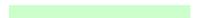




“FY2012 3rd Quarter Earnings Statements”

Current Status and Strengths of AEC Business

OMRON Automotive Electronics Co. Ltd.
President
Yoshinori Suzuki





Mission of AEC Business

Searching for the best match between human and car, best partner with society

- ▶ Creating new values for automobile society, based on OMRON Group management philosophy.
- ▶ The next fiscal year will mark the 30th year since we fully entered into this industry in 1983.



Characteristics of AEC Business

Customers

Partnership taking advantages of an independent company

Business Operations

Global business deployment

Technology /Products

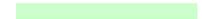
Specialized automotive components manufacturer





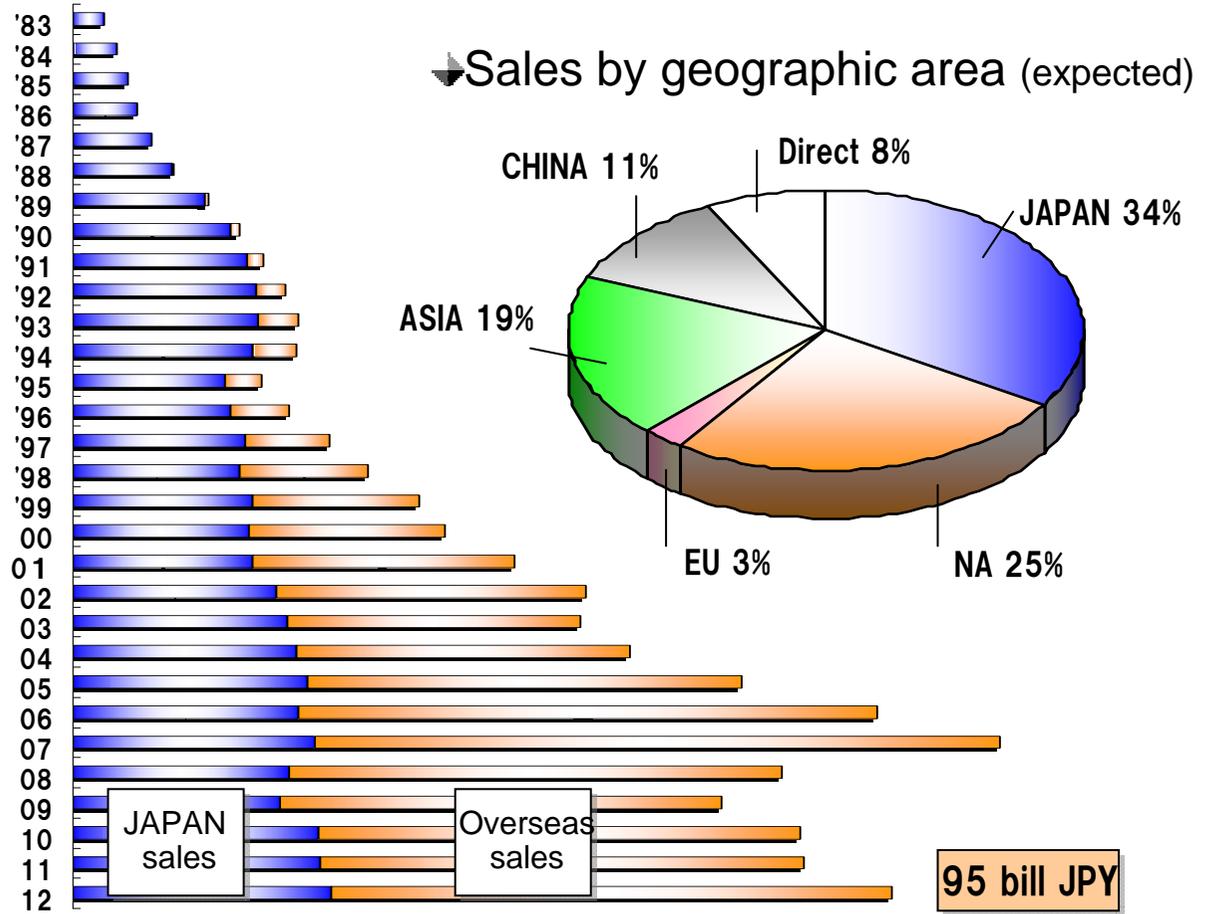
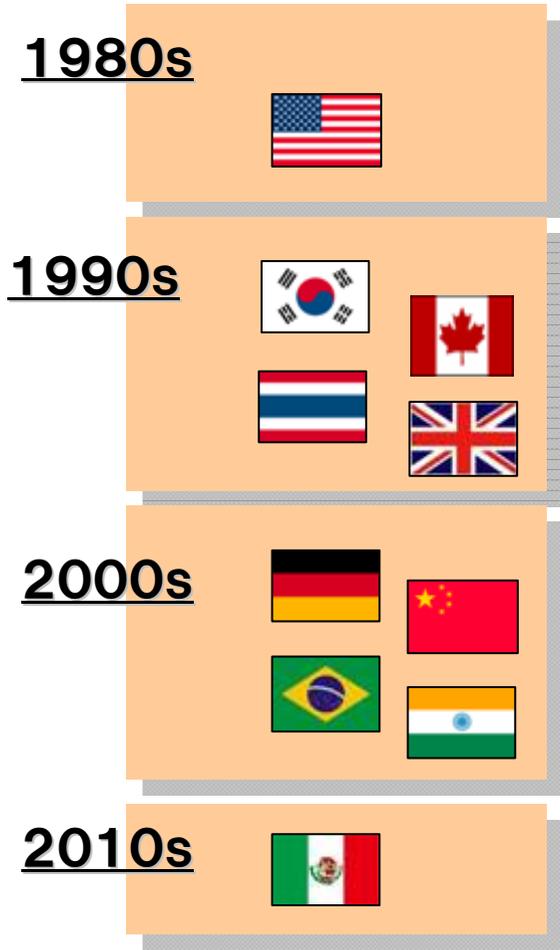
Partnership as an Independent Company

We are doing business with various car and automotive components manufacturers, riding on our strength as an independent company.



Global Business Deployment

Expansion of overseas operations sustains business growth.
Production, sales and development in 10 countries.



Focus on Car Electronics

We continue to provide customers with various car electronics technologies and products, evolving “sensing and control” which is OMRON core technology.

Comfort

Convenience

Security

Environmentally-Friendly

System business

Switch business

Motor control business

Components business

Environmental application business



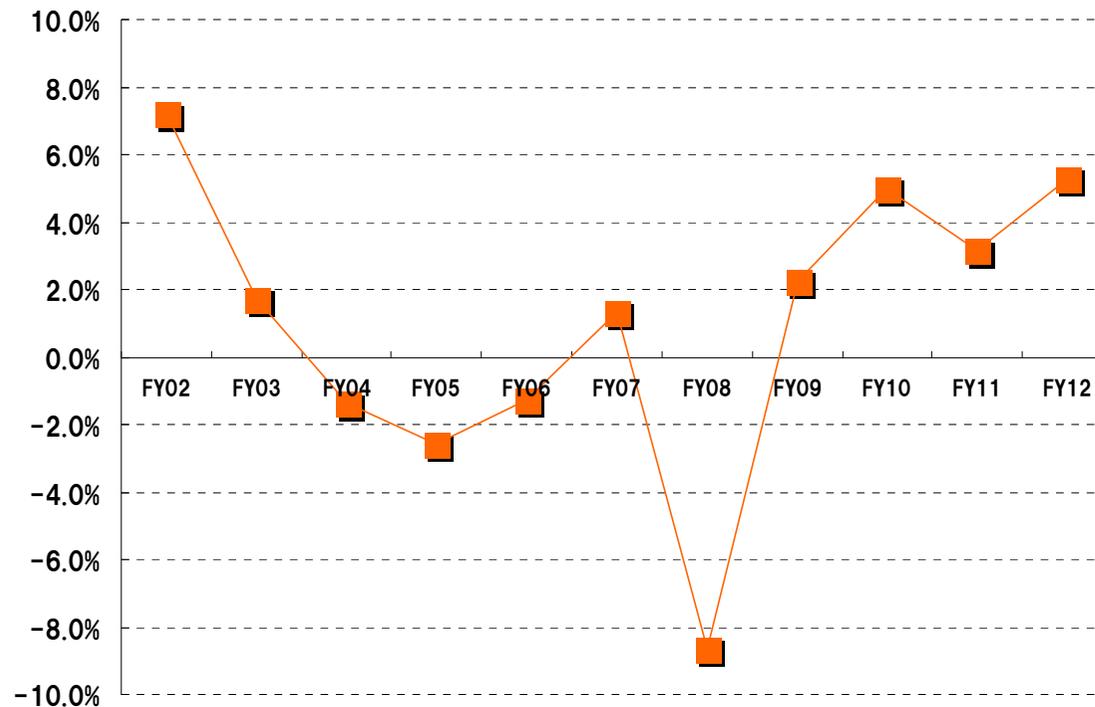


Improved Profit Structure

As a result of the profit structural reform, we improved our profits to the average level of the automotive components industry.

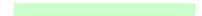
- Reviewed focused business
- Reformed production structure
- Strengthened operations

■ Change in operating profit rate of AEC business





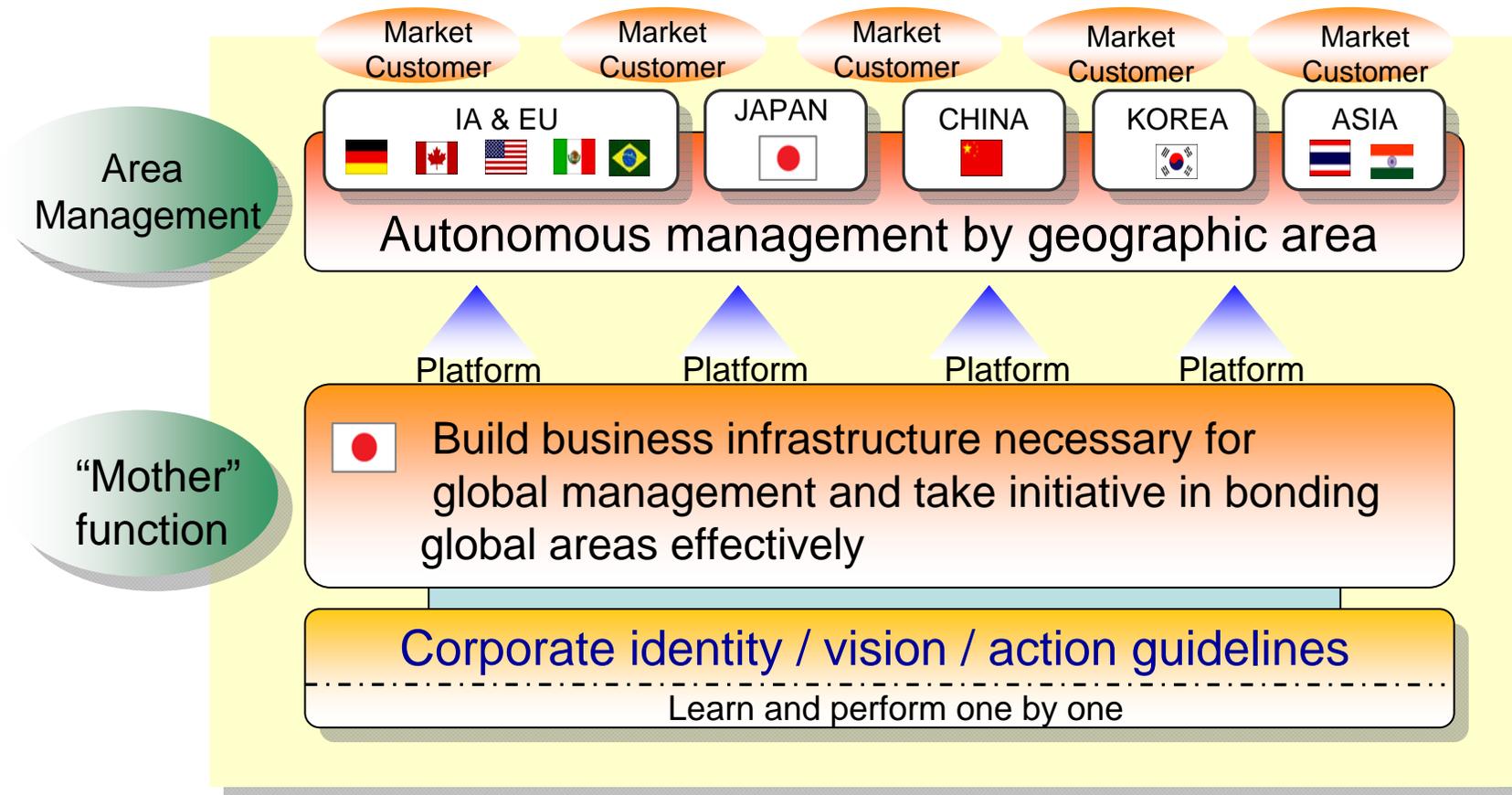
Balanced Management between Growth & Profit





Global One Team Management

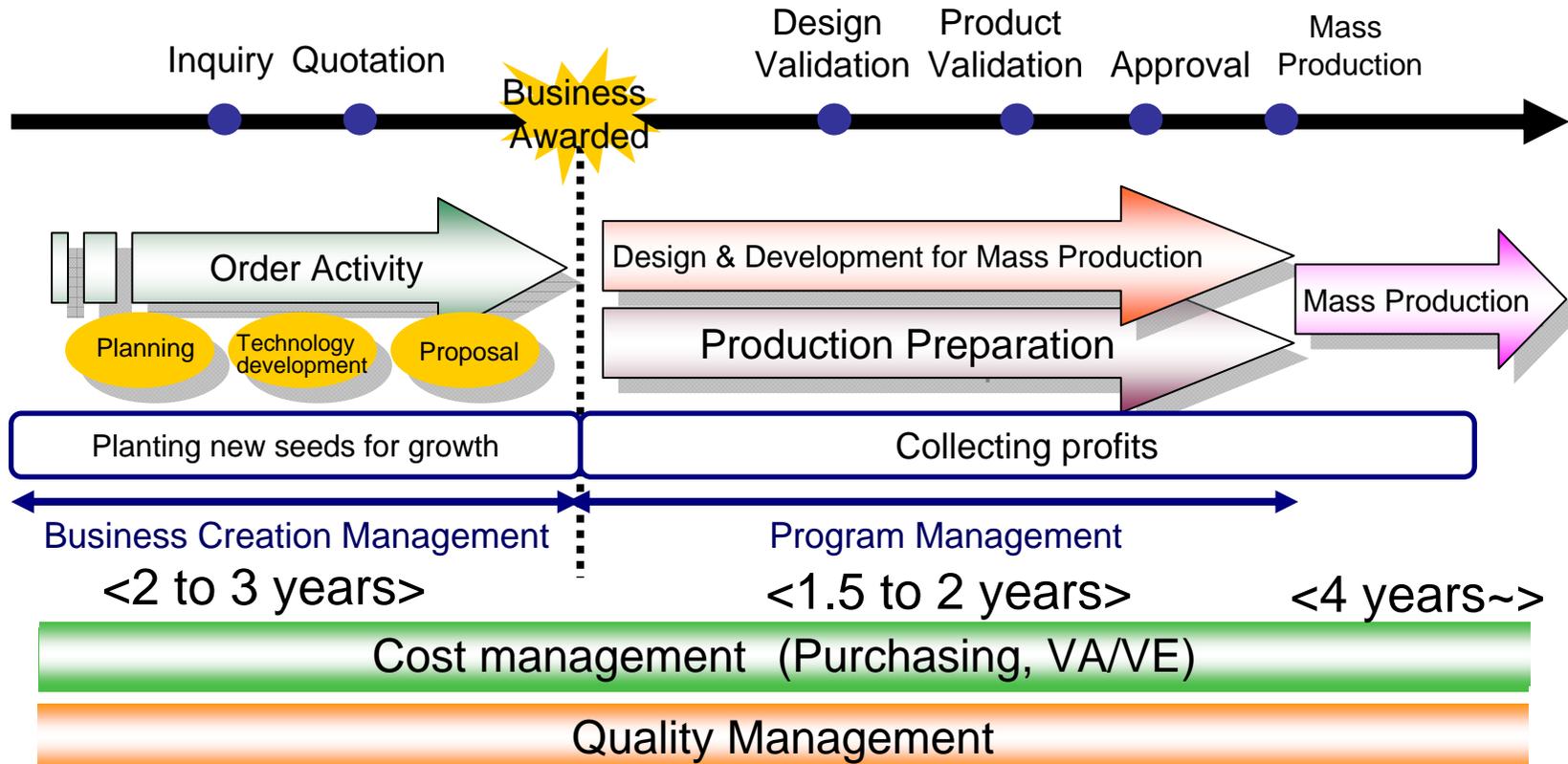
We are promoting autonomous management by geographic area by domestic each function taking their responsibilities/roles and organically connecting each other.





Strengthen Cost Competitiveness

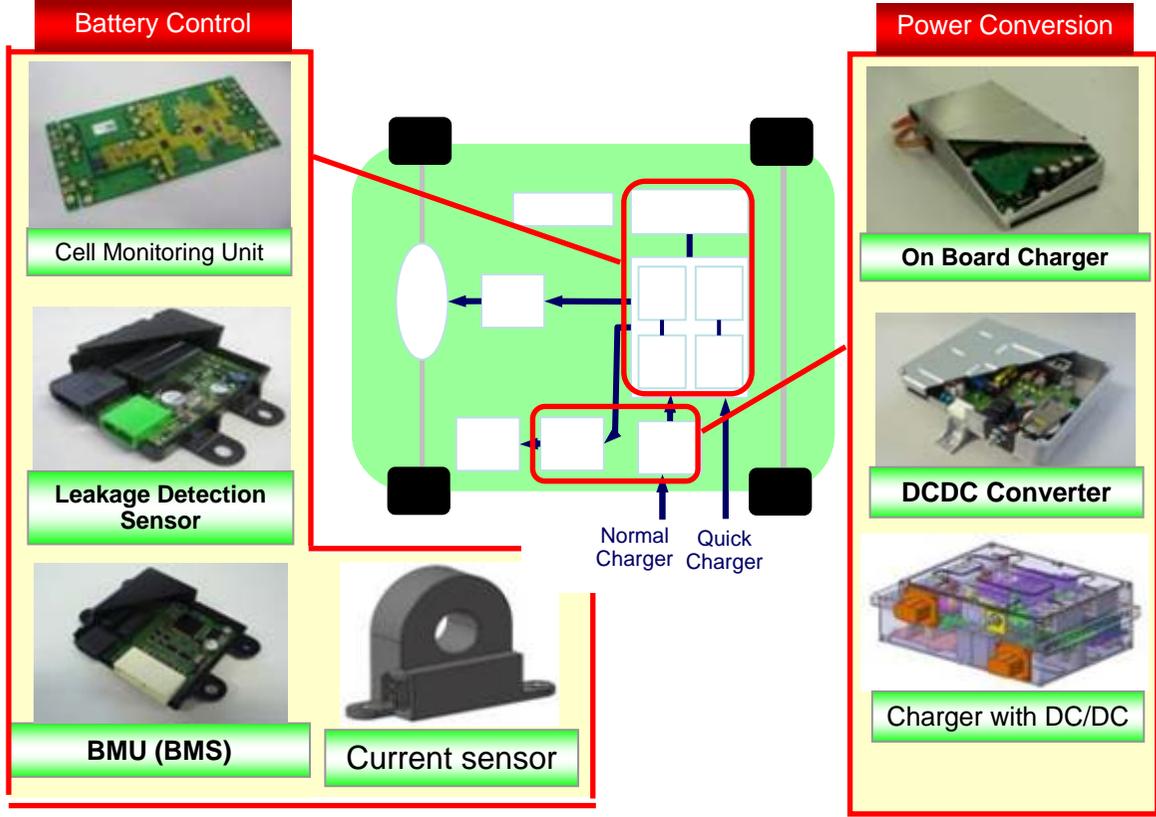
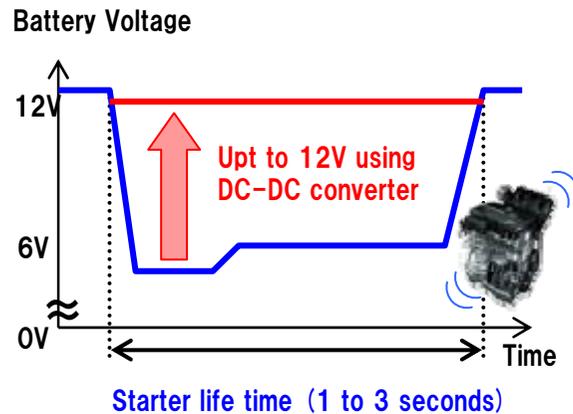
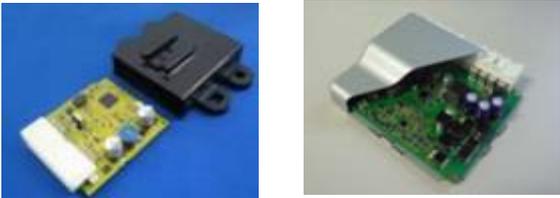
To enhance cost competitiveness, we are promoting company-wide activities in the planning and proposal stages.



Growing Field-Environmental Car Business

We are developing technologies and products of growing fields such as energy-saving and environmental cars.

ECU for idling stop
DC-DC converter



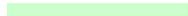
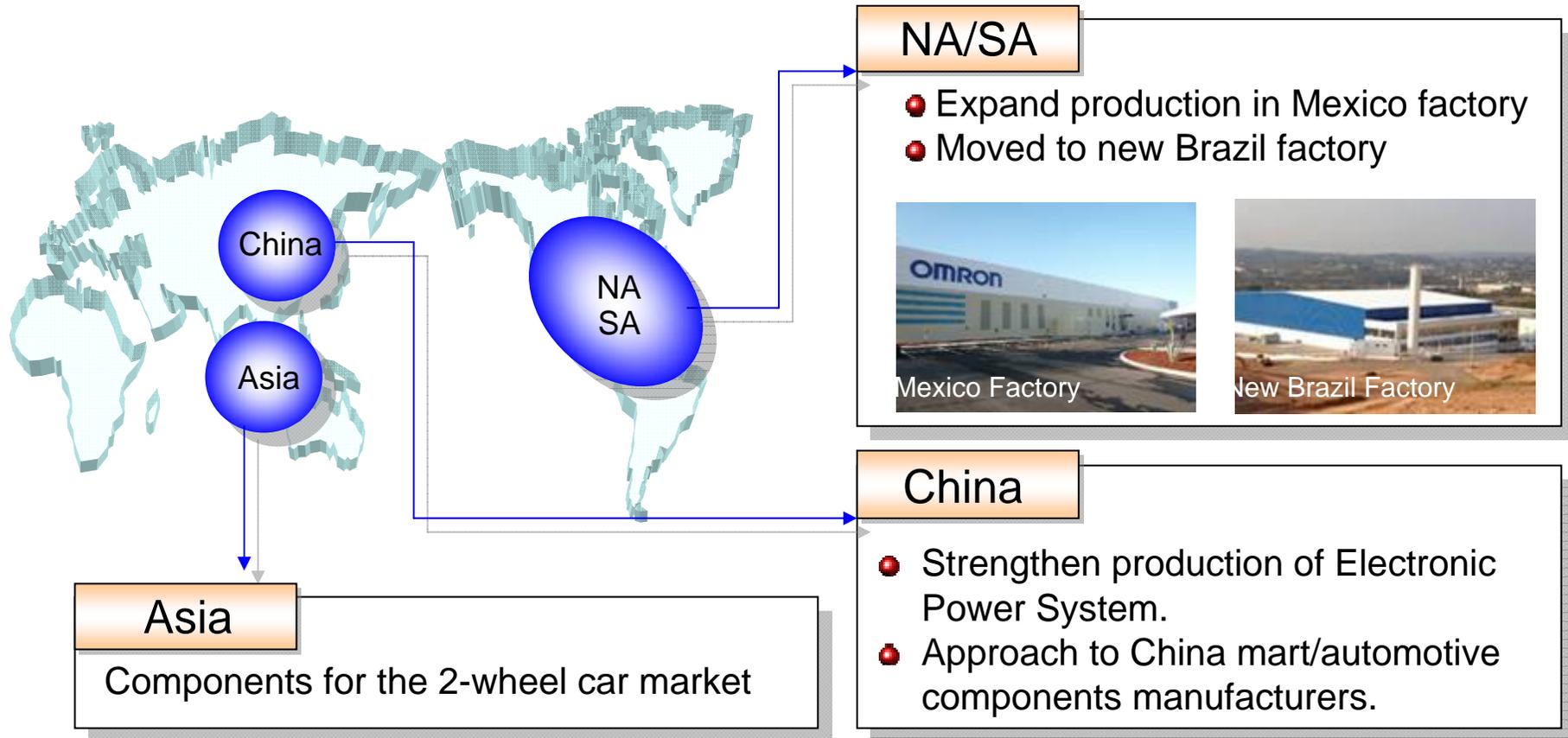
*Electric car: HEV/PHEV/EV/FCEV





Growing Field-Strengthen Local Business

We are executing business strategies which meet the needs of the automotive electronic industry by potential area and building infrastructures to support the execution.





AEC Business VG2020



OAE Vision for FY2020

VG2020 Vision Declaration of “New” Entrepreneurship

Facing the challenges in a motorized society, we create a value of “safety” and “joy” by providing unique solutions with collective strength of Team AEC.

VG2020 (till FY20)

Human and the organization grow through challenges, and keep to enhance competitive advantages

Globe Stage (till FY13)

Actions to improve the level of “Quality” and grow more

FY12 Management Policy of OAE Group

Make platform and apply it globally to improve the level of global operations.





Thank you for your attention.

~Best Matching of Humans and Automobiles~

