

Hirose Electric business results briefing for FY2019 First Half

“2019” Medium and long-term Growth Strategy

5th Nov, 2019

Hirose Electric Co., Ltd.

President and Representative Director
Kazunori Ishii

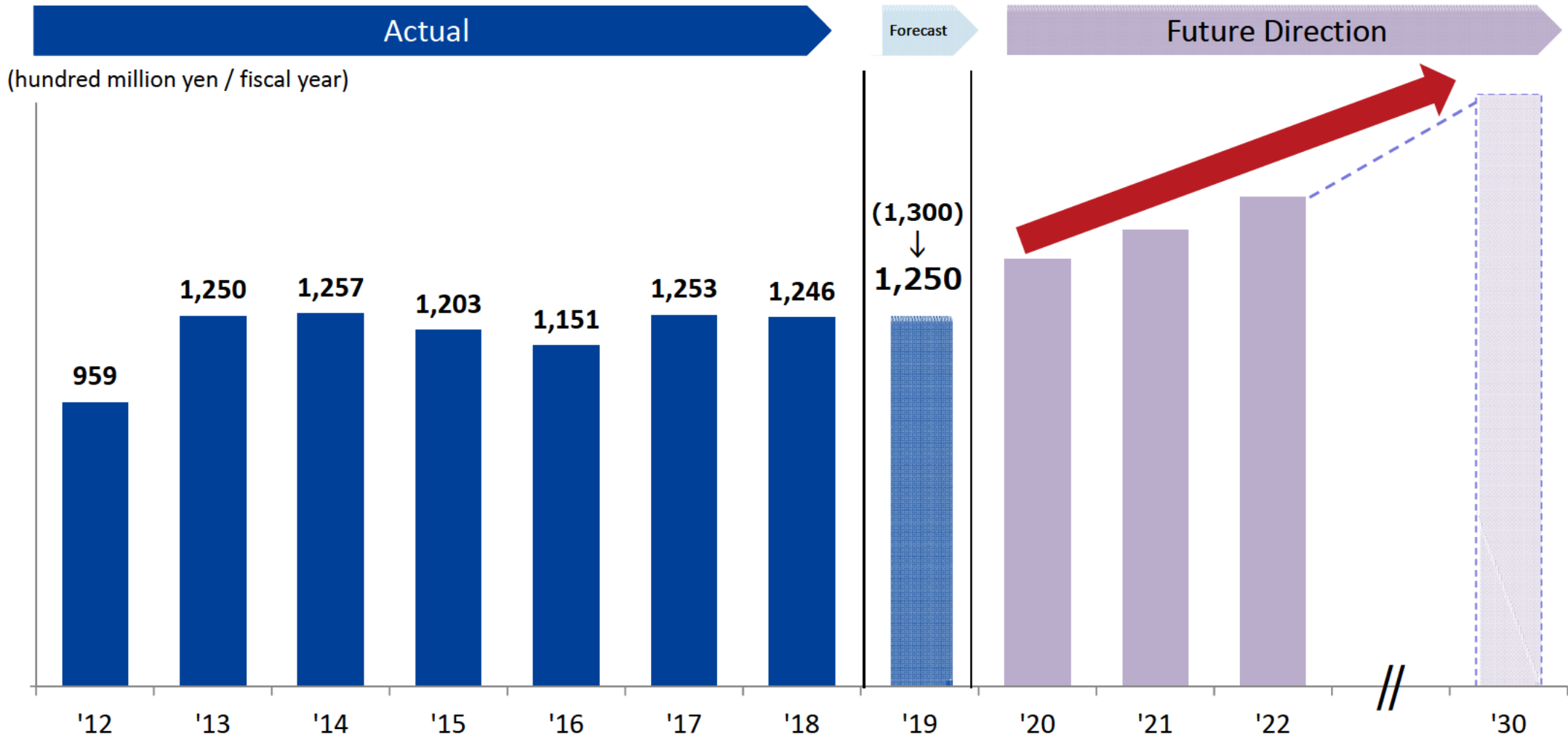
Cautionary Statement

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.

HRS : Growing Image (re-post +)

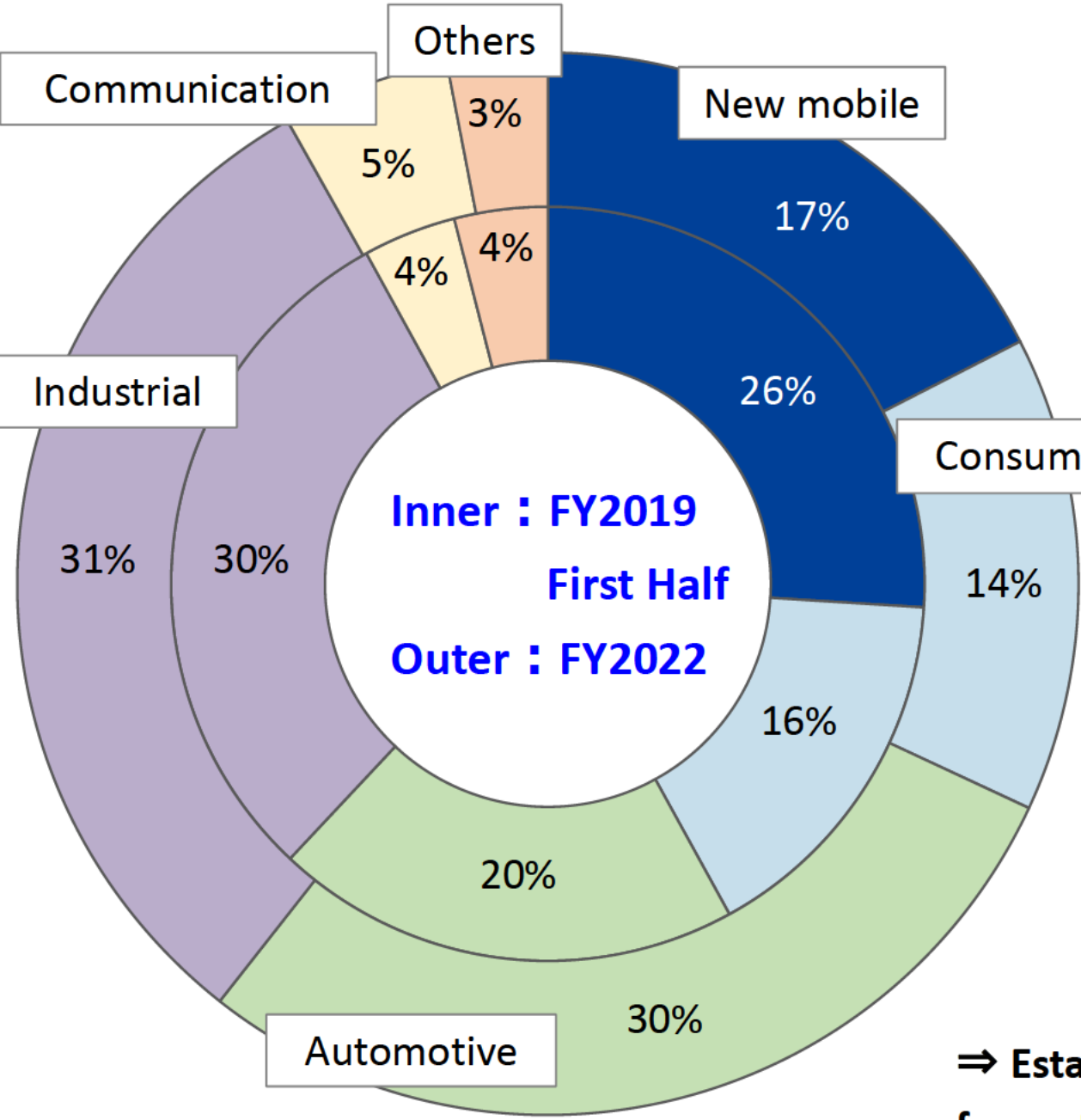
Maintain high profit management and make strong growth in the medium and long term



The result and forecast of FY2018-2019 : “Recession”
 Recover from FY2020 (Re-challenge)

⇒ postpone 1 year

Application image for medium-term <repost+>



FY2019 First Half

- Smartphone : steadily growing
- New mobile : expanding
- a move towards 5G has been launched
- The slowdown of industrial market continues



2022

- "Smartphone, Consumer"
 - "Automotive"
 - "Industrial, Infrastructure"
- Growth strategy with these 3 pillars
- Strengthen our effort for further future

⇒ Establish a well-balanced business structure for sustainable growth

The impacts of Typhoon Hagibis in Koriyama Hirose 12th -13th Oct

Initial situation 13th-14th Oct



After recovery (photo 24th Oct)



The elevator was malfunctioned and established a temporary elevator.

13th Oct First floor of Koriyama factory was flooded by Abukuma river

14th Oct After flood waters receded, grasp of the damage situation and a part of recovery work has been started.

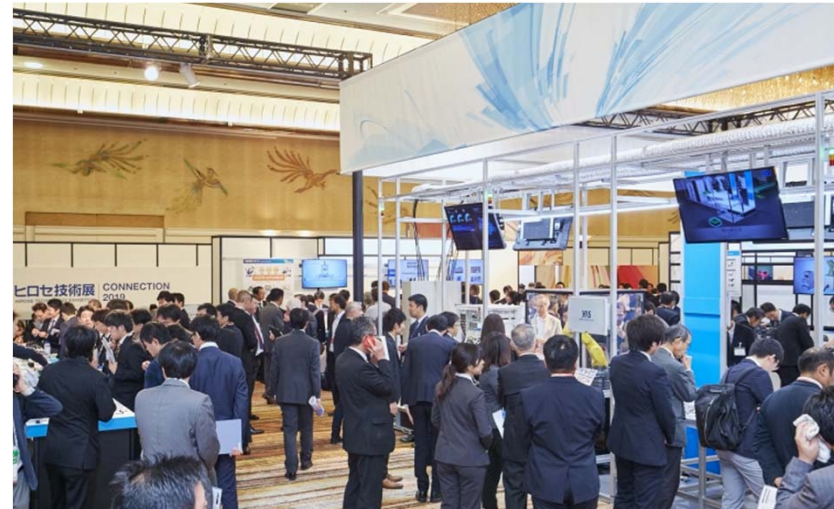
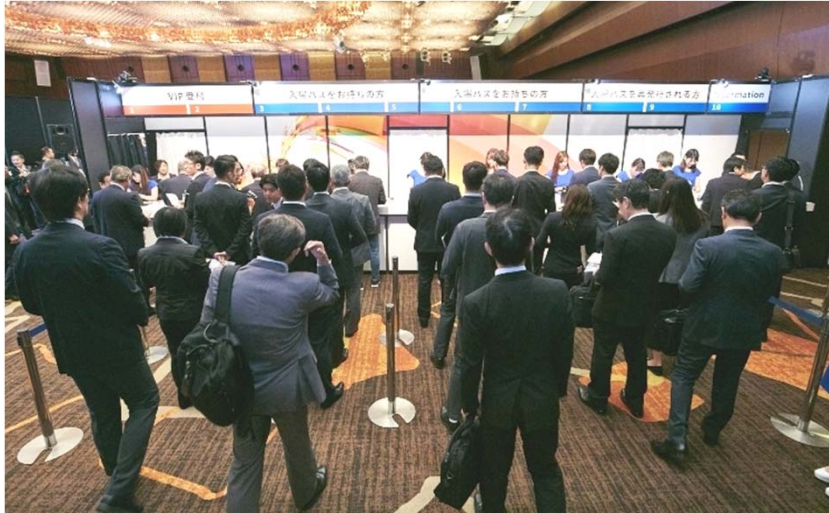
16th Oct We started full-scale recovery work.

21st Oct Production and shipment for almost all products were started.



- Support for damages to our employee's houses and our cooperative companies
- damages (slight) to full-scale recovery
- strengthen the measures for future climate change risks

Hirose Technology Exhibition < CONNECTION 2019 >



[Tokyo] Tokyo Prince Hotel 17th Oct (Thu) – 18th (Fri)

[Osaka] Grand Cube Osaka 28th Nov (Thu) – 29th (Fri)

In Tokyo
4,130 visitors

**We will reflect your opinion to our future products.
We truly appreciate your continuous cooperation and support.**

HRS : Application strategy image <re-post +>

G-WING

4 Key Trends



Consumer



Industry



Auto Motive



New Ichinoseki testing center



HRS/4 Key Tech :

- ① "High speed," ② "High-frequency," ③ "High-power," ④ "Smaller"

『"①-④ Key Tech" + "Analysis"』 to 『Change · Growth : Three pillars』

⇒ Strengthen our cross-cutting and differentiation proposal

EMC test room in Yokohama Center



➤ Increase power to achieve “G-WING (medium-term plan) “ and show results

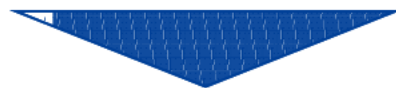
- 〈1〉 ability to manufacture
- 〈2〉 ability to develop technology
- 〈3〉 ability to execute global operation and localization in each area (glocalization)

} “Evolution”

« + »

『“Big change in the market environment”

← delay of the development of 3 pillars, and constructing foundation



Accelerate the act to grow

➤ **Hurry to take measures immediately and in the mid and long period.**