

# Progress of “2017” mid-term Growth Strategy

**2017, Nov 2<sup>nd</sup>**

**Hirose Electric Co., Ltd.**

**President**

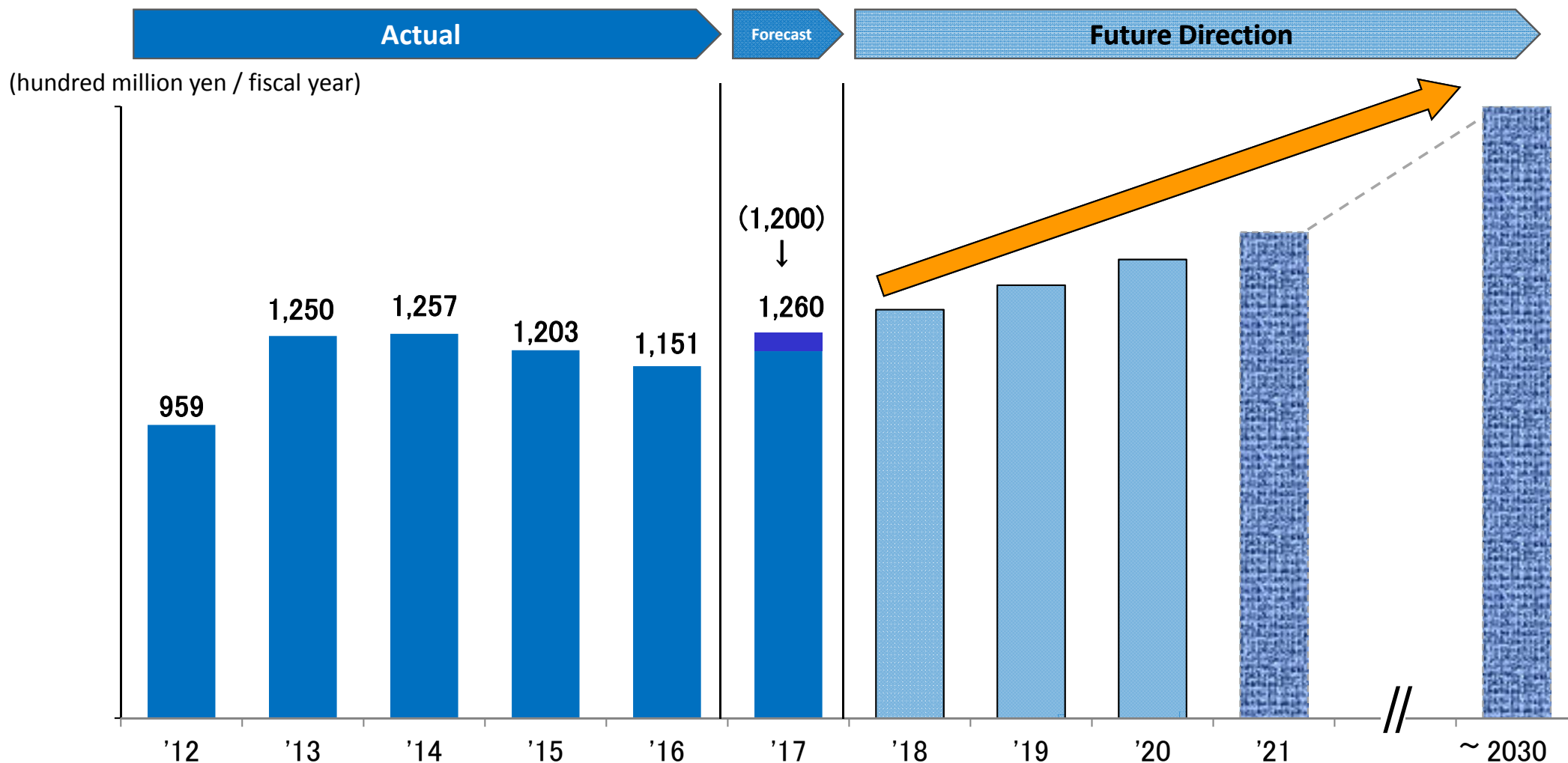
**Kazunori Ishii**

## **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.**

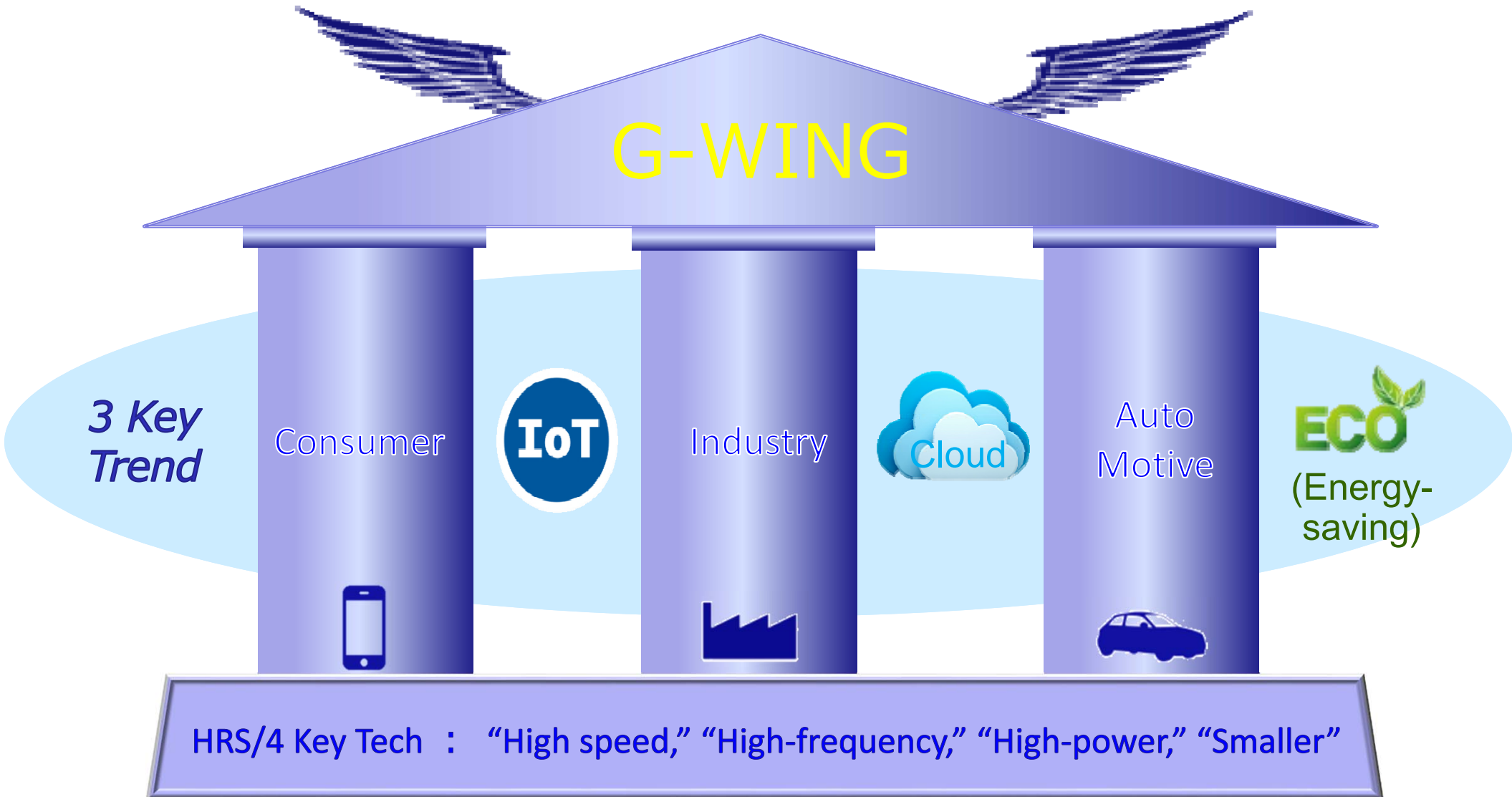
**Maintain high profit management and make sales grow in the medium and long term**



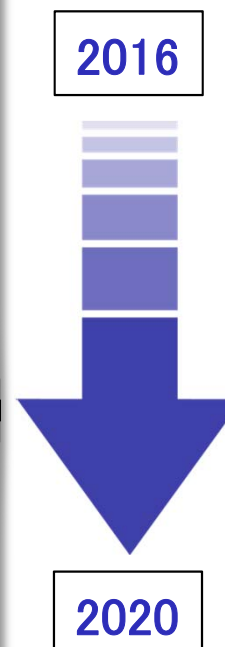
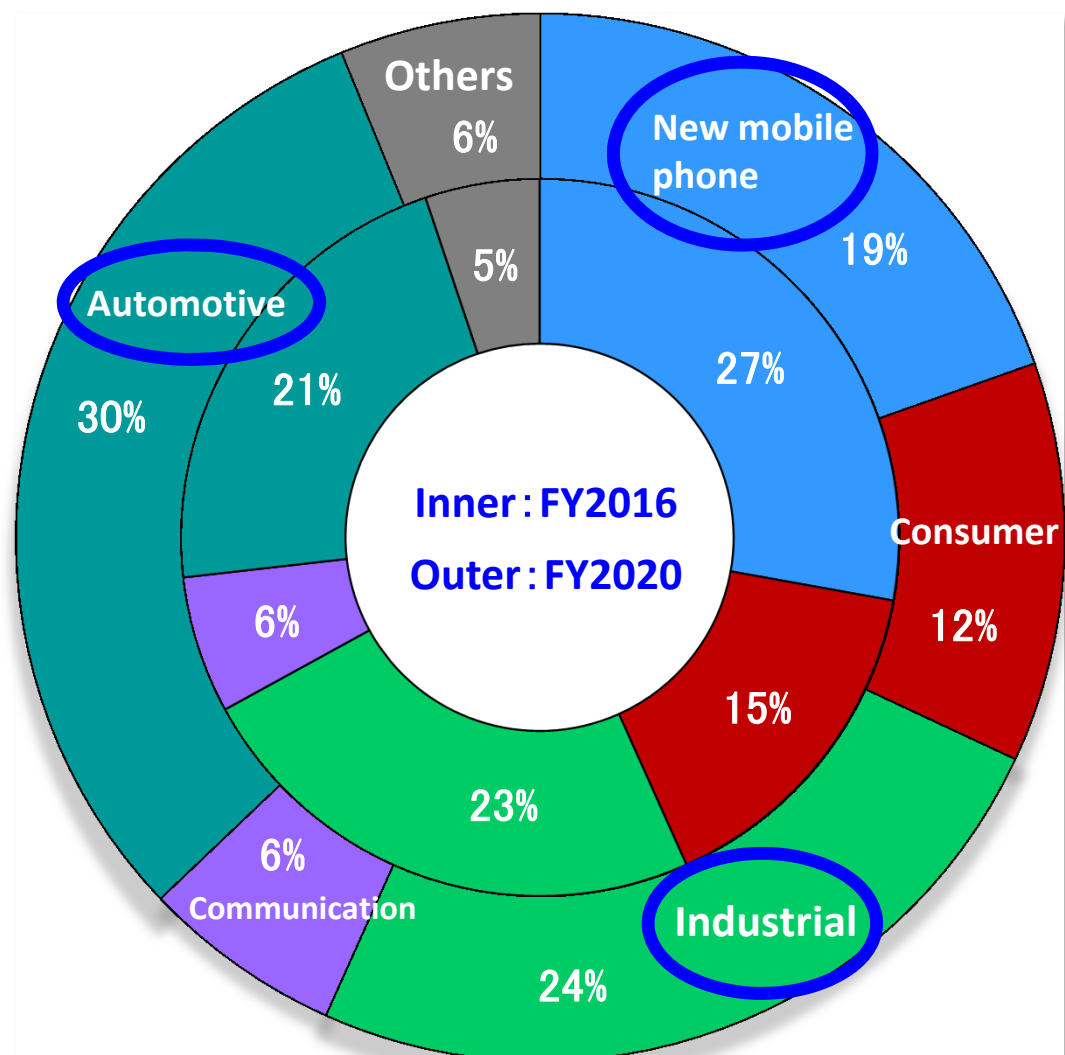
2016 decrease but bottom out for continuous added-value growth

**<plus> >>> aim to prepare the strategy for mid-and long-span, not only for mid-term.**

## Medium-term plan Rev- II



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



➤ Steadily growth in smartphone and expand new mobile phone

- <1> 「new mobile phone and Consumer」
- <2> 「Industrial」
- <3> 「Automotive」

⇒ The growth strategy by Hirose's 3 strong pillars

**---➔ Accelerate medium-term management and grow continuously**

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



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

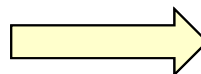
- 〈 1 〉 Explore ability to manufacture
- 〈 2 〉 Enhance the ability to develop
- 〈 3 〉 Accelerate the ability to comply globally

➤ Aim for a year that will undergo and accelerate

“HRS’s coming leap” toward “80<sup>th</sup> ⇒ 100th anniversary”



Strengthen Manufacturing Activity



Competitive ability to manufacture

Five enhancements

① mid-and long-term strategy

③ Enhance ability to manufacture

④ Strengthen Sales Program

② Cultivate Human resource

⑤ Improve working situation at the plants, pursue quality and cost

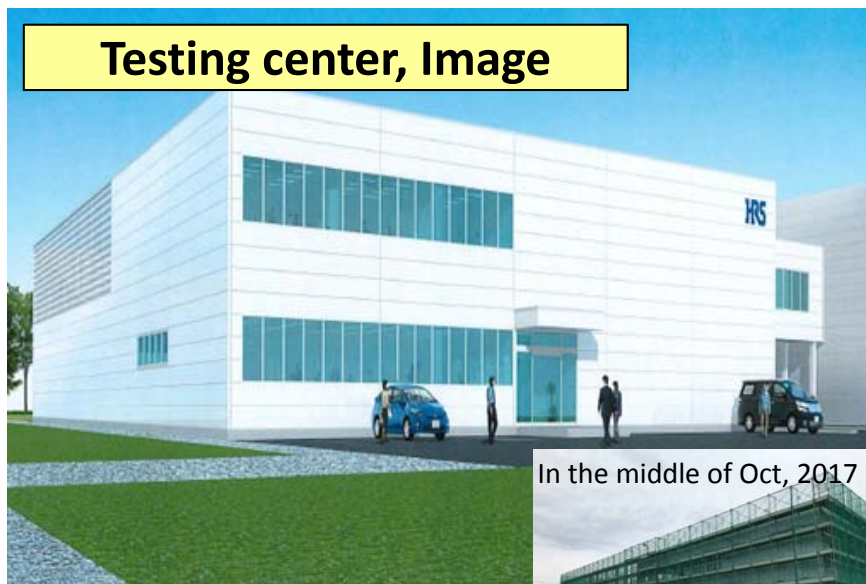
Ability to manufacture would be a key to succeed



could not survive without the ability

## TOPIX: 【Ichinoseki 《New》 testing center】

## 【 Tohoku Hirose (Miyako Plant) : Precise mold block 】



In the middle of Oct, 2017



Would be run within FY2017,  
on a schedule

- Double existing capacity of testing center.
- Expand the testing equipment mainly for Automotive.
- It is possible to expand Testing Area in the future



Would be run within FY2018

### Accuracy of mold from 「Micron」 to 「Nano」

#### — Precision machining • Precision measurement —

- To realize Precision machining and Precision measurement makes lead time of making mold shorter.
- Expand the capacity for manufacturing molds.



## Strengthening of QUALITY assurance function

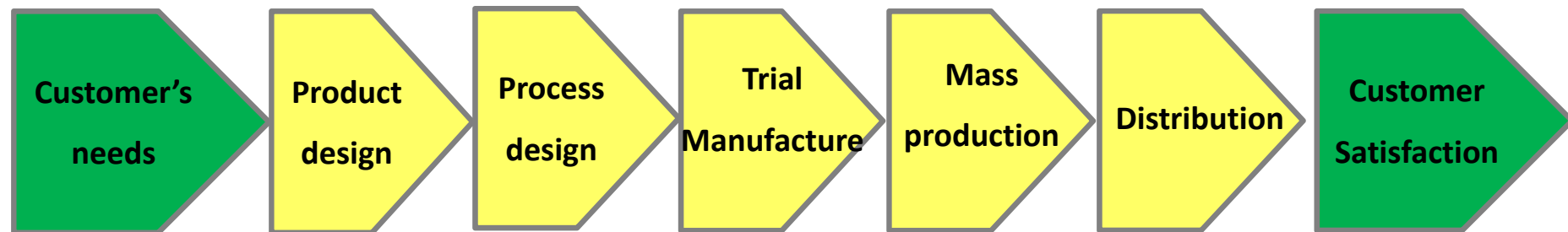
[QUALITY assurance department] ⇒ [QUALITY assurance group]

### Fundamental Quality policy

[1] Abide by the “QUALITY FIRST” policy and always be committed to advance customer’s satisfaction.

[2] Proactive approach towards QUALITY needs of market and developing new products accordingly.

[3] Aim to be an industry leader by continuous & reliable QUALITY improvement.



“QUALITY assurance” is designing the QUALITY system which can retain the QUALITY required by our customers for whole manufacturing process

- Connections Turn Ideas into Reality-

つながること、想いはカタチになる。

Hirose Electric Co., Ltd. is celebrating our 80th anniversary in 2017.

To create a more prosperous society, we will continue to provide value by connecting people, with knowledge, and wisdom inspired by customers, suppliers and employees.

The Hirose Electric Group will work together with stakeholders as we progress to our centennial anniversary.

