

“2017” Mid-term Growth Strategy and Prioritized Measures

2017, May 9th
Hirose Electric Co.,Ltd.

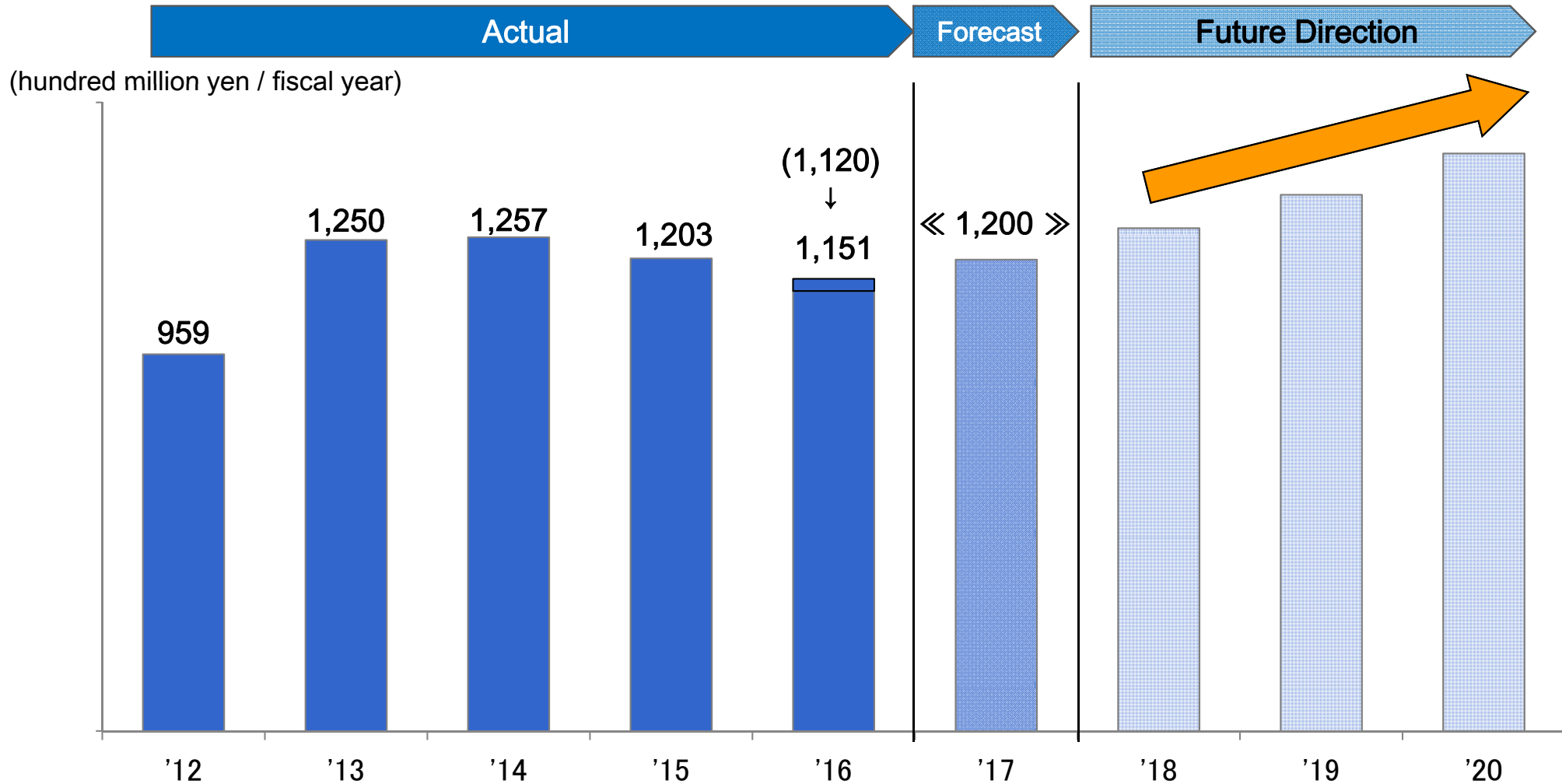
President
Kazunori Ishii

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.

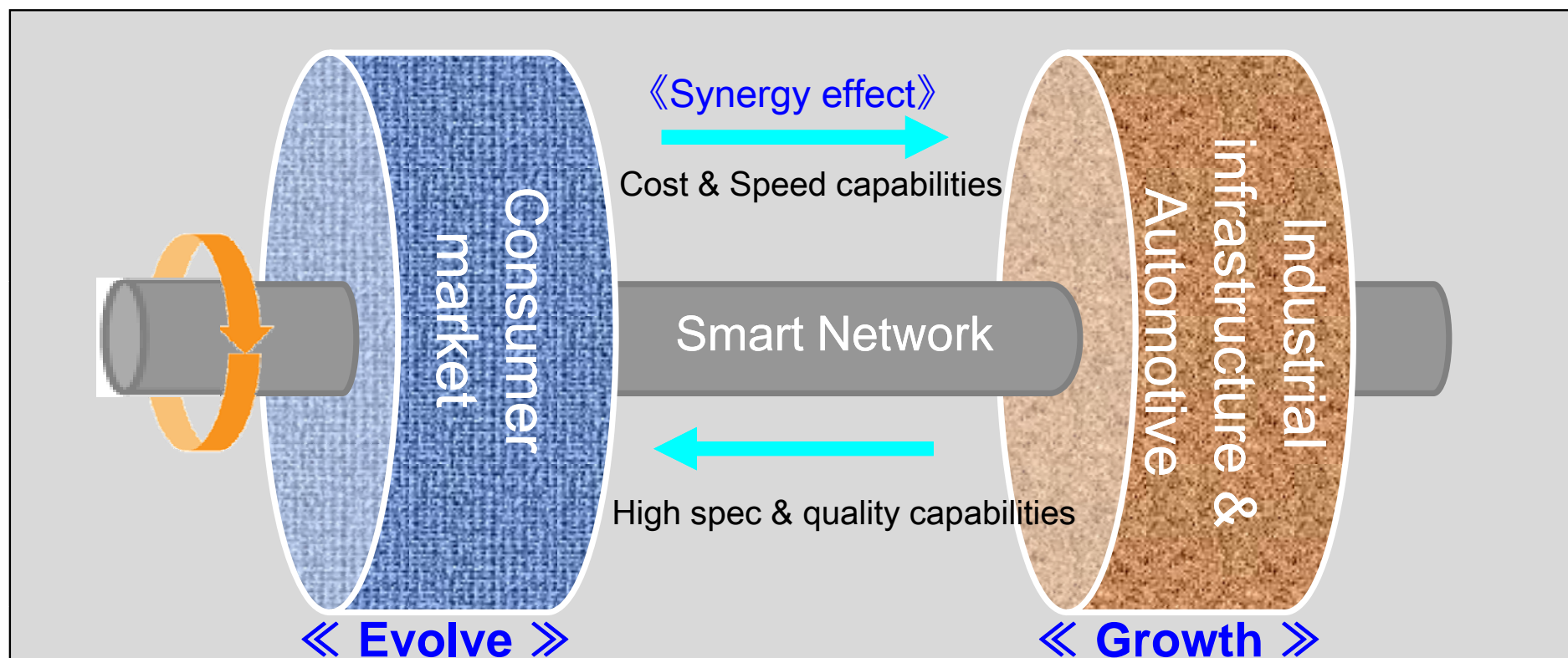
Maintain high profit management and grow sales in the medium-term



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

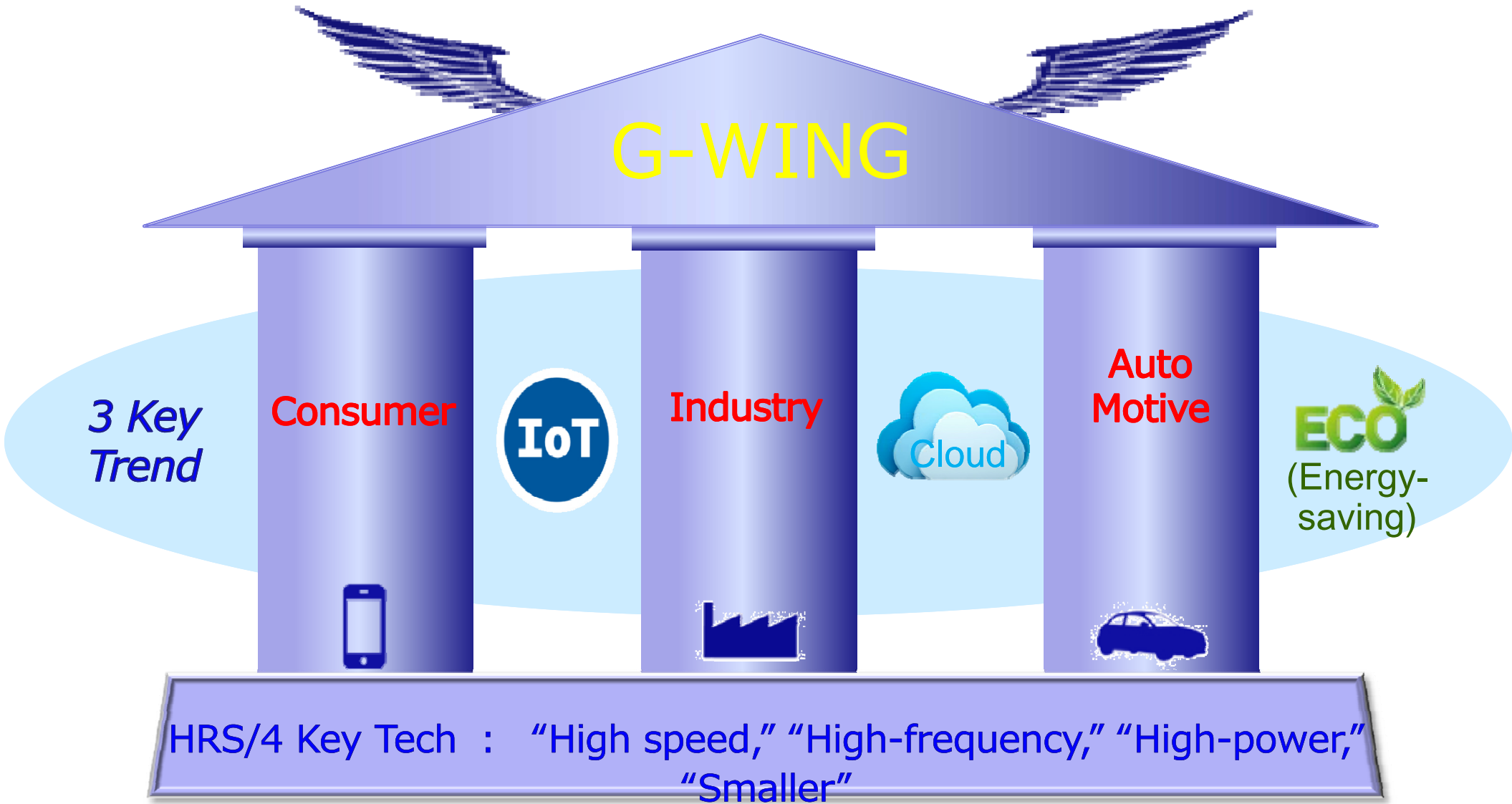
<plus> Mid-term plan that we can see more impact → Connect to future further growth

■ Basic direction



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

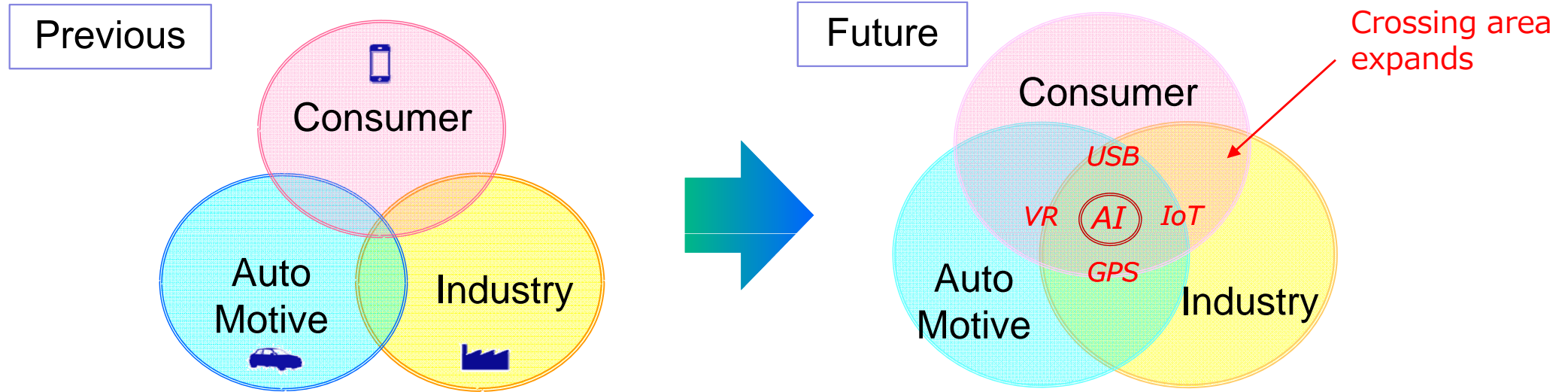
Medium-term plan Rev-II



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

More competition due to technology fusion

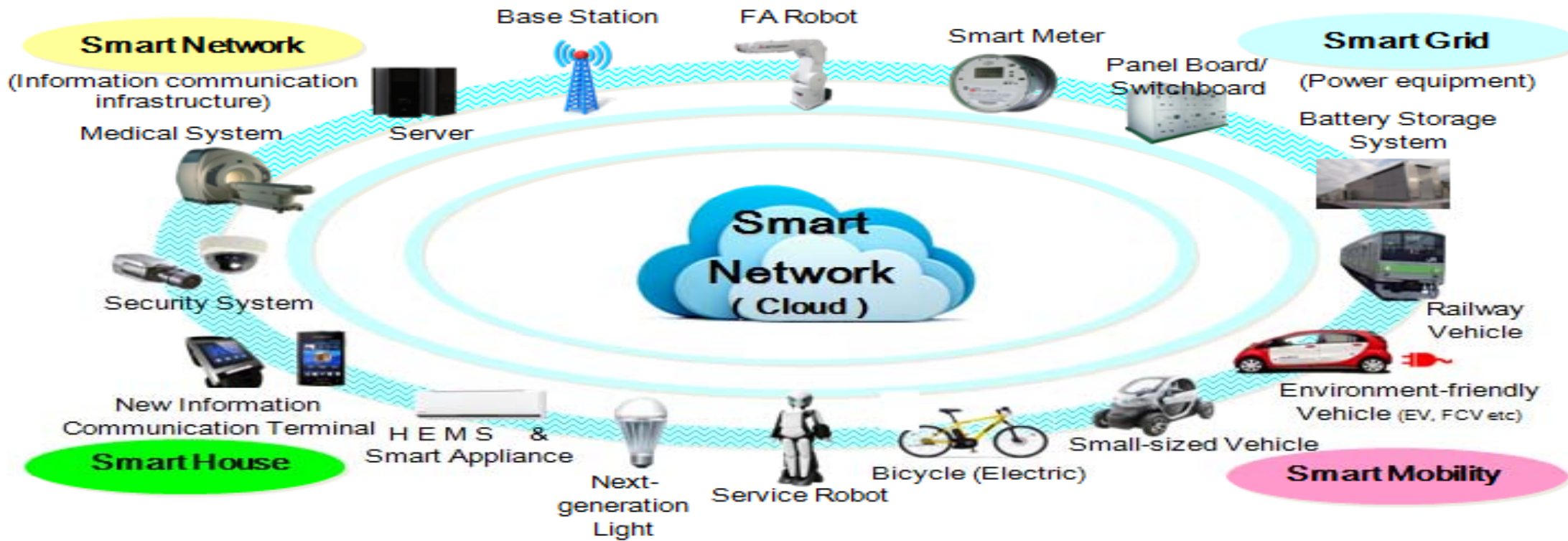
※ Image of technology fusion of 3 main areas



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

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

- 1 More expectation towards expansion of connection business
- 2 Market / Customer's expectation towards HRS: Aggressive cross-cutting areas and proposition of fusion



“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**



Started to operate
from Jan 2017



**ICHINOSEKI
Extension of Testing center**



Image

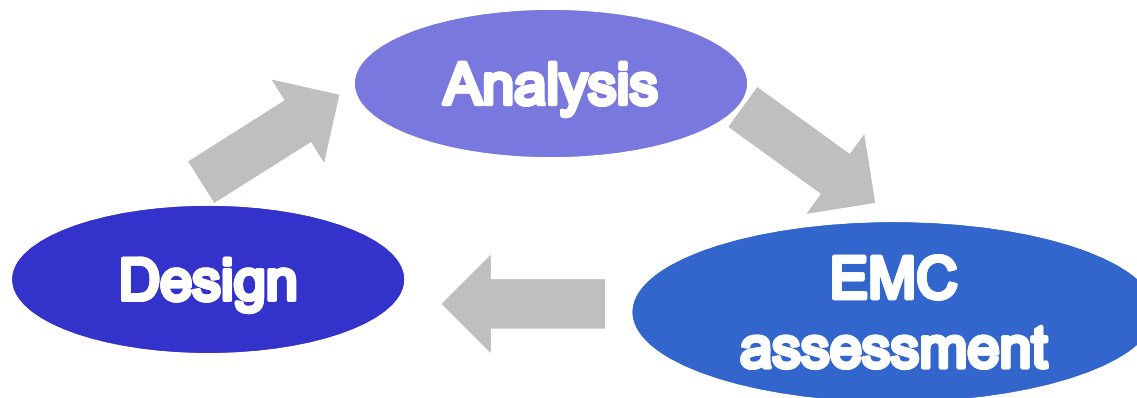
Scheduled to operate
within FY2017

Opened EMC test room in Yokohama Center (anechoic chamber, shielded room) on 2017 April

Anechoic chamber



Shielded room



Improve “Design quality” and “Development speed” by fusing it to analysis technology



Held in Sep 15th , 16th (Tokyo) and Nov 16th , 17th (Osaka) last year. Because of everyone's support, we had more than 6500 visitors, a 40% plus from previous exhibition. We will incorporate the visitor's voice to future products.

Corporate HQ established 1989 (Tokyo)



Miyako Plant 1974



Yokohama Center established on 2011



Ichinoseki Plant 1994



Chubu Sales Office (Kariya)
**Relocated on Mar 2017

Kansai Branch (Osaka)
1977

Kitakanto Branch
(Utsunomiya) 2015

Koriyama Plant 1982



Nishinohon Branch
(Hiroshima)
**Scheduled on Jul 2017



“Yokohama Center” is a new building that brought together development and sales team. Opened in Nov 2011.

	Corporate HQ
	Sales
	Factory
	R & D

China

*Sales Office :
Shenzhen2003, Beijing2010*



*Shanghai2001
(including Quality Assurance)*



*Korea
(Shihung)1985*



Suzhou 2007



Dongguan 2000

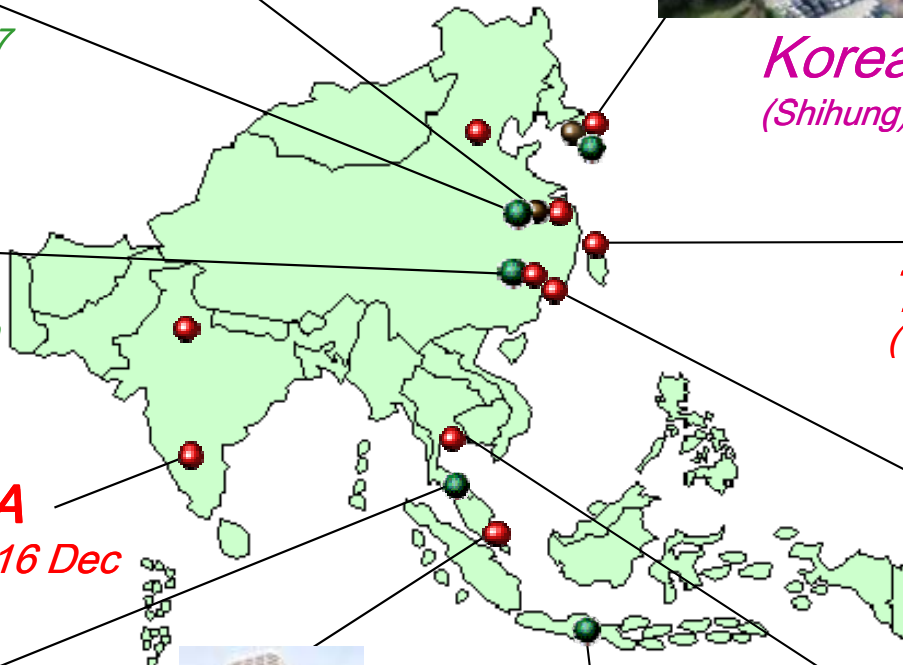


*India
HIROSE INDIA*

*Established on 2016 Dec
(Bangalore)2011
(Delhi)2012*



*Taiwan
(Taipei)1987*



Hong Kong1999



*Malaysia1989
(Penang)2012*



Singapore1995

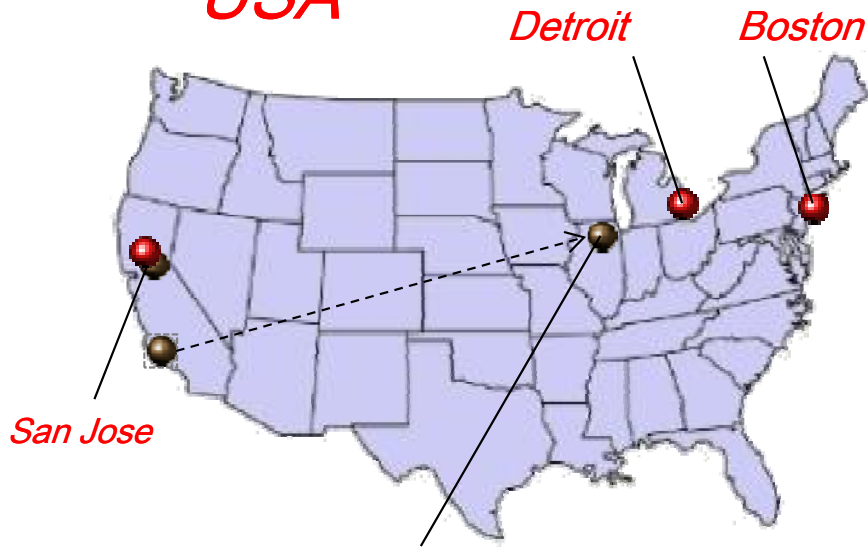


Indonesia1995

Thailand(Bangkok)2015

-  Sales
-  Factory
-  R & D

USA



*Chicago US HEADQUARTER
(Relocated from Simi Valley 2016)*



	Sales
	R & D



Finland (Tampere)2008

*The Netherlands
(Amsterdam)1999*



*Germany (Stuttgart)1988
(Hanover)2014
(Nuremberg)2014*

UK (Milton Keynes)1988



< < < 80th Anniversary: Year 2017 > > >



➤ Aim to increase power in order to achieve “G - W I N G”

〈 1 〉 Explore ability to manufacture

〈 2 〉 Enhance the ability to develop

〈 3 〉 Accelerate the ability to comply globally

➤ Aim for a year that will undergo and accelerate “HRS’s coming leap” toward “80th ⇒ 100th anniversary”