and technical capabilities for thin-film product
- Securing of production space for future demand expansion of thin-film product

## Tsuruoka Factory



※ Renesas Semiconductor Manufacturing Co., Ltd.

# Thin Film Devices · SESUB (Target applications)

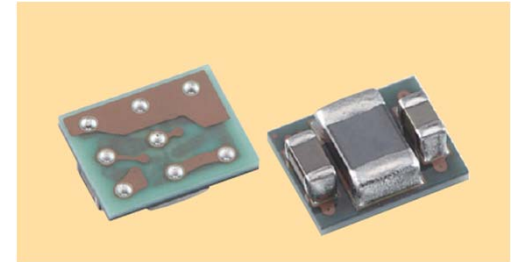


Target Applications		SESUB	Thin Film Devices
Smartphones • Tablet Devices	Power line use	Power Module	Low-profile inductors
	RF use	PA/RF Module	High Frequency Filters Capacitors downsized, arrayed and with narrow tolerance High Q inductors MEMS
	Sensor	Asic Package	
	Other		Common mode filters Composite components
Wearable devices (health care)	Power line use	Charger Module	Low-profile inductors
	RF use	PAN Module	
	Sensor	Asic Package	
Data Centers (servers)	CPU		Embedded capacitors

## For Smartphone

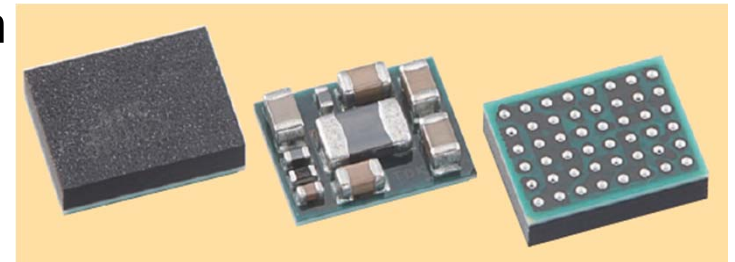
### $\mu$ DC/DC converter

- ◆ Space-saving, power-saving DC/DC converter
- ◆ Under development (Mass production will be started in 2016)



### Envelope tracker

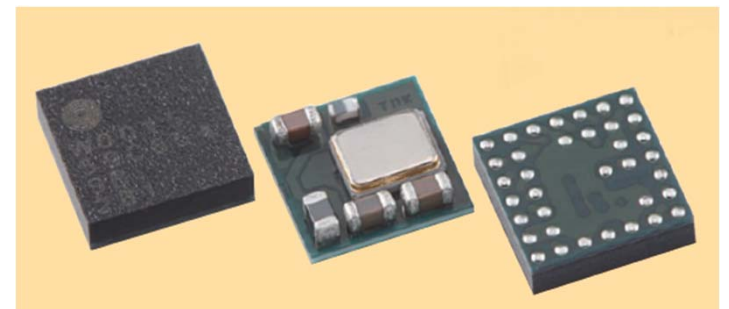
- ◆ A DC/DC converter for driving a RF power amp with high efficiency
- ◆ Under development (Mass production will be started in 2017)



## For Wearable

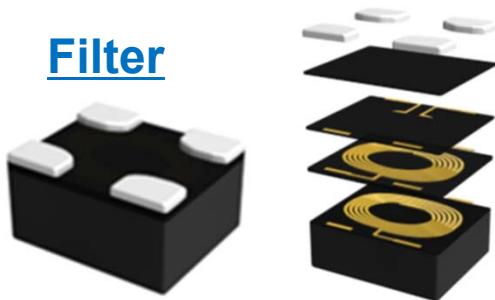
### Bluetooth Module

- ◆ World smallest size
- ◆ In mass production

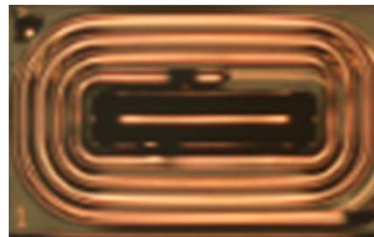


Product family	Feature
Common-mode filters	Size reduction and performance improvements
High-frequency filters	Reduced footprint enabled by size reduction and use of arrayed configuration Performance improvements in high-frequency
Inductors	Low-profile power devices (low-profile modules) and embedded high Q-factor types (low profile)
Composite components (capacitors and inductors)	Reduced footprint and low profile achieved by composite design.
MEMS	Three-dimensional structure and material characteristics used at the core to achieve performance improvements.

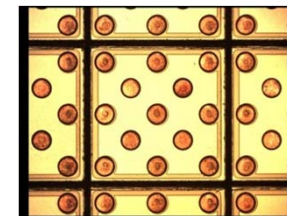
Filter



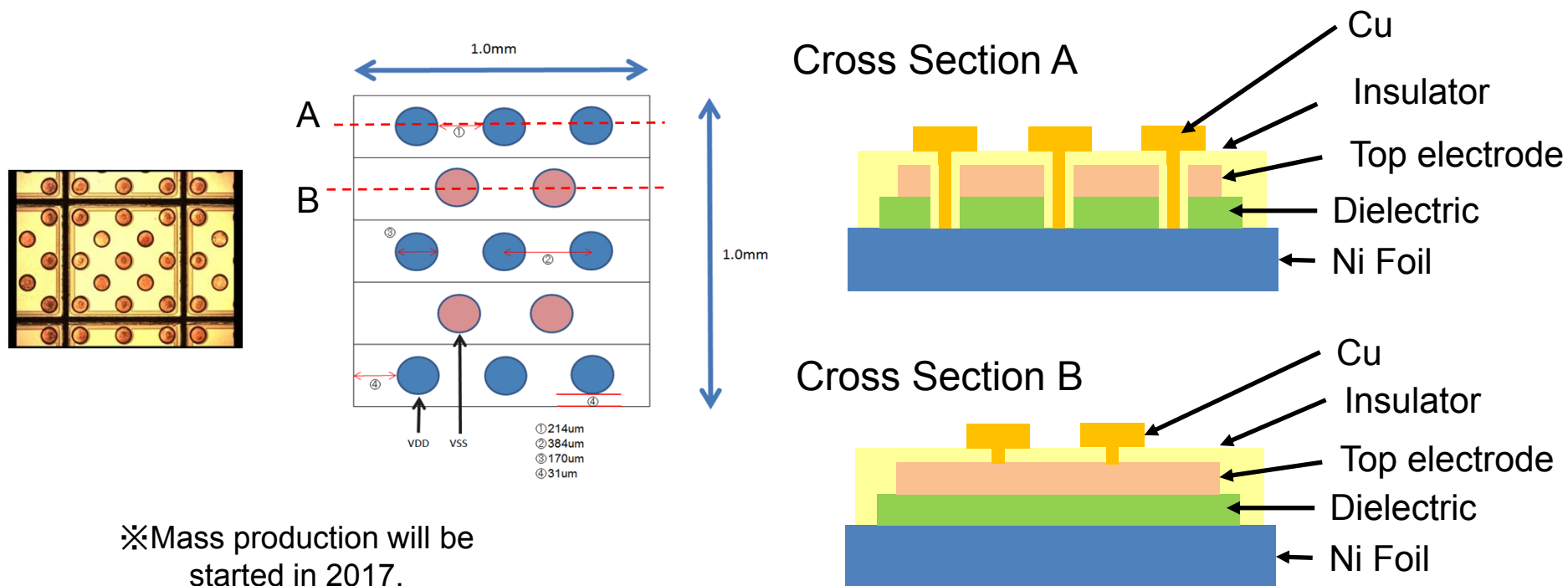
Inductor



Capacitor

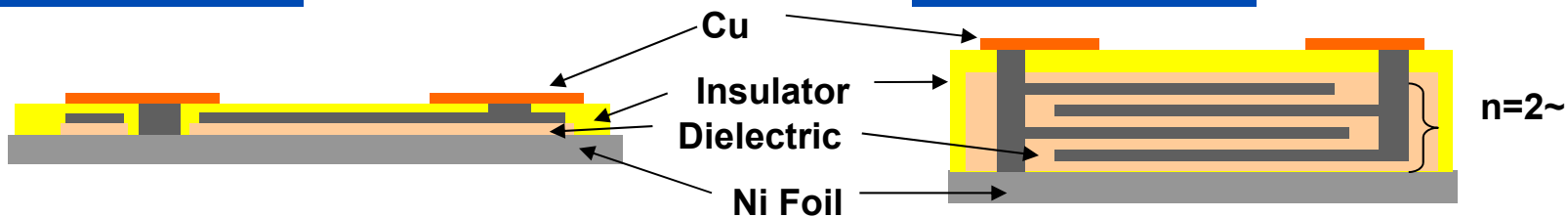


Item	Shape	Thickness (mm)	ESL (pH)
MLCC		0.5	350
TFCP		0.055	26



## Single Layer

## Multi Layers



Thickness 30 $\mu$ m~100 $\mu$ m

Year	2015	2016	2017	2018	2019
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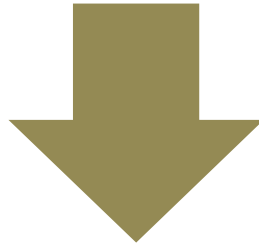
Form					
<b>1608</b>	22nF	47nF	100nF	470nF	2.2uF
<b>1005</b>	4.7nF	10nF	22nF	100nF	470nF
<b>0603</b>	1nF	2.2nF	4.7nF	22nF	100nF

1608, 1005, 0603(mm) : 0603, 0402, 0201(inch)



## Market change

Industry led by IC manufacturers rather than by telephone manufacturers



- Uniformized specifications
- Standardized OS (e.g., Android and iOS)
- Shortened development period



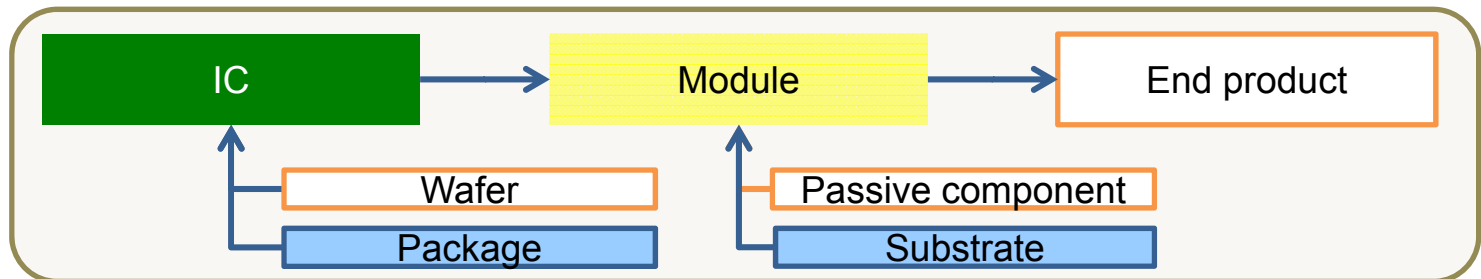
Smartphone manufacturers use IC manufacturers' references

SESUB business: Gain customers in collaboration with IC makers and OSAT\* companies

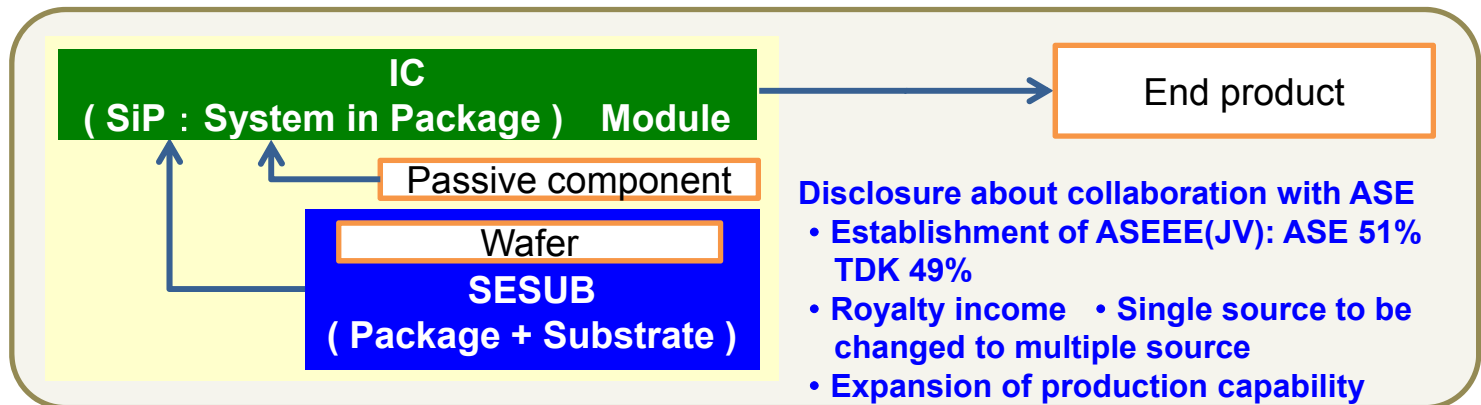
\*Outsourcing assembly and testing

## Business model

Conventional model



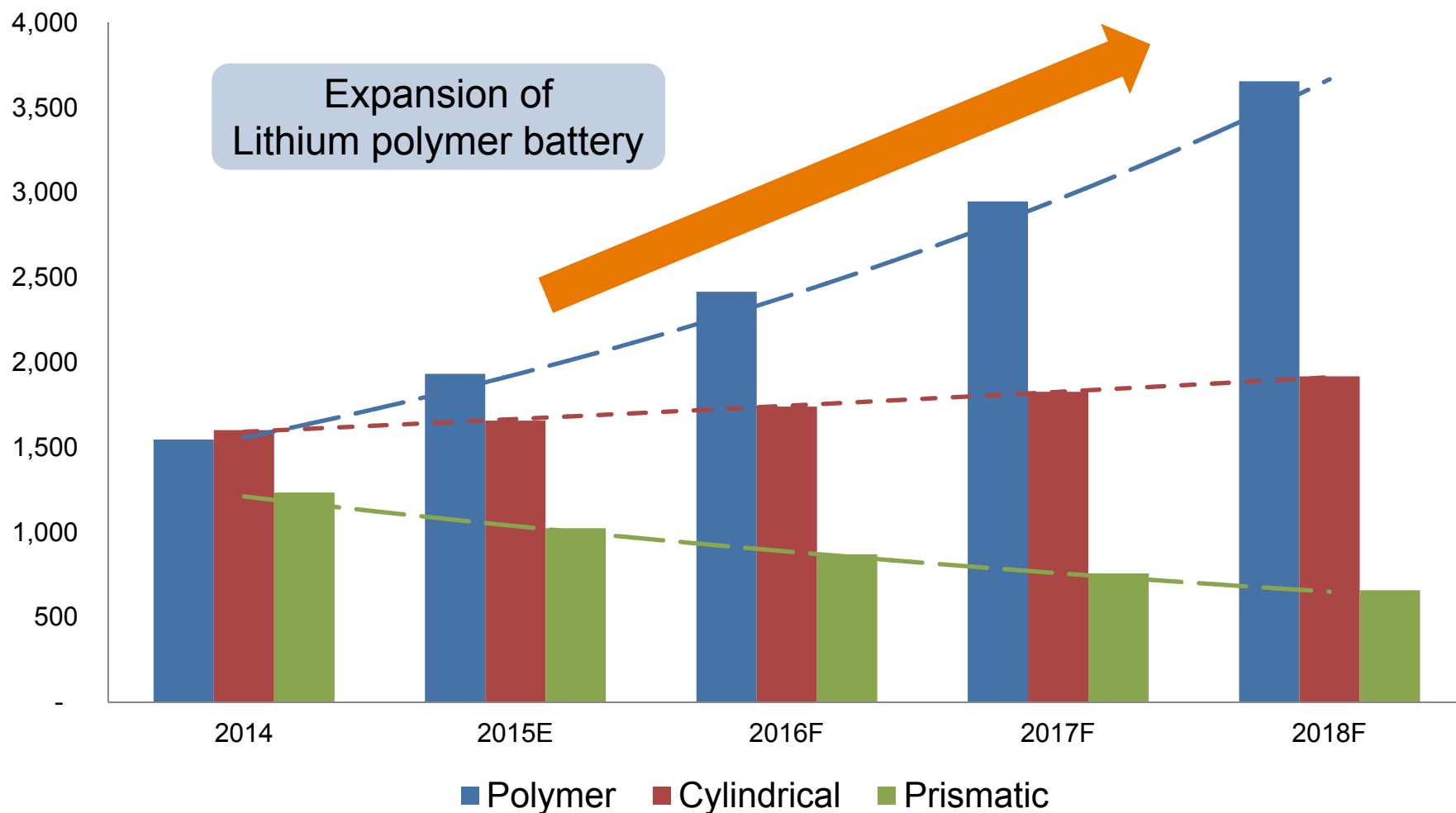
**SESUB**



**Disclosure about collaboration with ASE**

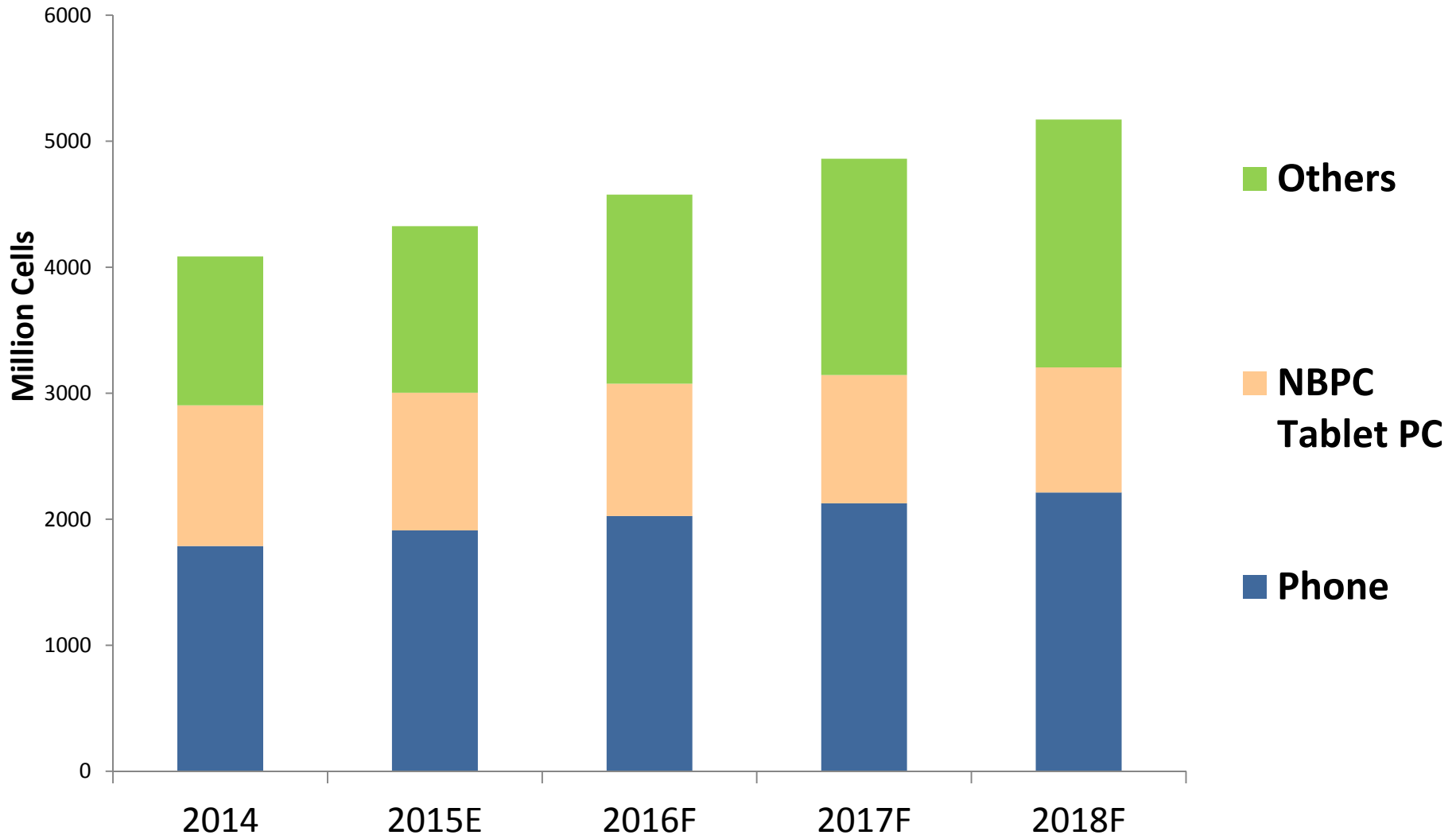
- Establishment of ASEEE(JV): ASE 51% TDK 49%
- Royalty income
- Single source to be changed to multiple source
- Expansion of production capability

## Market Trend of Small-sized Cell for Mobile/IT (By Cell Types)



TDK's estimation

## Market Trend of Small-sized Cell for Mobile/IT



TDK's estimation

## Growth Investment

- Investment in new products, new businesses, and M&A
- Increase production capacity of existing businesses

## Return to Shareholders

- Stabilize or increase dividends through EPS growth
- Target a 30% dividend payout ratio

	<b>FY March 2015 Results</b>	<b>FY March 2018 Target</b>
<b>Operating Income Margin</b>	6.7%	Over 10%
<b>ROE</b>	7.2%	Over 10%

(Yen billions)

## Total investment over the next 3 years (Mid-Term Business Plan)

**Capital  
Expenditure**

**350.0~  
400.0**

**R&D  
Investment**

**About 230.0**

## FY March 2016 Projections

**130.0**

**77.0**

- Construction of new factory buildings in the Akita area
- Production capacity increase in the 5 core businesses
- Investment in new products and new businesses

This material contains forward-looking statements, including projections, plans, policies, management strategies, targets, schedules, understandings, and evaluations about TDK, or its group companies (TDK Group). These forward-looking statements are based on the current forecasts, estimates, assumptions, plans, beliefs, and evaluations of the TDK Group in light of the information currently available to it, and contain known and unknown risks, uncertainties, and other factors. The TDK Group therefore wishes to caution readers that, being subject to risks, uncertainties, and other factors, the TDK Group's actual results, performance, achievements, or financial position could be materially different from any future results, performance, achievements, or financial position expressed or implied by these forward-looking statements, and the TDK Group undertakes no obligation to publicly update or revise any forward-looking statements after the issue of this material except as provided for in laws and ordinances.

The electronics markets in which the TDK Group operates are highly susceptible to rapid changes, risks, uncertainties, and other factors that can have significant effects on the TDK Group including, but not limited to, shifts in technology, fluctuations in demand, prices, interest and foreign exchange rates, and changes in economic environments, conditions of competition, laws and regulations. Also, since the purpose of these materials is only to give readers a general outline of business performance, many numerical values are shown in units of a billion yen. Because original values, which are managed in units of a million yen, are rounded off, the totals, differences, etc. shown in these materials may appear inaccurate. If detailed figures are necessary, please refer to our financial statements and supplementary materials.

