

Hirose Electric business results briefing for FY2020

## “2021” Medium and long-term Growth Strategy

May 7, 2021

**Hirose Electric Co., Ltd.**

President

Kazunori Ishii

## Cautionary Statement

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

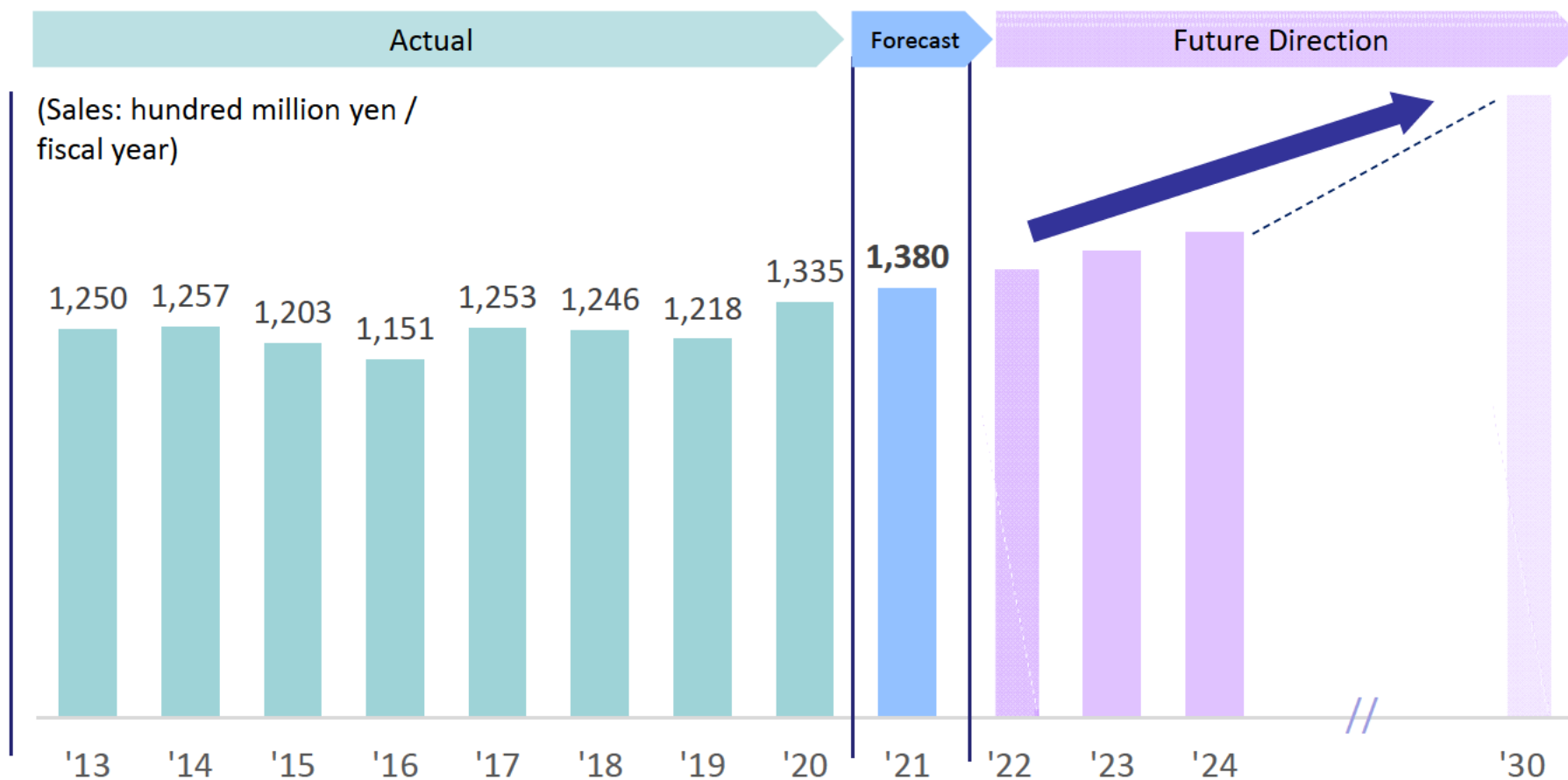
Hirose cautions you that a number of important risks, uncertainties and others could cause actual results to differ materially from those discussed in the \*forward-looking statements. Thank you for your understanding.

\*Forward-looking statements include, but are not limited to, those statements using words such as “believe,” “expect,” “plans,” “strategy,” “prospects,” “forecast,” “estimate,” “project,” “anticipate,” “aim,” “may” or “might” and words of similar meaning in connection with a discussion of future operations, financial performance, events or conditions. These statements are based on management’s assumptions and beliefs in light of the information currently available to it.

# Hirose: Growth image

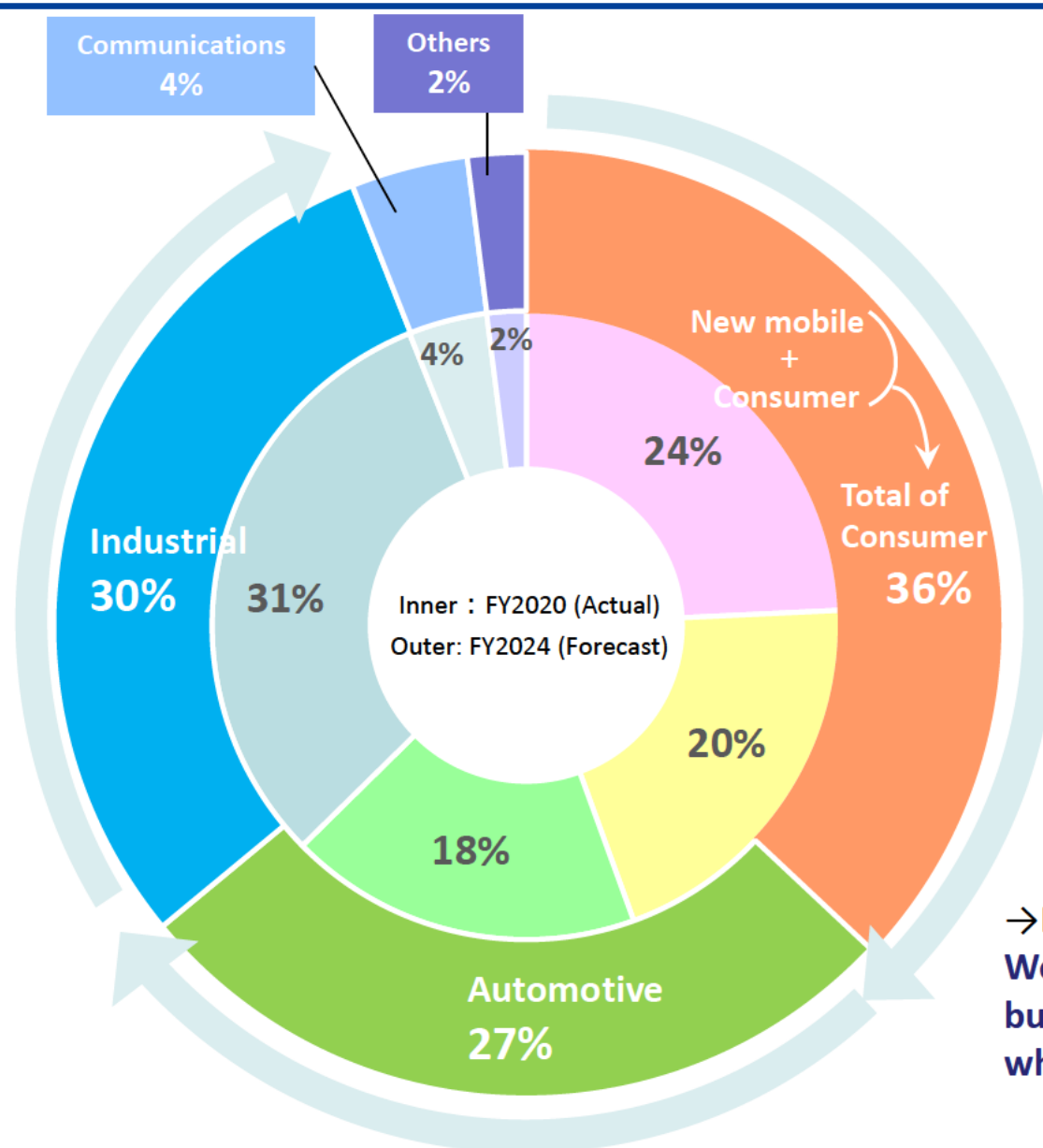


By maintaining high profitability business and make continuous growth in medium and long-term



**FY2013-2019: Stagnation ⇒ FY2020: UP  
 FY2021-2022: Strengthen the foundation  
 from FY2023: Full scale recovery**

## Medium-term: Application Images



FY2020

- Strong demand in consumer market
- Accelerated next generation infrastructure
- Recovery of industrial market



FY2024

- Grow our business with three pillars “Smartphone and consumer equipment” “Automotive” “Industrial and infrastructure”
- Increase more initiatives for the future growth

→For continuous growth,  
**We are going to establish well-balanced business structure and strong company who can respond to various changes**

## Changes in market environment

### Changes in market environment + the impact of COVID-19

#### ■ New life style

- New Normal (New lifestyle)
- Accelerated Digital Transformation
- The spread of IoT
- Teleworking take root

The demand for “connecting” business will increase

#### ■ New values

- Demand changes from “quantity” to “quality”
- Environmental friendly, including carbon neutral
- Promote awareness and activities related to ESG and SDGs
- Quick response to the risk of natural disaster and other incidents
- Health and safety conscious

Contribute to realize sustainable society

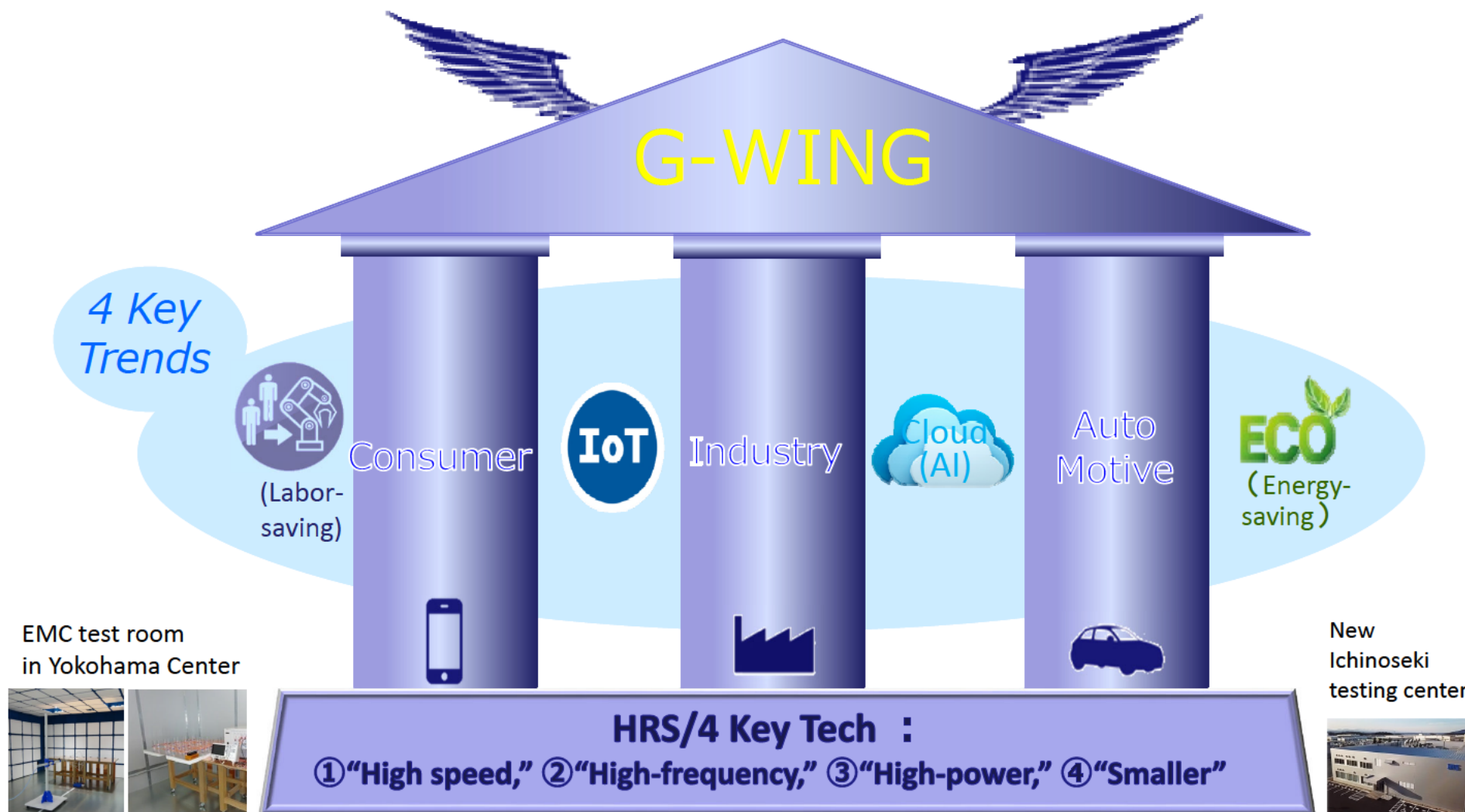
Future high added value products

= performance, quality + **contribution to resolve social problems, changes**

We will strive to create our new business chances rapidly



# Application strategy image



We will enhance our proposal ability to take the lead, pursue the cutting edge and achieve differentiation through cross-cutting activities.

## << FY2021 >>

➤ Strengthen “sensitivity and responsiveness” and move forward

< 1 > ability to develop technology

< 2 > ability to manufacture

< 3 > ability to execute global operation  
and localization in each area (glocalization)

« + » “human resources”

Aim for “recovery and evolution” “Accelerate for action”

➤ Take current, medium and long-term measurement rapidly

Think and carry out business promotion by multifaceted measures  
and create a foundation for “next future”

\*current ⇔ future / Existing ⇔ New / Resolve ⇔ Preventive measure



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