

Hirose Electric Business Results for the Second Quarter of FY2022

“2022” Medium and long-term Growth Strategy

November 4 2022

Hirose Electric Co., Ltd.

President

Kazunori Ishii

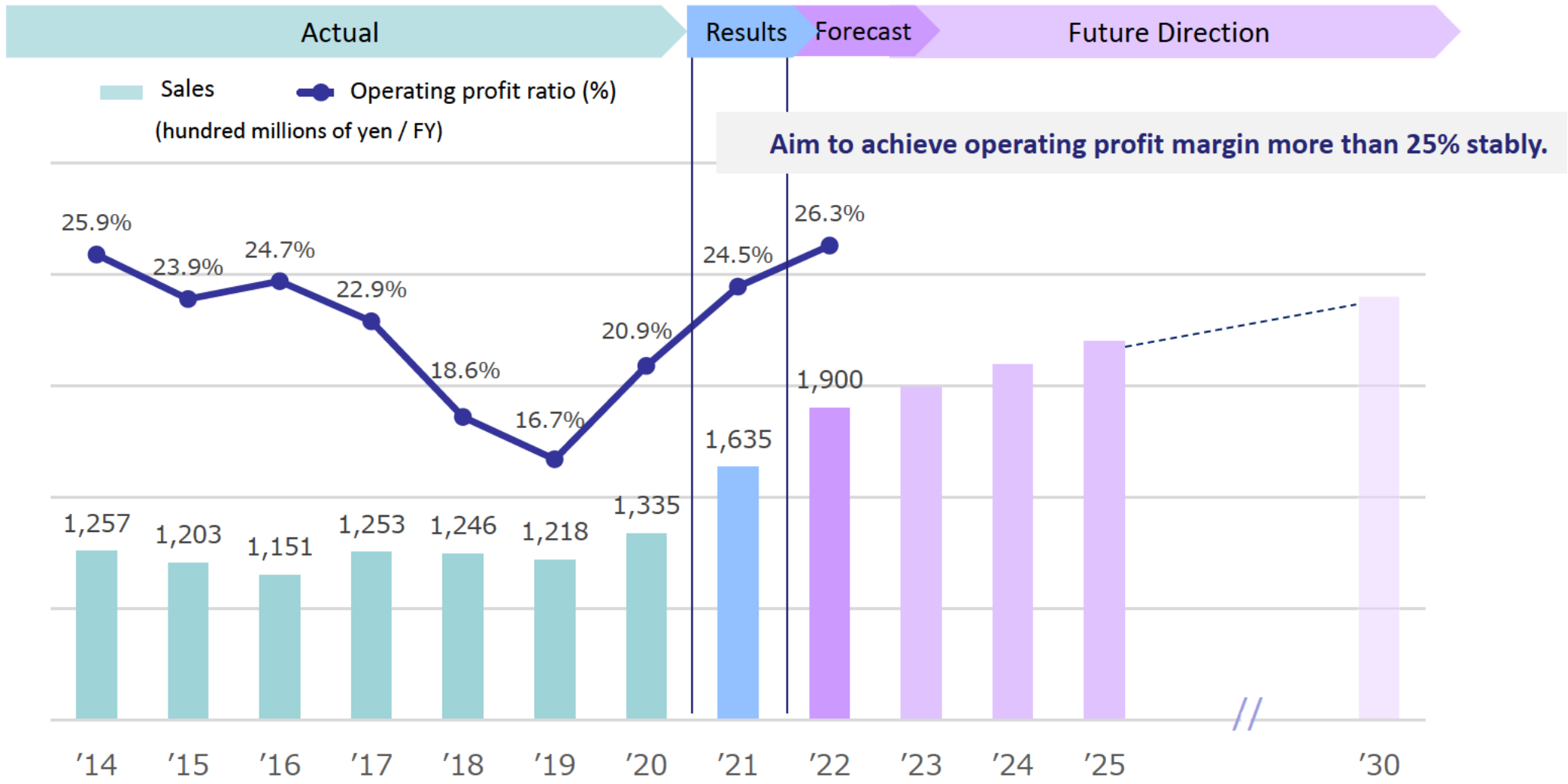
Cautionary Statement

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.

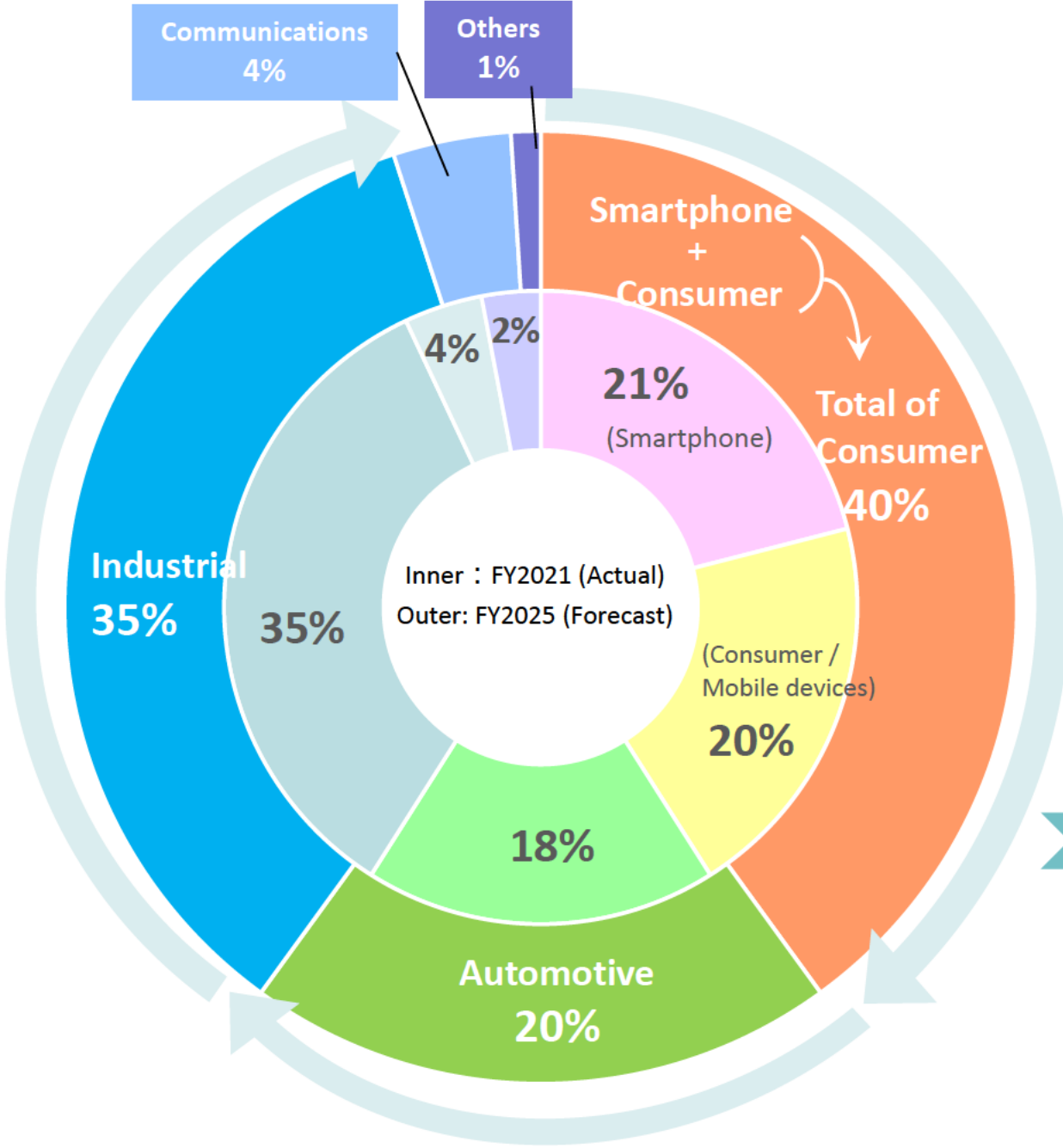
*Forward-looking statements include, but are not limited to, those statements using words such as “believe,” “expect,” “plans,” “strategy,” “prospects,” “forecast,” “estimate,” “project,” “anticipate,” “aim,” “may” or “might” and words of similar meaning in connection with a discussion of future operations,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

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



FY2020-FY2021 : [Strengthen the foundation]
FY2022-FY2025 : [Full growth]

Medium-term: Application Images



FY2021

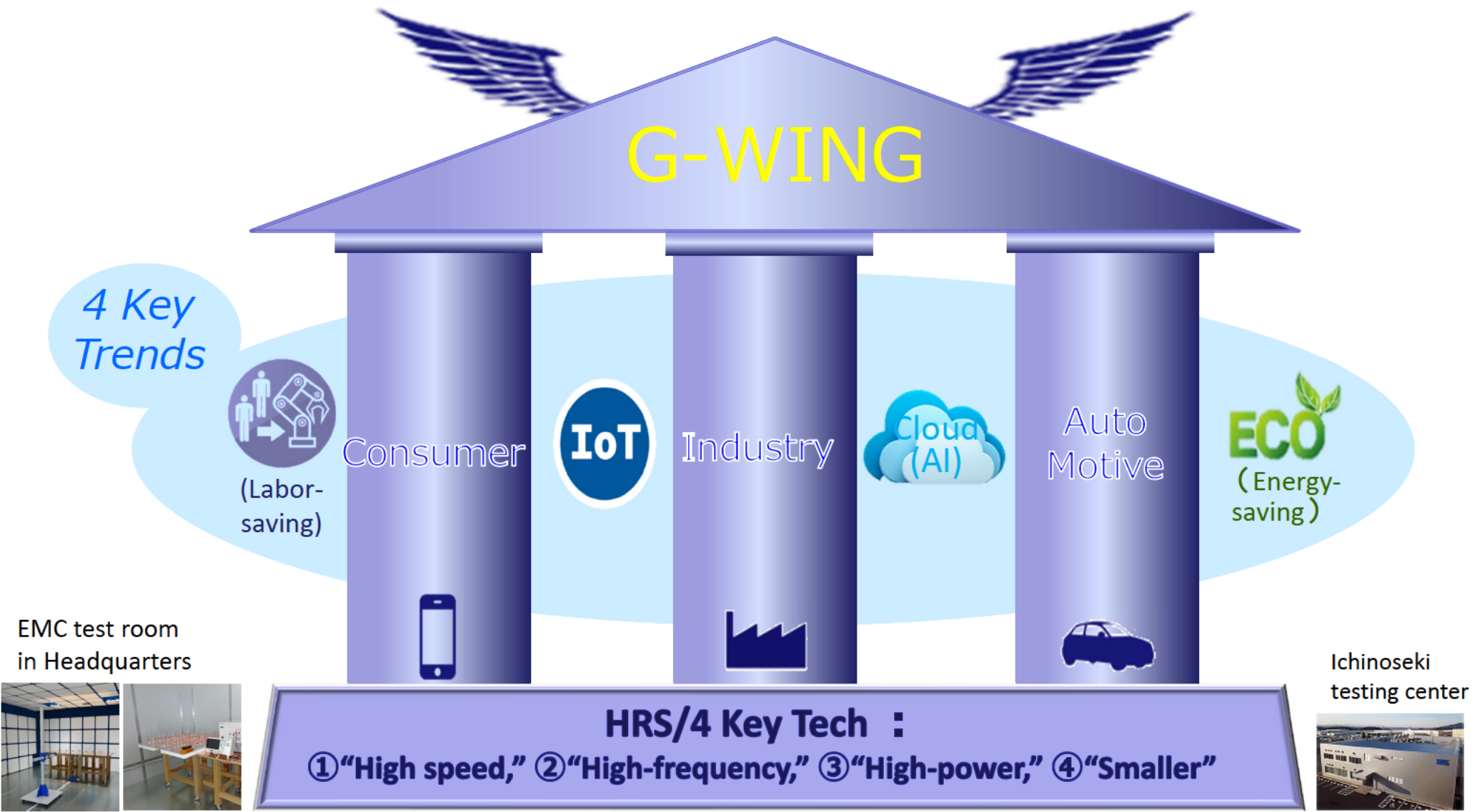
- Full-scale spread of digitalization and IoT
→ Strong demand in consumer market
- Acceleration of next generation infrastructure (5G)
- High growth in industrial market
→ Acceleration of automation and robotics

FY2025

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

We are going to establish well-balanced business structure and strong company who can respond to various changes

Medium-term: Application Strategy Images



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

The latest business situation by industry segment and future outlook

■ Smartphone / Consumer

Shift to IT digital space has been accelerating and diversify new devices.
 Even though we need to pay attention to the recent sense of stagnation in China, this applications is expected to be “continuous stability”



Applications in consumer market will be “essential utilities” for every person

■ Automotive

“EV / autonomous driving” Big change



To become core machine for social network



■ General Industrial

In every segment, active investment is progressing



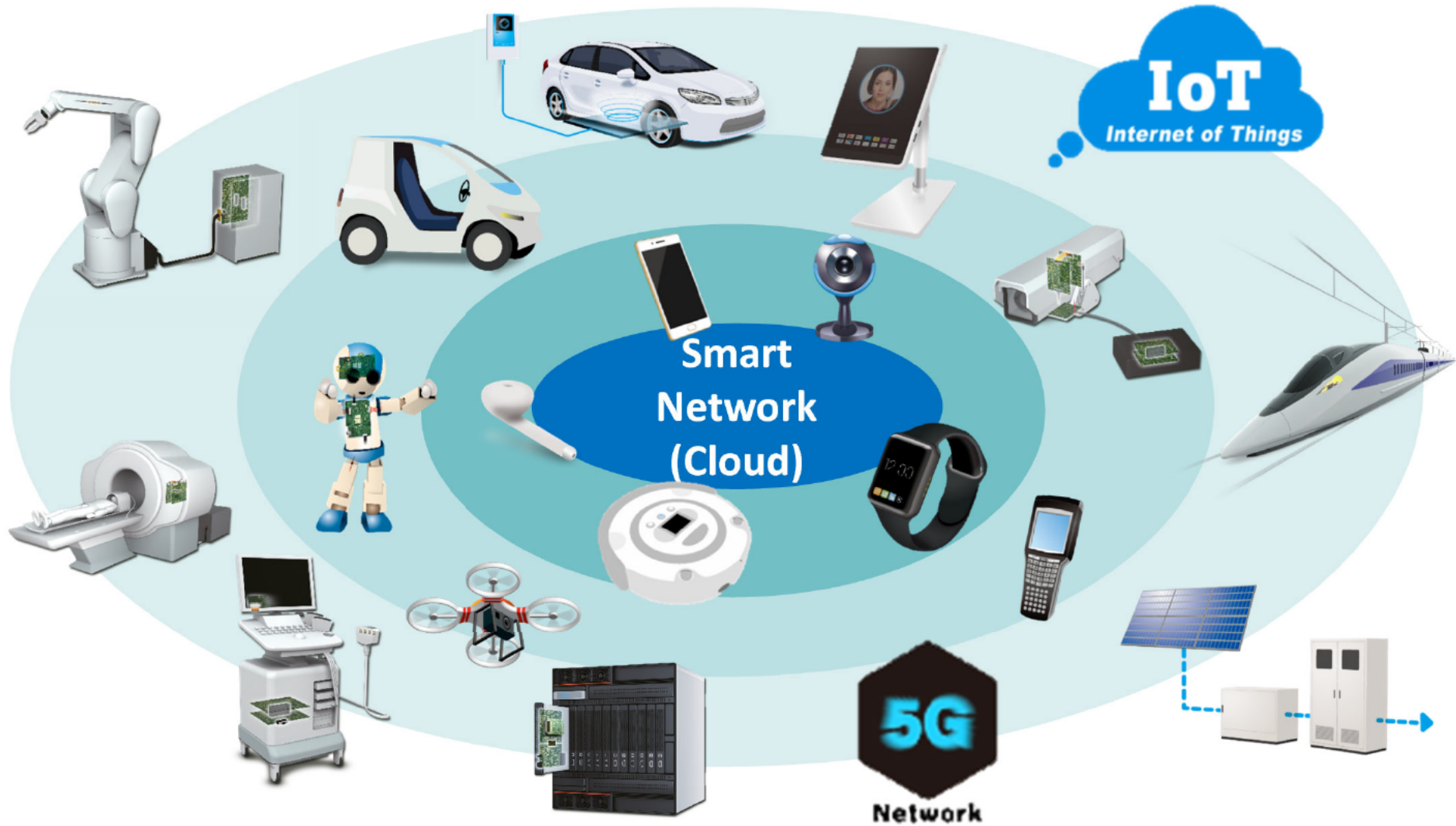
To realize electronic/electric and automation in the world, infrastructure has been responding and accelerate its speed



Strengthen the ability to respond to diverse market changes by three pillars and more

Future Growth Market

➤➤ Hirose can respond to diversifying, changing and expanding needs, from home electronics equipment to devices supporting social infrastructure. ➤➤



➤➤ Opportunity of “connecting business” has been expanding more and more ➤➤

Strengthen manufacturing and function

Koriyama [NEW] factory



Advanced “manufacturing” factory focusing on “Automotive” and “General industrial”

Scheduled to be completed within FY2023
(about 2.7times as current total floor area)

The extension of Hirose Korea precision connector center



Strengthen development and manufacturing of “Micro & Automotive connectors”

Scheduled to start operation in FY2024
(about 1.3times as current total floor area)

Announced in September, 2022

Tohoku Advanced Technology Center



➤➤ Strengthen production and engineering technology / develop engineering ability

Hirose will establish “Tohoku Advanced Technology Center” in Morioka, Iwate as new base for development of production equipment. (Scheduled to start operation in March, 2024 Building area: 2,040m²)

Strengthen manufacturing capabilities with members from ADD which we acquired all of the shares in October, 2022

➤➤ **Strengthen supply capabilities and manufacturing capabilities for mid-term in major industry segments** ➤➤

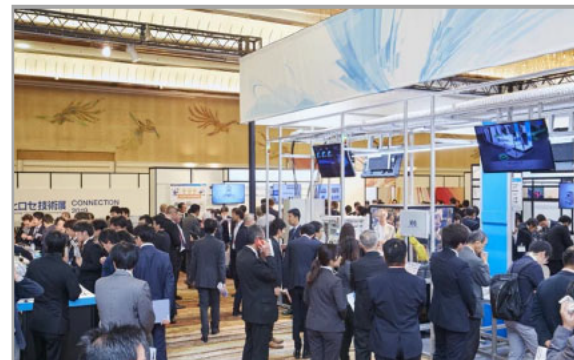
Technology Exhibition held every three year

“Connection” creates the future

*tentative title

November: Yokohama (Pacifico Yokohama North)

December: Osaka (Grandcube Osaka)



Features of Hirose Technology Exhibition

- **Future-oriented exhibition**

Most of the exhibits are products which is newly released, under development or in the concept stage.

- **Display a lot of adoption cases (actual devices)**

Exhibit actual devices adopting our connectors in each industry segment including consumer, industrial and automotive.

(Some devices are displayed in disassembled state)

- **All explainers are our engineers**

- **In 2019, about 7,000 people visited the exhibition**

Through this exhibition, Hirose propose solutions to market and customers, and we will develop our customer's voice into future products.

<<< FY2022 >>>

➤ Strengthen “foresight, sensitivity and responsiveness” and move forward

<Especially strengthening points>

〈 1 〉 Technological development capabilities and product appeal (design to mass production)

〈 2 〉 “Manufacturing Expertise”
(Strengthen manufacturing capabilities)

〈 3 〉 Human capital development
(the first year of deepening)

Full-fledged recovery
⇒ Continuous growth
and evolution

➤ “Hirose Technology Exhibition >>>” “Connection” creates the future<<<

➤➤➤ HRS Group competes in product appeal and manufacturing expertise ➤➤➤

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