

Progress of Medium-term Growth Strategy

(Previous title [May 10th (Tue)]) :
Direction of Medium-term Growth Strategy)

2016, Nov 1st
Hirose Electric Co.,Ltd.

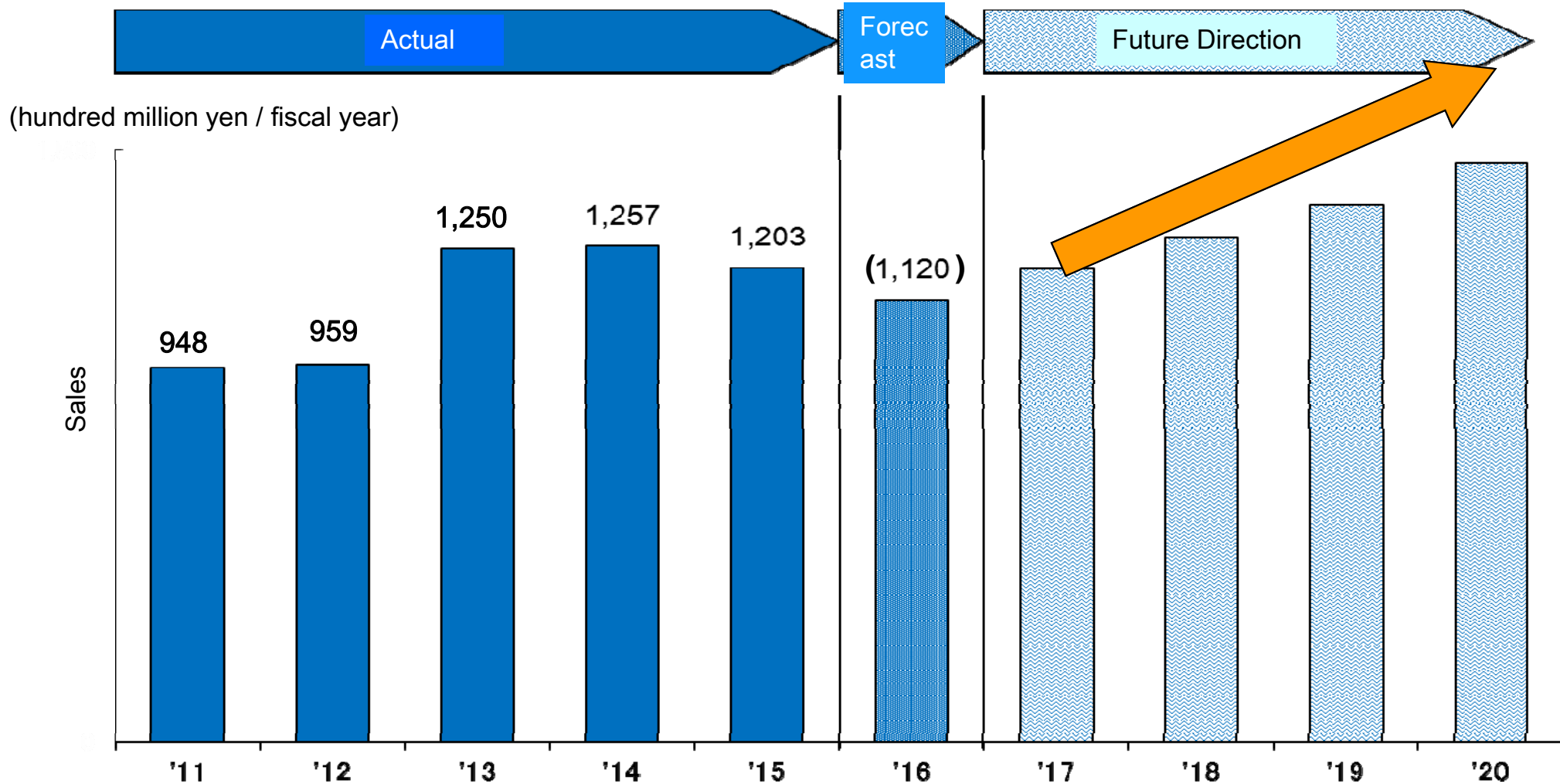
President
Kazunori Ishii

Cautionary Statement

In this material, there are descriptions based on current estimation by Hirose Electric.

Hirose cautions you that a number of important risks, uncertainties and others could cause actual results to differ materially from those discussed in the forward-looking statements. Thank you for your understanding.

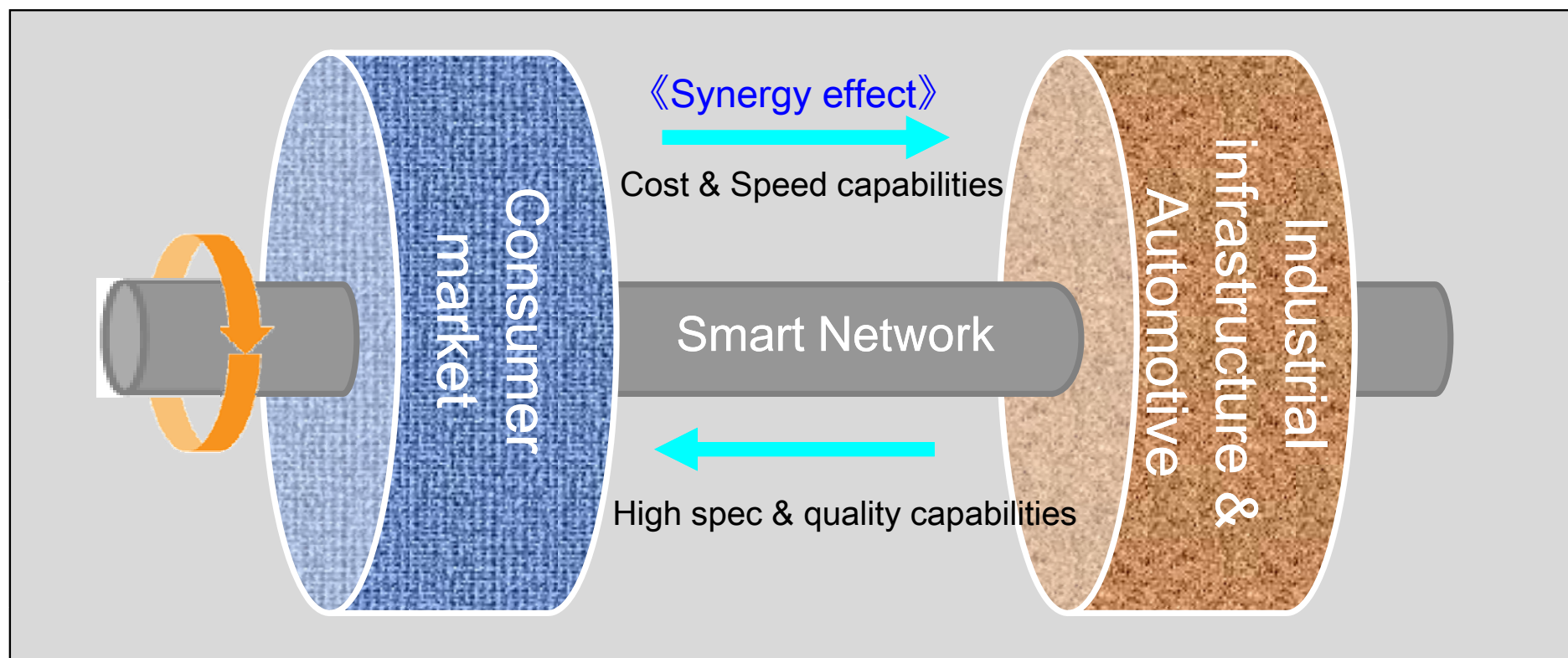
Maintain high profit management and grow sales in the medium-term



--> 2016 decrease but bottom out for continuous added-value growth

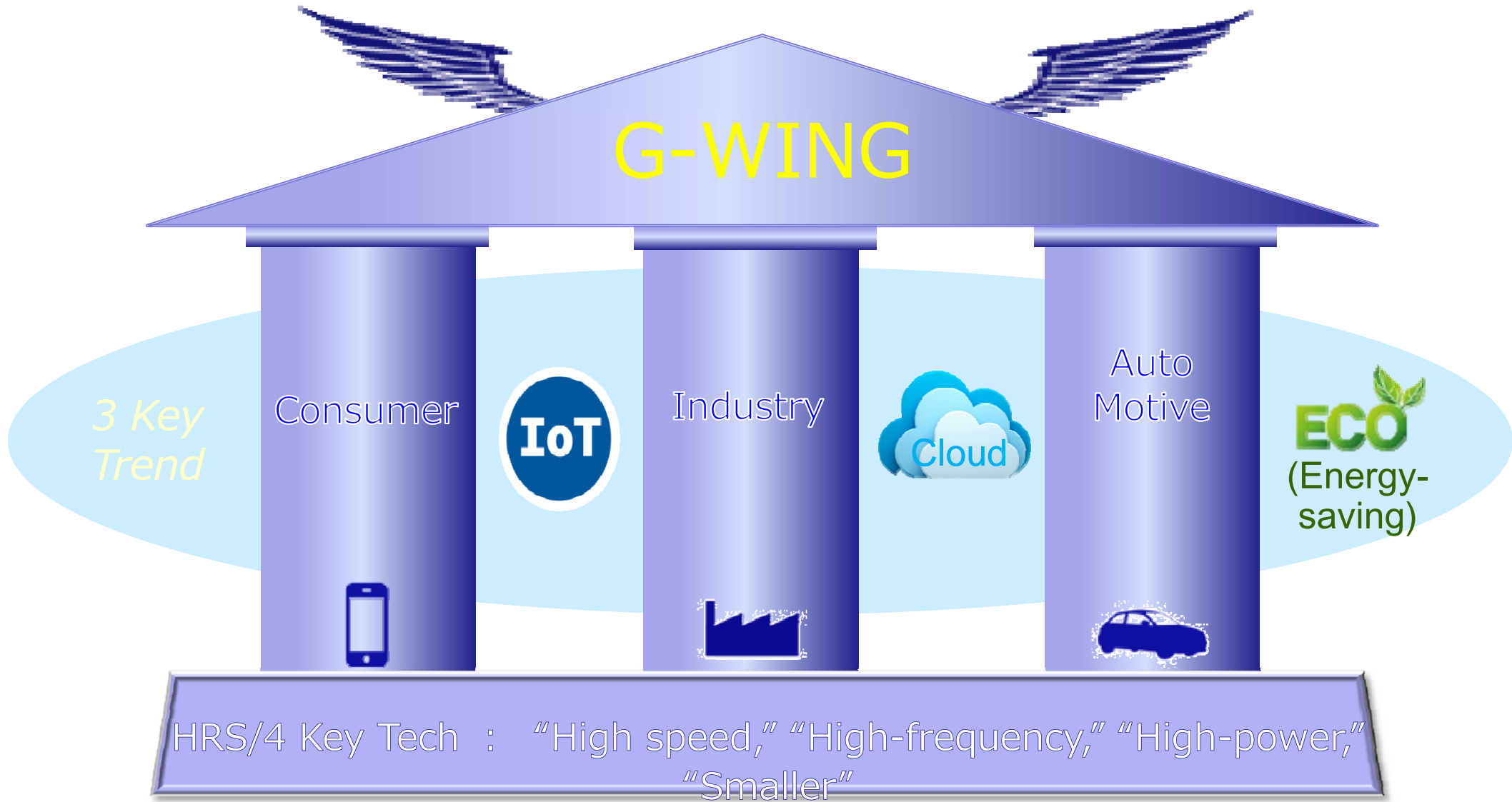
<plus> Currency effect, unclear global economy etc. → Several unexpected events

■ Basic direction



--> [Consumer] & [Automotive, Industrial infrastructure]
Double-wheels of continuous growth!

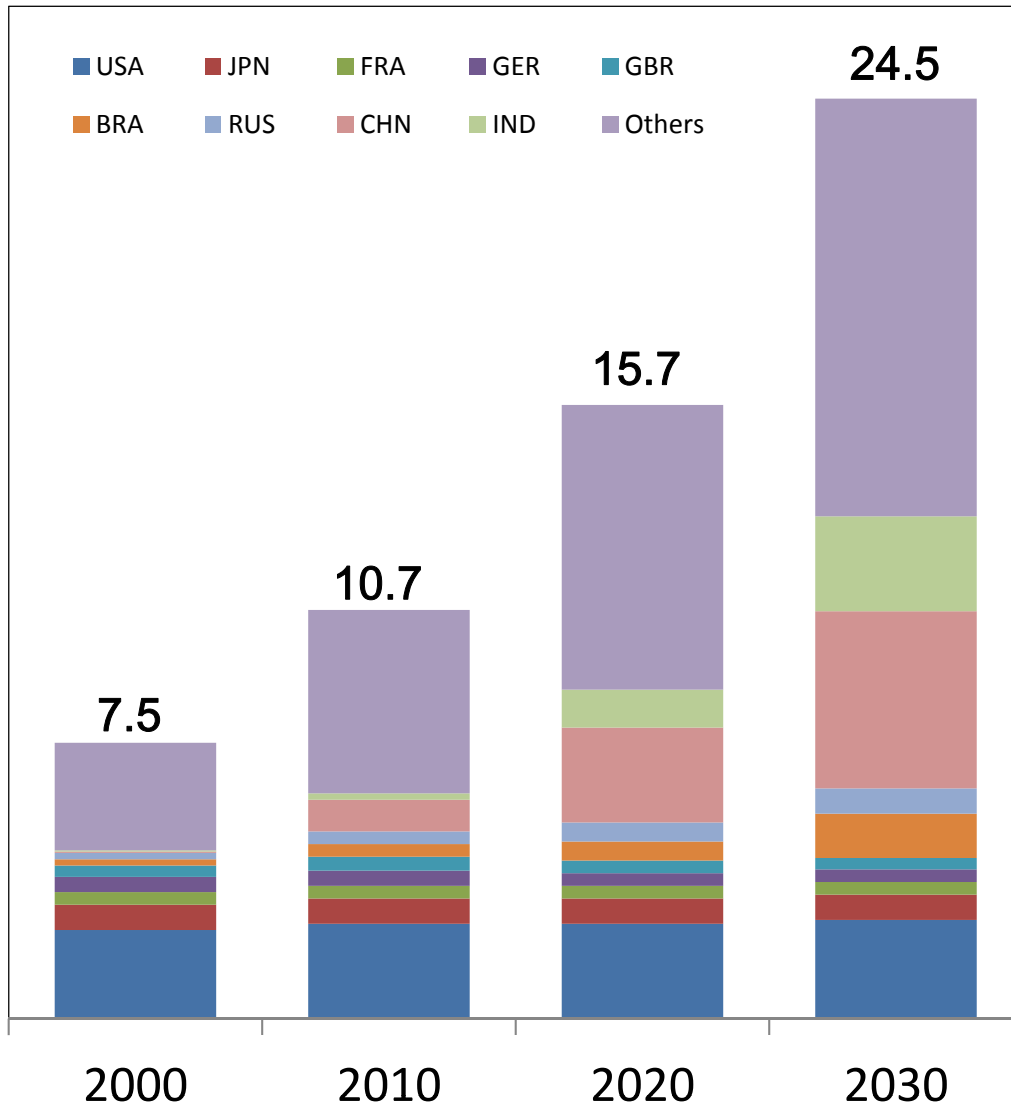
Medium-term plan Rev-II



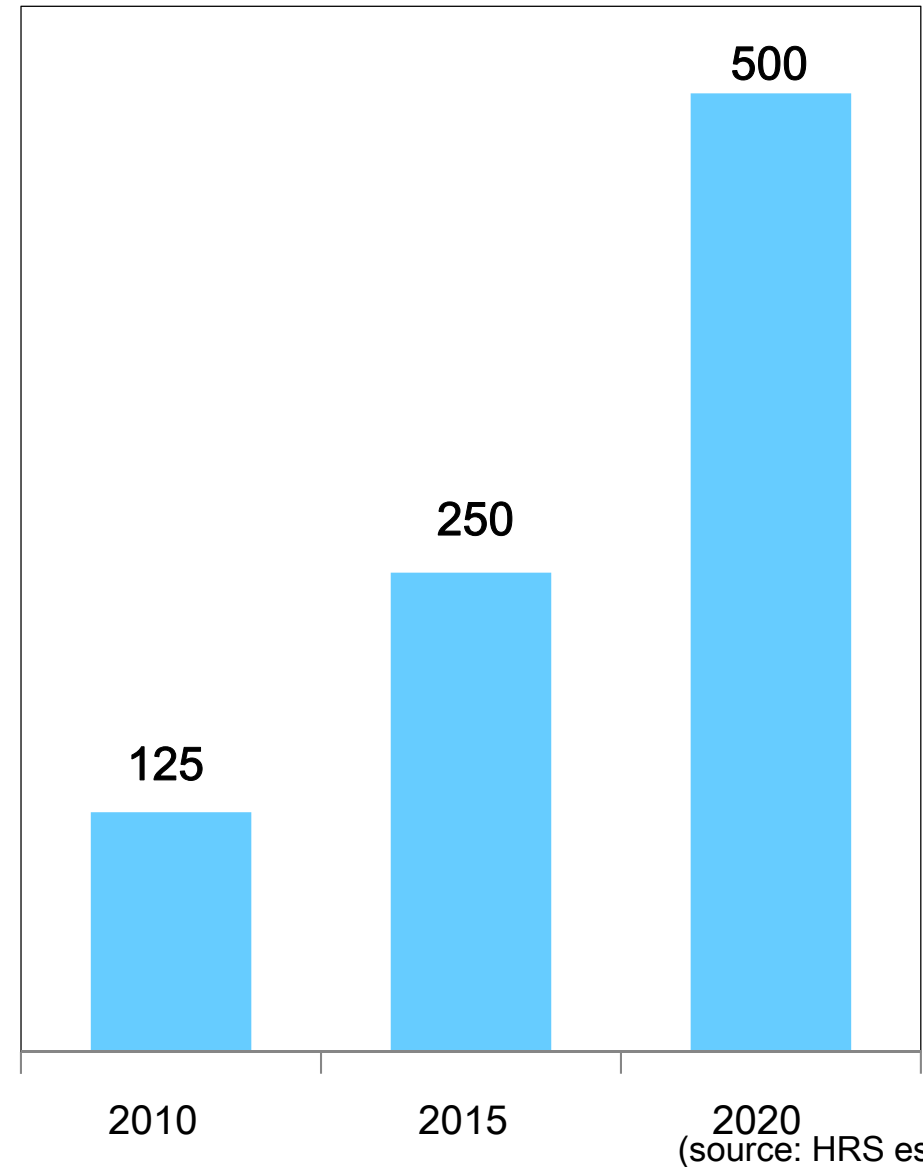
Build 3 strong pillars and accomplish medium-term G-WING

(hundred millions of units)

Estimated number of automotives owned



Estimated number of IoT/IoE device

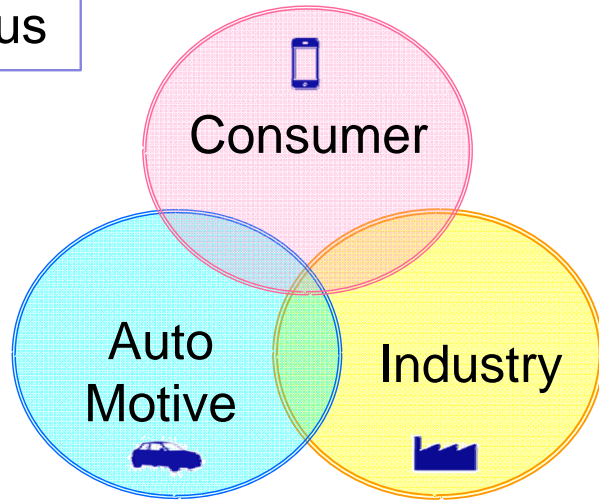


Increase sensitivity towards “Big changes = New business opportunities”

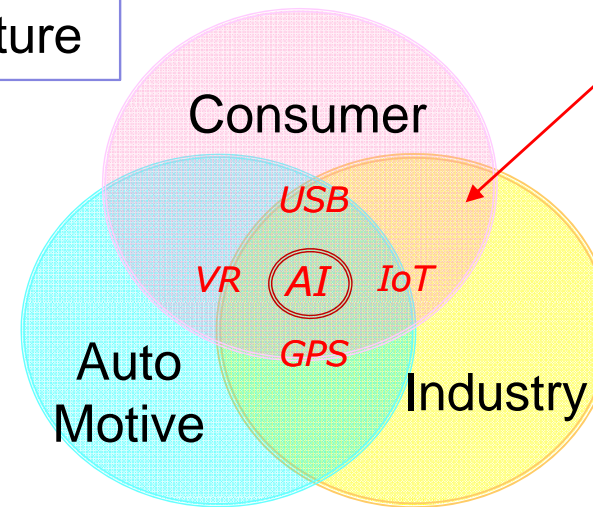
More competition due to technology fusion

※ Image of technology fusion of 3 main areas

Previous



Future



Crossing area expands

Evolution & expansion of each area ~ technology fusion ~ and more evolution



Industrial barrier become lower ⇨ More active entrance to each other's area



More expectation towards expansion of connection business

By using HRS's advantage of able to link each areas, HRS will build strong pillars in each area and aim stable growth

Approach towards standardization (Cooperation with HARTING)

- Market background [Connector changes related to IoT]
Currently conventional standard such as RJ-45 is used. However, with the trend to connect various things, connection point will increase, and increasing mounting density is essential. Therefore, miniaturized I/O connectors are demanded.



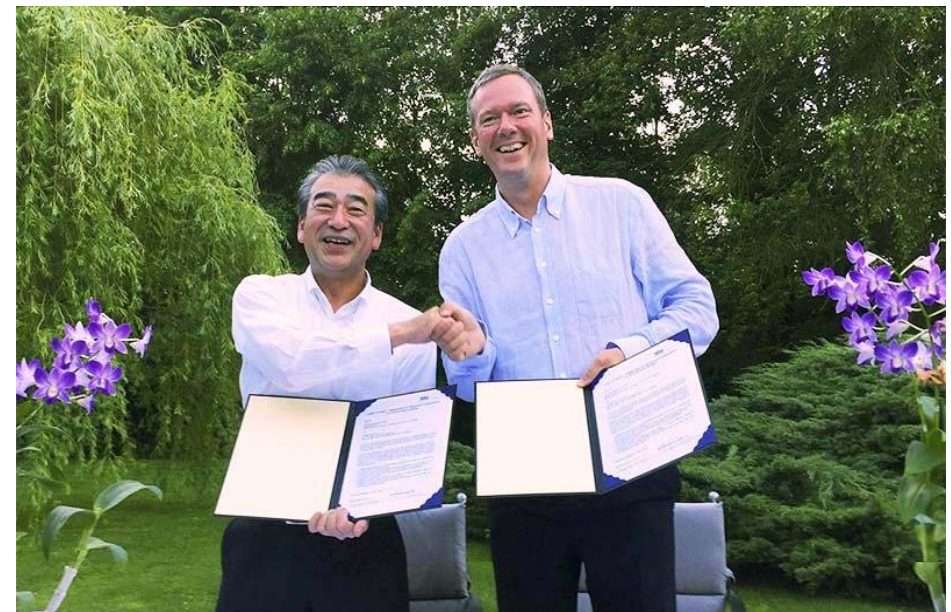
Next-generation high-speed connector for Industrial equipment

□ New Standard for Ethernet connectors for Industrial equipments



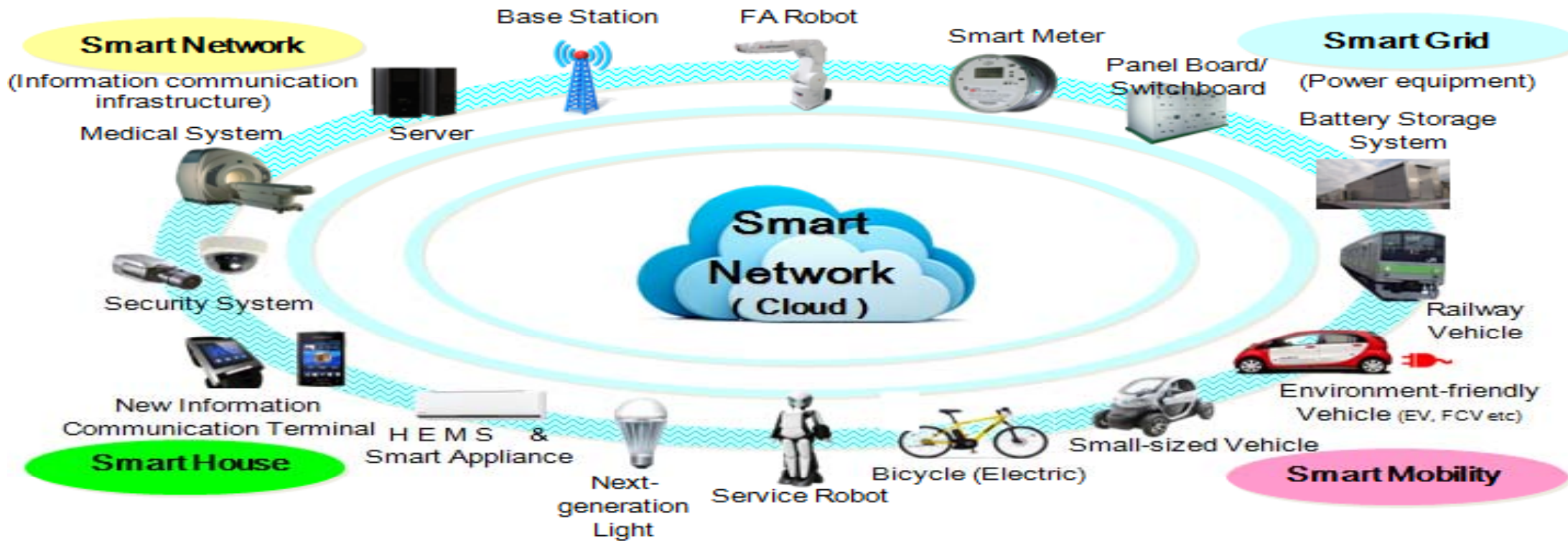
Agreement of joint development, product standardization and marketing for a new small, robust and high-speed 10Gbit Ethernet interface that will set a new standard for 'Industry-4.0' applications

HARTING and Hirose focus on a new standard



HIROSE-President Kazunori Ishii (left) and CEO Philip Harting are looking forward to their future cooperation

(source: HARTING HP)



“Key trend” : “IoT (Connecting to everything)” “Cloud” “ECO”

“Key technology” : Enhance “High speed”, “High-frequency”, “High-power”, “Smaller”

Strategic investment

Technology development

- ◆High speed, high-frequency transmission technology
- ◆Large current, environment resistant technology
- ◆Mold processing, plating technology

Factory / Equipment

- ◆Reinforce domestic/overseas factory
- ◆Ultraprecise process equipment
- ◆Testing/assessment facility for automotive / industrial

IT infrastructure

- ◆Reinforce each main system
- ◆Enrich communication system
- ◆Equip decision-making support system

**HIROSE KOREA
(New) Precision Connector Center**



Scheduled to operate
on Jan 2017

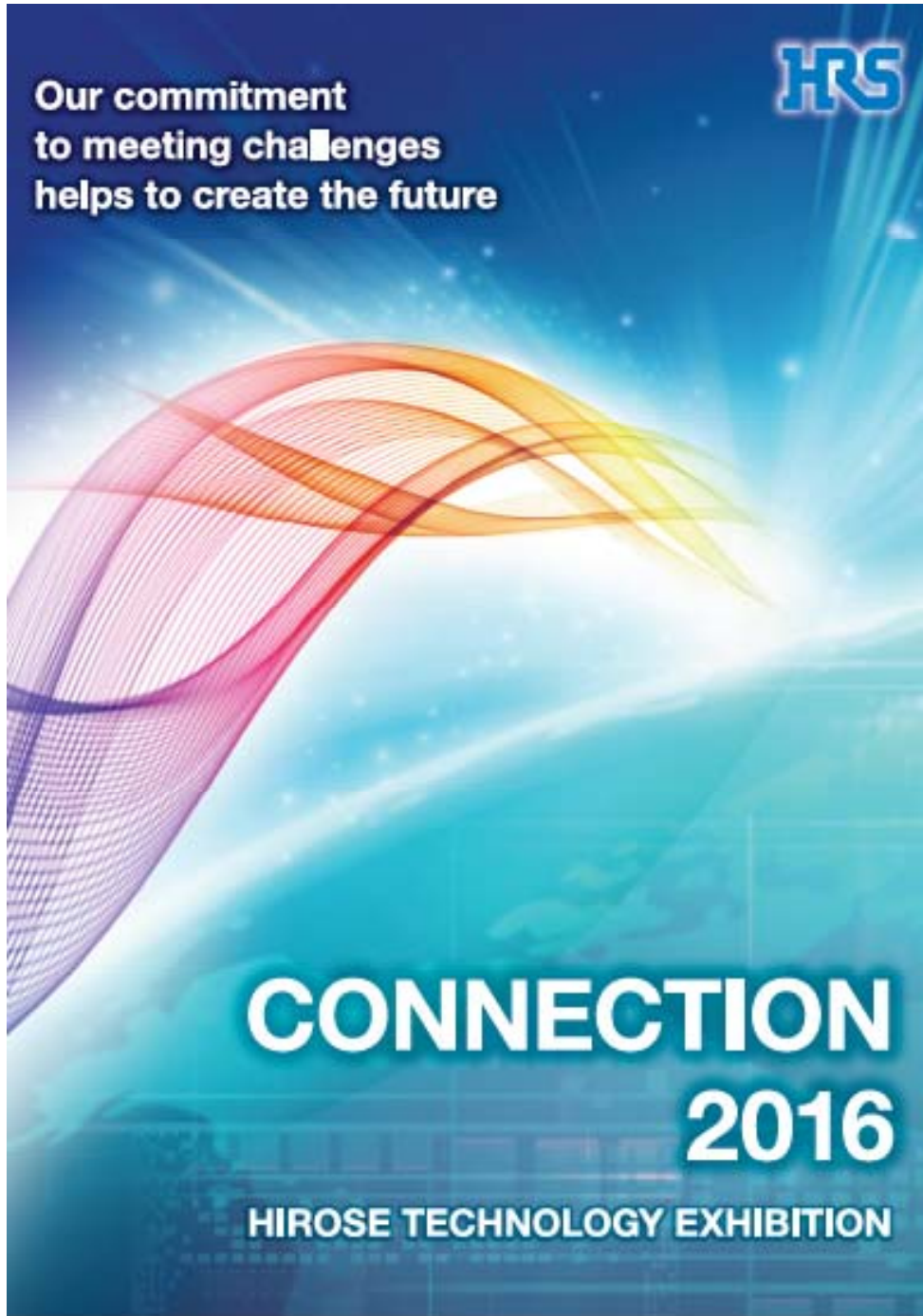


**ICHINOSEKI
Extension of Testing center**



Image

Scheduled to operate
within FY2017



C-16 TOKYO visitors increased by 38% from previous exhibition(2013) and Automotive-related increased by 83%

TOKYO: Sep 15th -16th OSAKA: Nov 16th – 17th

ごあいさつ

拝啓 時下ますますご清栄のこととお慶び申し上げます。
平素は格別のご高配を賜り、厚く御礼申し上げます。

さて、このたび弊社では
第13回ヒロセ技術展 CONNECTION 2016を
開催させて頂く運びとなりましたのでご案内申し上げます。

当日は、各種新製品に加え、弊社の接続技術を駆使した
最先端のご提案品をご紹介します。
また、「IoTがもたらす変革」についての特別講演や
弊社の最先端技術トレンドについてのセミナーの開催も
予定しております。

3年に1度開催させて頂いております「ヒロセ技術展」に
日頃から格別のご愛顧を賜っております皆様方にぜひ
ご来場いただき、ご高覧願いますよう
宜しくお願い申し上げます。

敬具

平成28年7月吉日

HIROSE ヒロセ電機株式会社

代表取締役社長 石井 和徳

東京会場 セルリアンタワー東急ホテル



〒150-8512 東京都渋谷区桜丘町25-1 TEL: 03-3476-3000(代)
渋谷駅西口 歩道横通り 国道246号沿い 徒歩5分 渋谷マークシティより徒歩5分
原宿駅南口・田園都市線 / 京王井の頭線 / JR山手線・埼京線 / 東京メトロ副都心線・有明線

大阪会場 ハービスHALL



〒530-0001 大阪市北区梅田2-5-25 TEL: 06-6343-7500(代)
阪神「梅田駅」西改札より徒歩すぐ / 阪急「梅田駅」より徒歩約12分
JR「大阪駅」春国口より徒歩約12分 / JR南河内線「北新地駅」西改札より徒歩約4分
地下鉄御堂筋線「西梅田駅」北改札より徒歩すぐ / 地下鉄東横線「梅田駅」南改札より徒歩約5分
地下鉄谷町線「東梅田駅」北改札より徒歩約6分
※各ターミナルとも地下で直結
※両会場共にお車でのご来場はご遠慮下さい。

ご招待状
ヒロセ技術展
HIROSE TECHNOLOGY EXHIBITION



CONNECTION
2016

TOKYO ▶ 9/15日・16日 **セルリアンタワー東急ホテル**
B2F ボールルーム 開催時間: [9/15] 10:00-18:00 [9/16] 9:00-18:00
OSAKA ▶ 11/16日・17日 **ハービスHALL**
B2F ハービスHALL 開催時間: [11/16] 10:00-18:00 [11/17] 9:00-18:00
協賛: 創田通商株式会社、ダイトエレクトロニクス株式会社、大成建設株式会社、
日本無線電機株式会社、太平洋電機株式会社、スズデン株式会社

With C-16, “Catch the customer’s voice → Accelerate pace to future product”