

# exciting

## A Guide to TDK's Medium-Term Plan

# 108

The accelerating pace of change is posing mounting challenges to all members of the electronics industry. Only companies able to offer genuine value will prosper. Offering this value demands that TDK clearly identifies its core strengths and hones specialist skills in each of those fields. Basically, this means moving on from TDK's previous identity as a supplier of a comprehensive line of electronic components.

### What are the main goals of Exciting 108?

TDK wants to maximize its value by firmly establishing an identity as an "exciting company." Basically, that means putting in place a business model capable of generating a steady stream of highly distinctive products that target emerging market needs.

### Why is TDK launching a new management plan now?

*Become an e-material solution provider*—TDK aims to draw on its traditional expertise in electronic materials to offer innovative components that solve specific customer needs. As part of this drive, TDK will raise the emphasis placed on the strategic business domains of recording and communications.

*Build a world-class management system*—Management policies will be tailored to utilize financial and human resources in the most effective manner. Three themes will define these policies: creativity, speed and the efficient use of capital. Performance indicators such as TVA that reflect the cost of capital will be applied. Further, TDK will take full advantage of IT and create a personnel system that encourages innovation and advancement.

*Bring all activities into line with the "zero-emission" concept*—TDK plans to reduce emissions from its factories around the globe to as close as possible to zero. This will be done by reducing waste while expanding recycling programs and the use of recycled materials.

### How would you sum up the ultimate goal of Exciting 108?