“2019” Medium and long-term Growth Strategy
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 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
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
- IoT
- Industry
- Auto Motive

EMC test room in Yokohama Center

New Ichinoseki testing center

HRS/4 Key Tech:

『“①-④ Key Tech” + “Analysis”』 to 『Change・Growth: Three pillars』
⇒ Strengthen our cross-cutting and differentiation proposal
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.