



60th
Anniversary

THE NEW VALUE FRONTIER

November 28, 2019

Kyocera IR Day

Hideo Tanimoto
President and Representative Director

KYOCERA Corporation

This is an English translation of the Japanese original. This translation is prepared for the reference and convenience solely for those who do not use Japanese. In the event of any discrepancy between this translation and the Japanese original, the latter shall prevail.

Major Initiatives since FY3/2018

1 Maintain Aggressive Approach to M&A

2 Develop Energy Business

3 Strengthen R&D activities

Maintain Aggressive Approach to M&A

Major M&A activities since FY3/2018

	FY3/2018	FY3/2019	FY3/2020
Industrial & Automotive Components Group Fine ceramic parts ➤ Strengthen production system and product lineup			H.C. Starck Ceramics (Germany / Non-oxide fine ceramic components such as SiSiC*1) Friatec (Germany / Oxide-ceramic components and metallized components) Establishing a joint venture with Ube Industries (Japan: December 2019 (plan) / Ceramic filters for 5G base stations)
Industrial & Automotive Components Group Industrial tools ➤ Expand business field	SENCO (U.S. / Pneumatic tools) Power tool business of Ryobi (Japan)	Van Aerden Group (Netherland / Pneumatic tools)	SouthernCarlson (U.S. / Sales of tools)
Electronic Devices Group AVX Corporation ➤ Expand business in telecom and auto-related market	Automotive sensor business of TT Electronics (UK) Ethertronics (U.S / Small antennas for wireless communications)	Kumatec (Germany / Product automation)	
Document Solutions Group KDC *2 ➤ Create comprehensive services	DataBank (U.S. / ECM, Document BPO)	Alos (Germany / ECM) Janus (Czech Republic and Slovakia / Sales & services)	Huon IT (Australia / ICT)
Life & Environment Group Medical devices ➤ Expand business in U.S.		Renovis (U.S / Spinal products & artificial joint)	

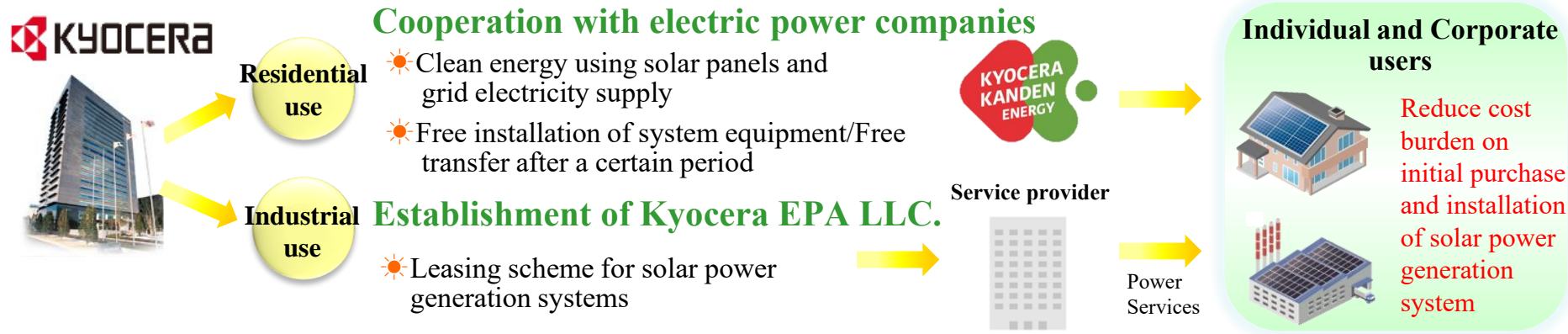
*1Silicon-Infiltrated Silicon Carbide

*2Kyocera Document Solutions Inc.

Develop Energy Business

New business development based on a shift from “selling goods” to “selling services”

New business model that reduces the initial investment burden on users and power service providers
 Taking advantage of Kyocera’s exceptional credibility to develop long-term service businesses



Introduction of new products to the energy self-consumption markets **Increase sales by expanding new product lineups**

Energy storage system for residential use: Enerezza

CY2020~

Power conditioner

Battery unit

Remote controller

Features

- World's first *1 clay type li-ion energy storage system
- High safety, long life, low cost

GOOD DESIGN AWARD 2019

Fuel cell for residential use: Ene Farm Mini

Released in October

Heat source machine

Fuel cell power generation unit

Kitchen remote controller

Bathroom Remote Controller

Features

- World's smallest *2, high power generation performance, environmental contribution and resilience

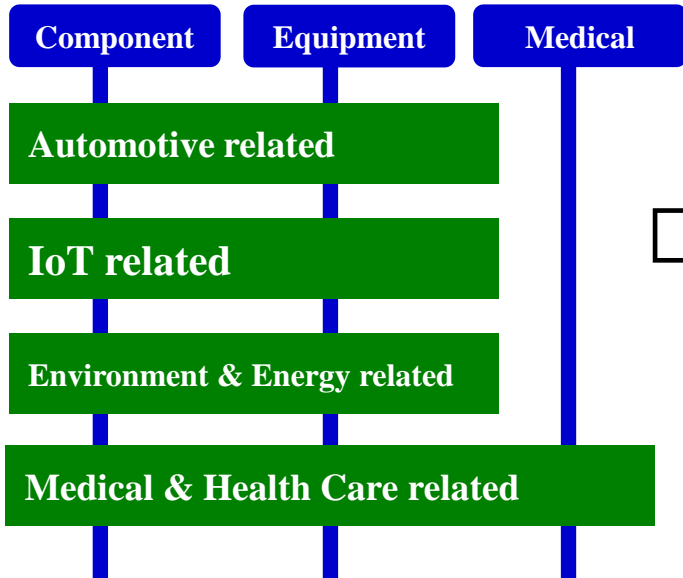
*1 As a type energy storage system. (Kyocera investigation (As of October 2, 2019))
 *2 In stationary household fuel cells (Kyocera investigation (As of October 10, 2019))

Strengthen R&D Activities

Strengthen software development and actively promote open innovation

Create a cross-organization development system for each core theme since FY3/2019

R&D Structure



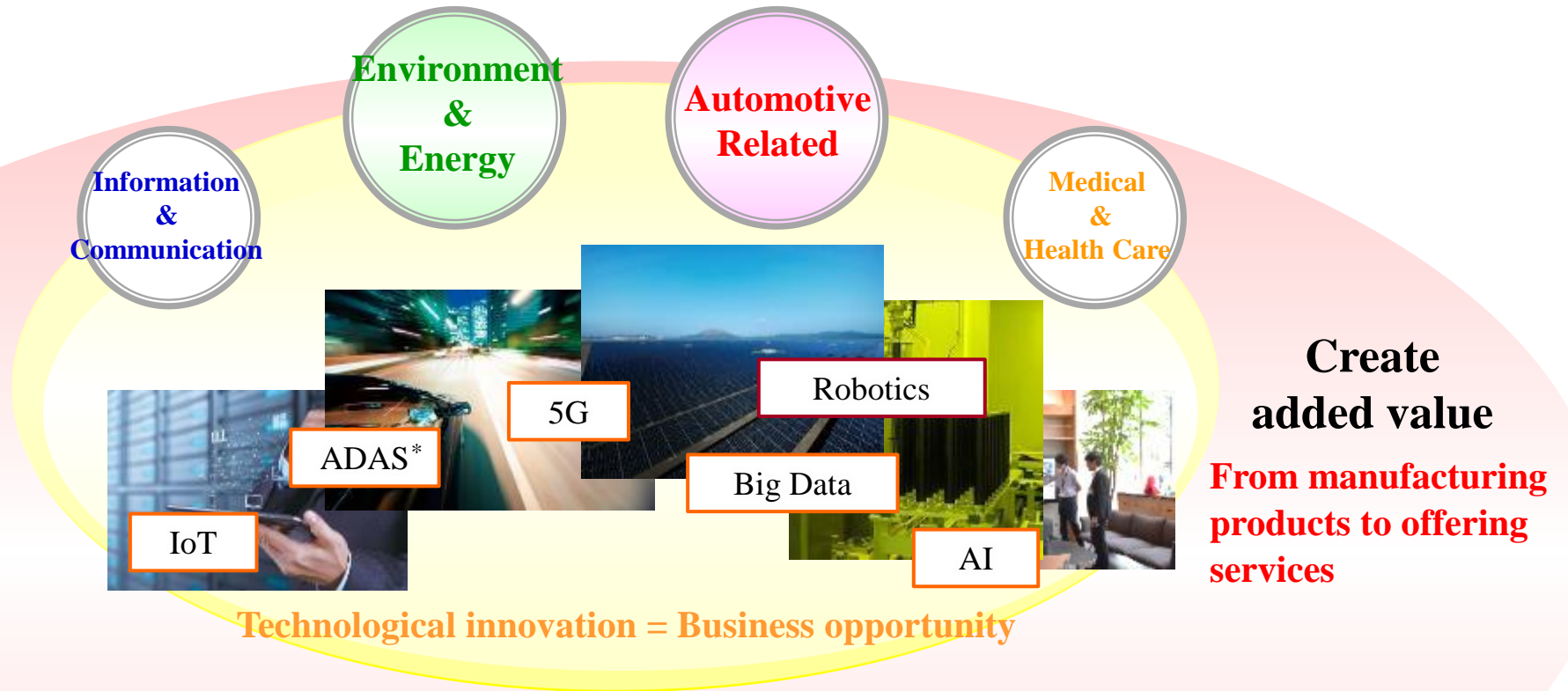
External collaborations



Kyocera's first successful crowdfunding campaign "Possi"

Minatomirai Research Center

Initiatives for Further Growth



Initiatives for business expansion

- 1 **M&A :**
Further strengthen high-profitable businesses
- 2 **Pursuing Synergies:**
Strengthen internal and external collaboration

Initiatives to improve profitability



Double productivity

* ADAS (Advanced Driver Assistance System)

November 28, 2019

Strategy of Energy Business

Ichiro Ikeda
General Manager
Solar Energy Marketing Division,
Corporate Solar Energy Group &
Energy Business Strategy Division,
Corporate Management Promotion Group
KYOCEERA Corporation

1 Business Background

**40-year history of solar energy business
Toward a sustainable society**

2 KYOCERA ENERGY VISION 3.0

**New business development based on a shift
from selling goods to selling services**

3 KYOCERA ENERGY ACTION 2020

**“Enerezza” residential storage battery
“ENE-FARM mini” fuel cell**

Toward a Sustainable Society

KYOCERA ENERGY VISION 3.0

京セラは、技術力でエネルギーを変える。



1975

Established Japan Solar Energy Corp. (JSEC)



1979

Made first shipment (to a microwave communications station in Peru)



1982

Started mass-production of multicrystalline silicon solar cells (world-first)



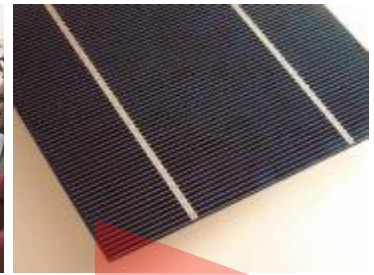
1983

Began contributing to rural electrification



1987

Achieved world's highest solar cell conversion efficiency



Phase 1 Independent power supply

40-plus year history of solar energy business

1991

Produced Japan's first grid-connected solar electric system (Kitami, Hokkaido)



2007

Constructed large-scale solar power plant (13.8MW, Spain)



2013

Constructed Japan's largest solar power plant (70MW) *As of November 1, 2013



2015

Launched floating solar power plant



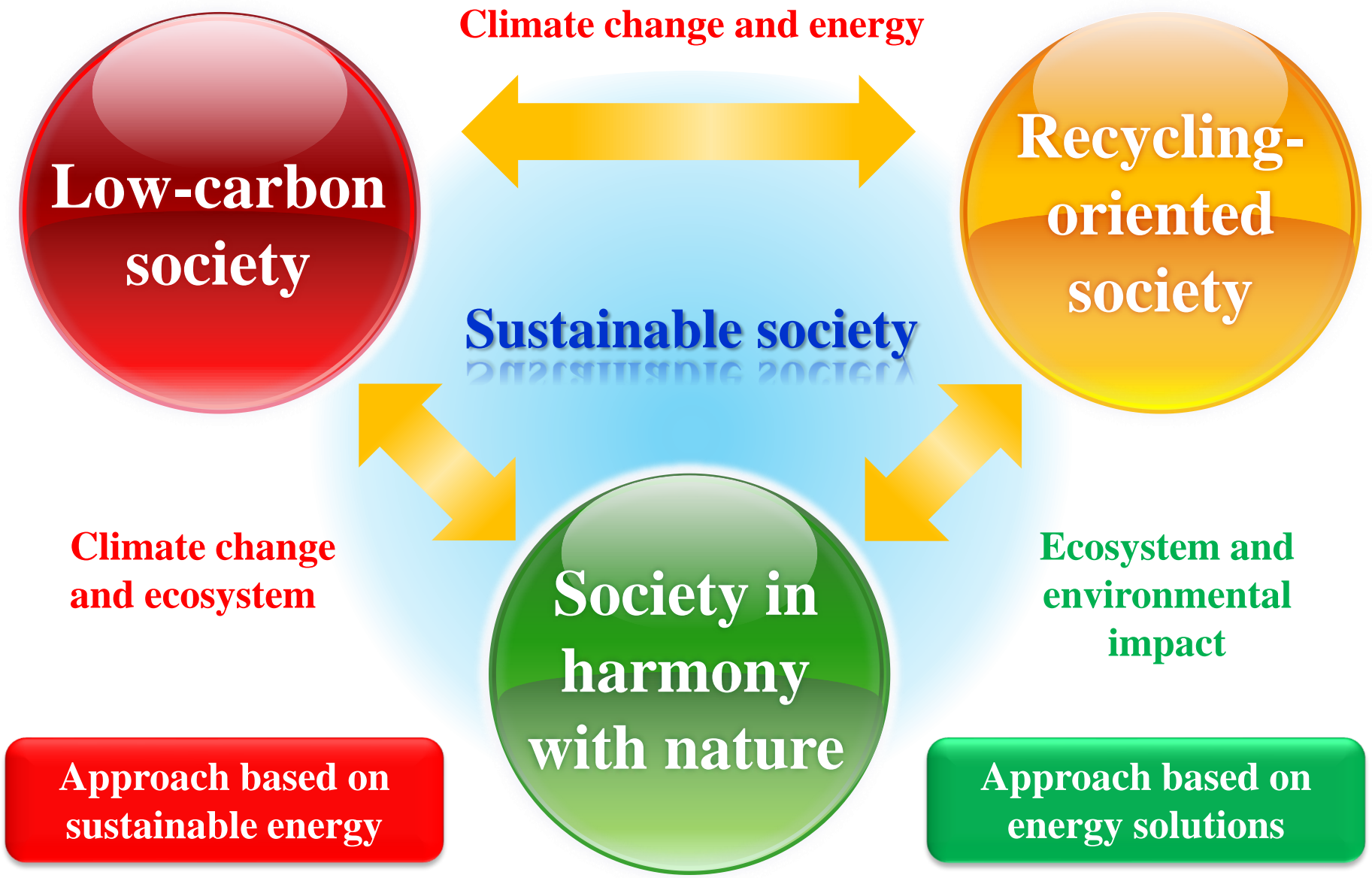
2019

Power services business

“ Vision 3.0 ”

Energy Service

Phase 2 Grid connection → Feed-in tariff (FIT) system



What is a sustainable society?

**Realization of an economic system that
grows and develops sustainably and
is in harmony with the global ecosystem**

Global Realize a low-carbon society

COP21 – Paris Agreement

(framework for climate change)



- Limit average global temperature increase to 2°C and aim for 1.5°C
- Realize zero greenhouse gas emissions in real terms globally by 2060-2080

SDGs – 17 goals for sustainable development



Reduce greenhouse gas emissions by companies/organizations

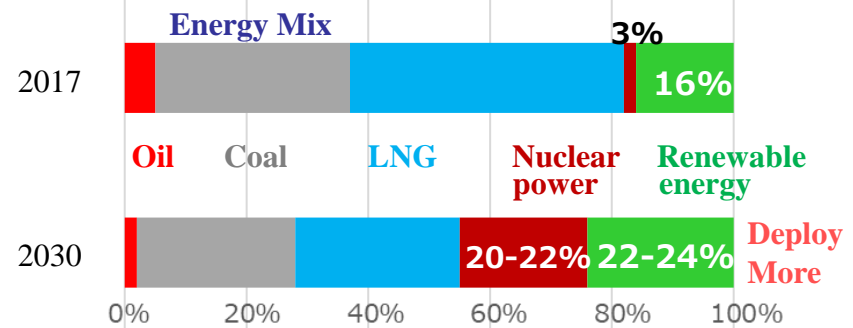
RE100 Companies

(Launched in 2014, currently 206 companies as members)

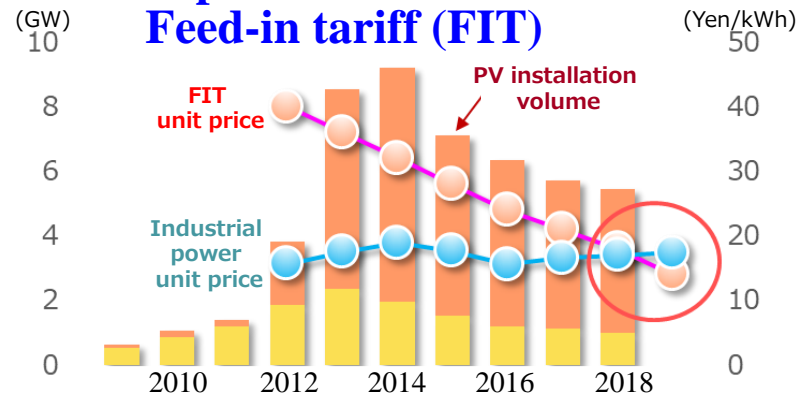


Japan Shift to renewable energy as main power source

2030 energy mix (5th Strategic Energy Plan)



Measure to promote introduction: Feed-in tariff (FIT)



**FIT unit price < Power unit price
⇒ Shift to self consumption of PV power**

• Increasing environmental awareness globally

• Promote introduction of renewable energy



**• Limits to FIT system
• Increased competitiveness for PV power**



Shift to renewable energy (PV) power source
Self-consumption (home/company)
Local production for consumption (regional)

Toward a Sustainable Society

KYOCERA ENERGY VISION 3.0

**New business development
based on a shift from selling goods to selling services**

京セラは、技術力でエネルギーを変える。

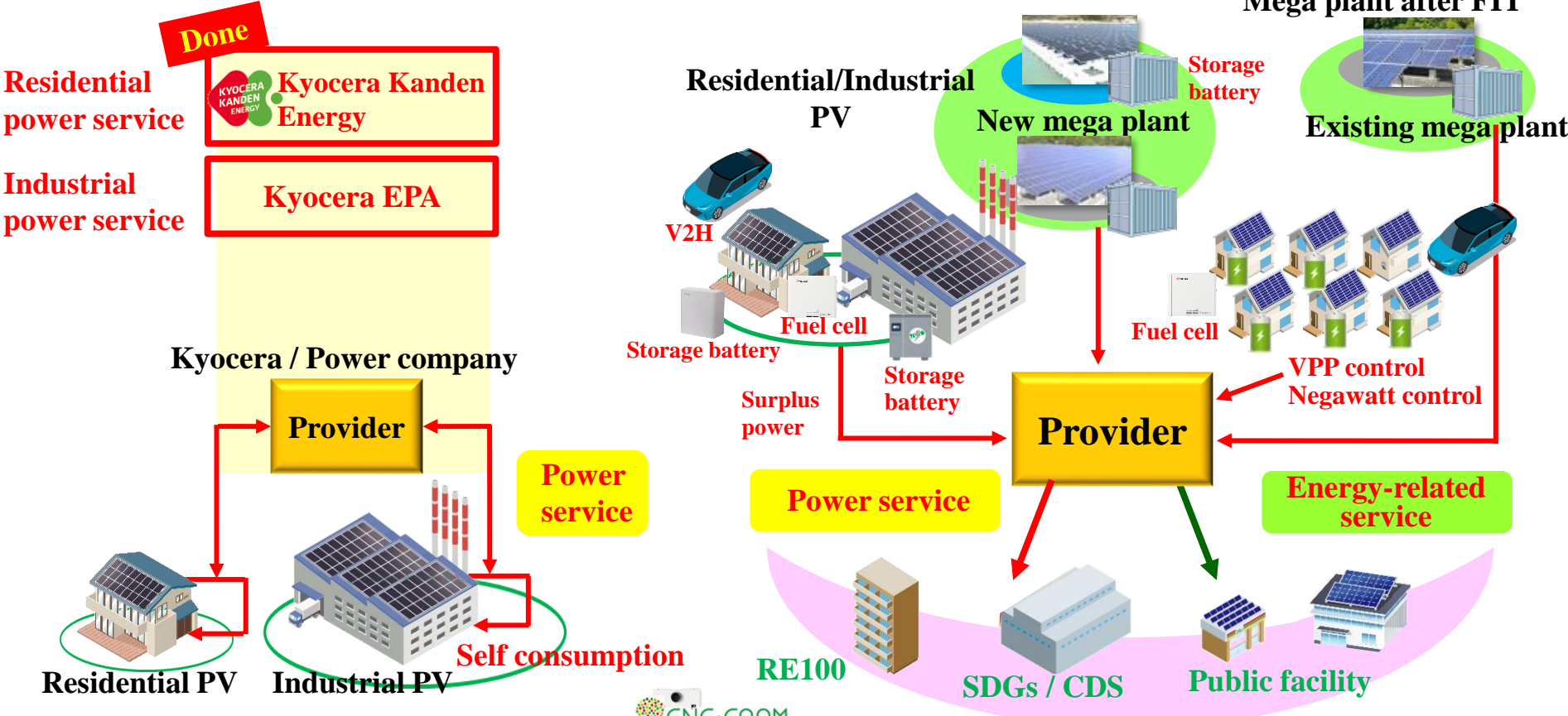


Rooftop PV power supply (self-consumption)

Regional energy optimization
(local production for local consumption)

2033~

Mega plant after FIT



Storage battery/fuel cell development



Mobility/IoT connection

VPP control	P2P power supply
Self consignment	Regional energy management

Kyocera's features

**Long-term reliability/
Long life**



**Long-term
business operation**

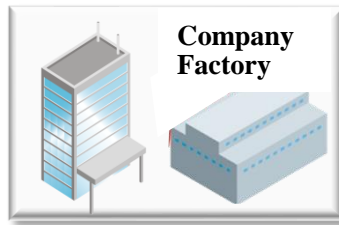
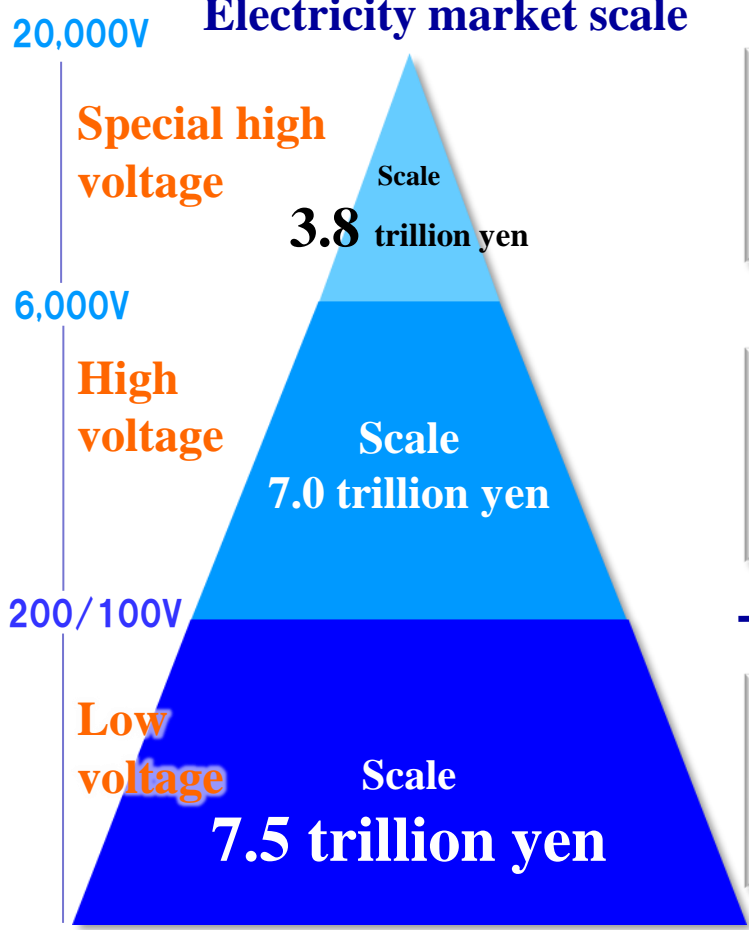


Competitive service pricing

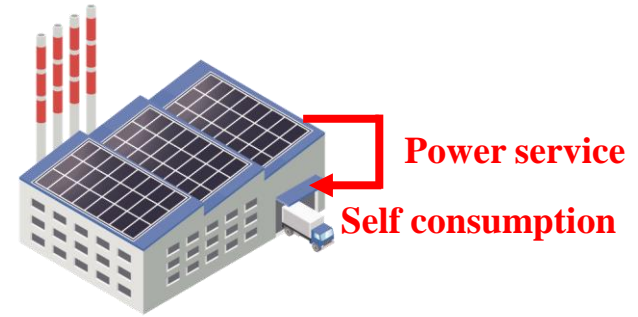
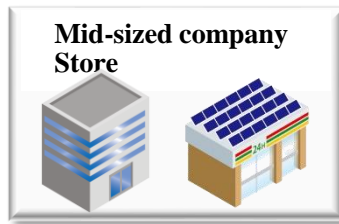
Rooftop PV power supply (self-consumption)

Service started October 2019

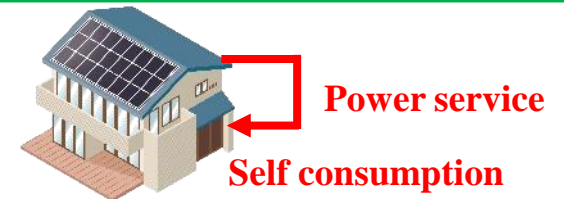
Electricity market scale



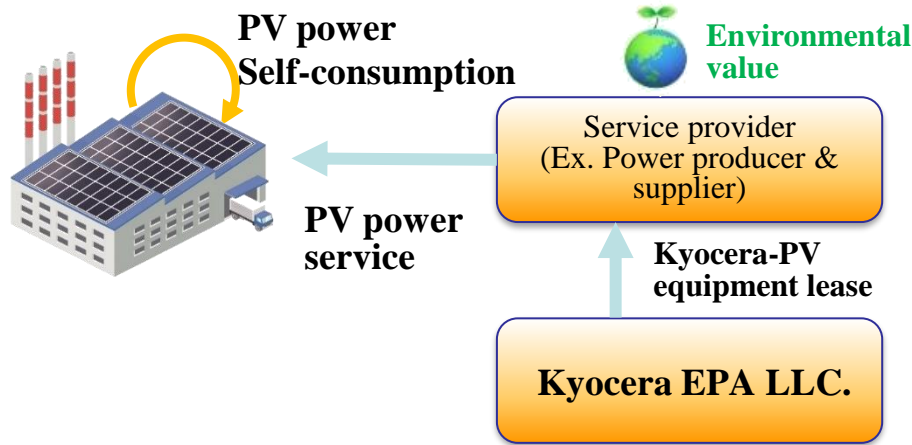
Industry **Kyocera EPA LLC.**



Residential **Kyocera Kanden Energy LLC.**



Industry Kyocera EPA LLC.



Service in which the service provider charges according to the amount of PV power generated for the company

Merits

Company: Install PV system at no initial cost

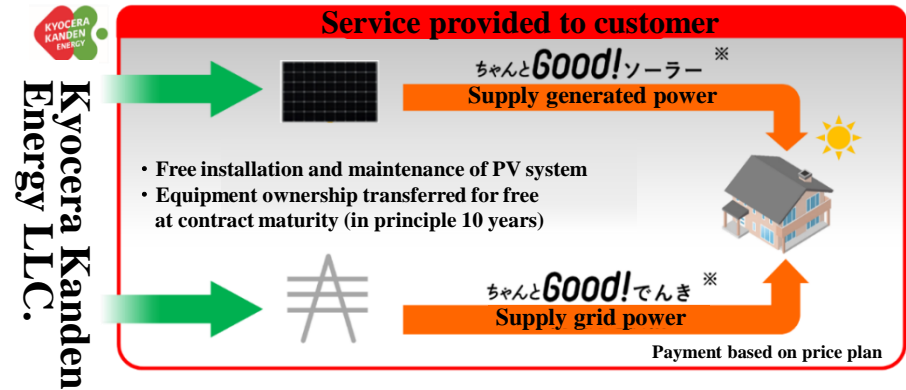
Provider: Long-term transaction with company

Strengths

Scheme built based on recognition of Kyocera's corporate appeal, reliability and product quality

Residential Kyocera Kanden Energy LLC.

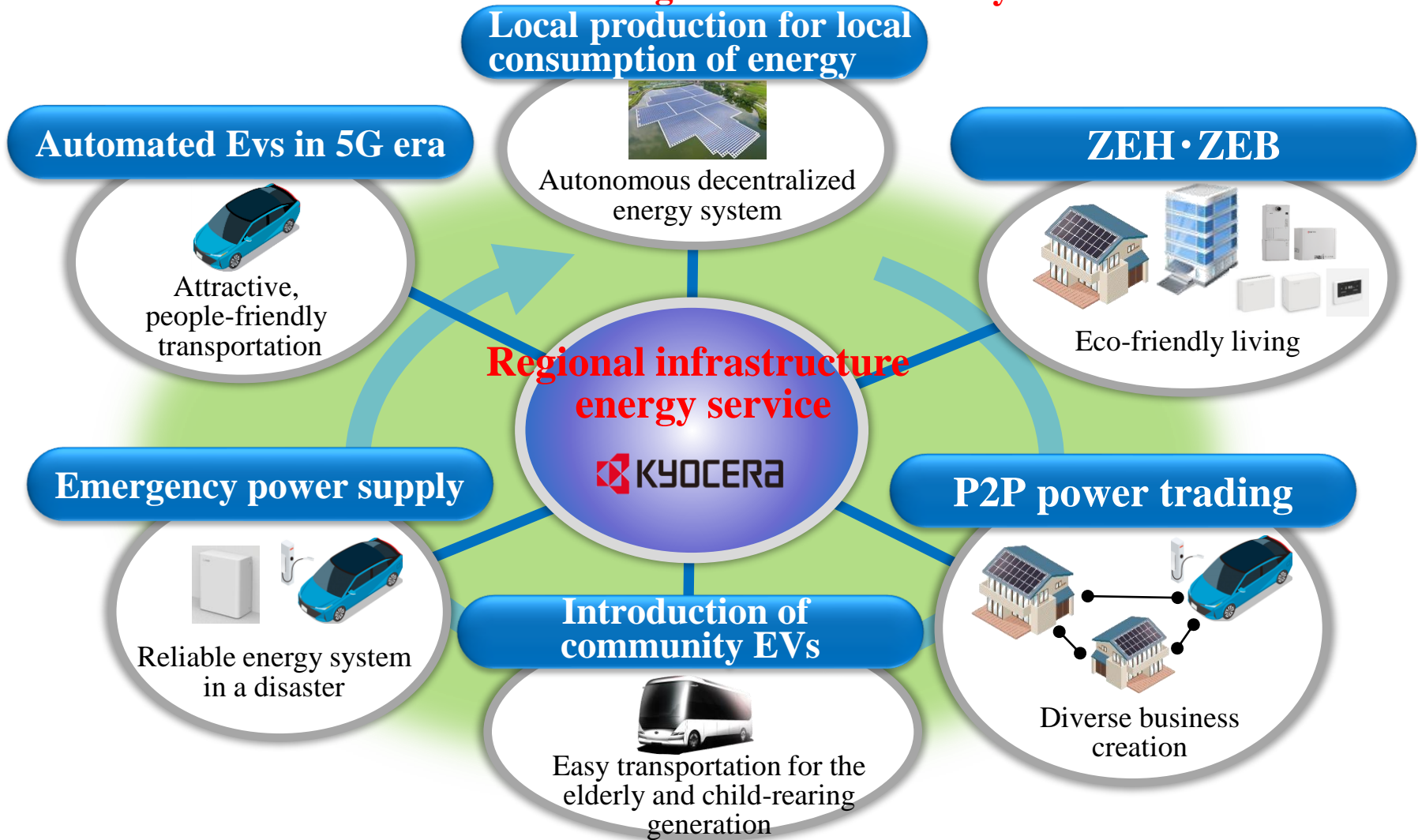
Best choice system



Third-party ownership (TPO) model for PV supplied by Kyocera Kanden Energy LLC.

- (1) **Install PV system at no initial cost**
Equipment ownership **transferred for free to customer** at contract maturity (10 years)
- (2) **Provide power charges that are attractive to customers**
- (3) **Can use power generated by PV system in case of blackout**

Create an independent, decentralized society with a focus on renewable energy aimed at realizing a sustainable society



KYOCERA ENERGY ACTION 2020

Value-added product for residential business
“Enerezza” residential storage battery

Value-added product for condominiums and apartment buildings
“ENE-FARM mini” fuel cell

京セラは、技術力でエネルギーを変える。



Standardization of energy-saving houses based on ZEH a precondition for 2030 energy mix

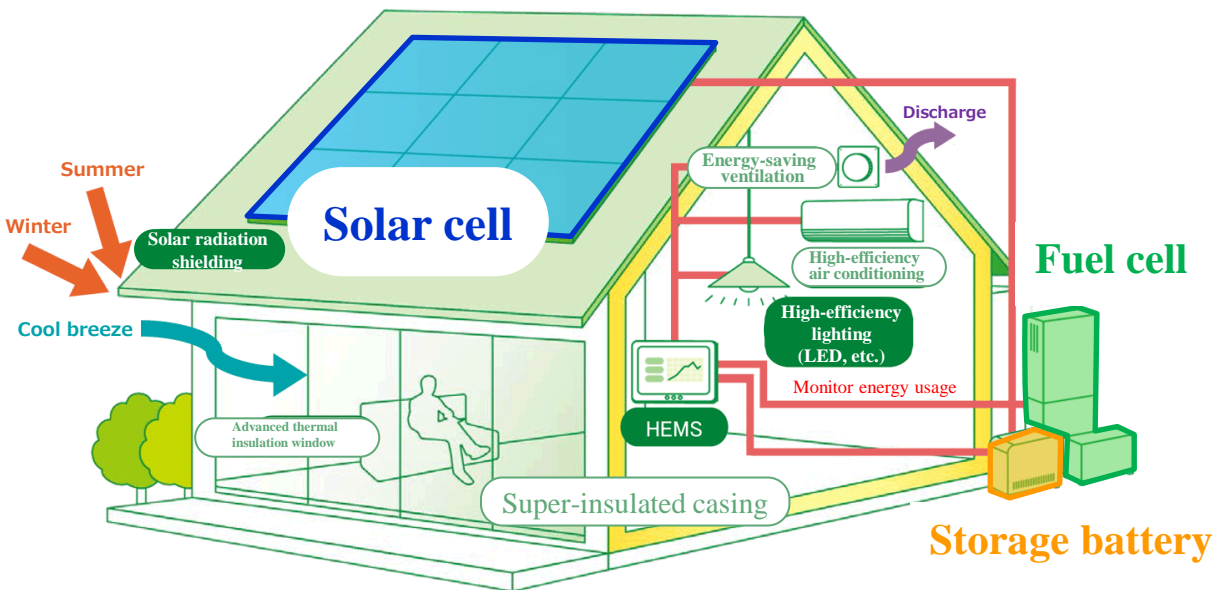
Future image of housing = Evolutionary model with integrated power supply/demand system

Solar cell : PV

Storage battery

Fuel cell

Charge surplus power generated by PV and fuel cell into storage battery



Increased
self-consumption

Alleviation of burden on
power grid

More eco-friendly home
(expanded use of PV power)

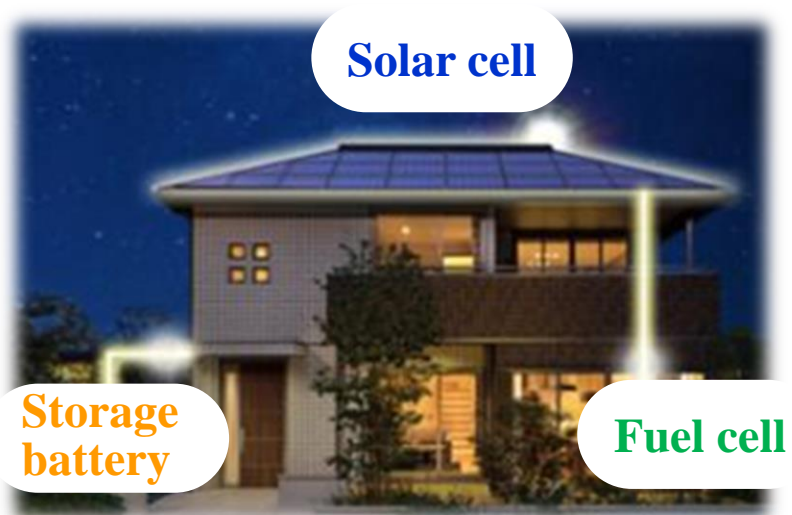
*Kyocera processing with reference to JPEA PV OUTLOOK 2050

Standardization of energy-saving houses based on ZEH a precondition for 2030 energy mix

Future image of housing = Evolutionary model with integrated power supply/demand system



In an emergency (blackout)



**Resilience
(safety, security)**

**Secure power both
day and night**

**Day: PV + fuel cell power generation
+ storage battery charge**

**Night: Fuel cell power generation
+ storage battery discharge**

Standardization

- ◆ Shift to zero-energy house (ZEH)
- ◆ PV system connected to storage battery/EV
- ◆ Surplus power used to balance grid supply/demand
- ◆ More community resilience in a blackout

*Kyocera processing with reference to JPEA PV OUTLOOK 2050

World's first* clay-type lithium-ion energy storage system

New residential power storage system

Product name:



System configuration:



GOOD DESIGN AWARD 2019



Production plan:

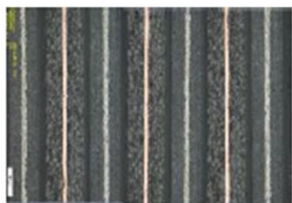
	Pilot line	Mass production line
Production start	From January 2020	After October 2020
Location	Osaka Daito Office	Shiga Yasu Plant
Scale	Small quantity	Approx. 20,000 units/year

*Kyocera research (As of October 2, 2019), for clay-type energy storage systems.

Clay-type lithium-ion energy storage system

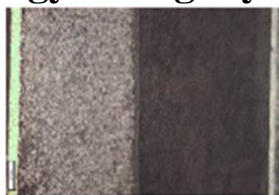
Comparison with clay-type energy storage system

<Conventional energy storage system>

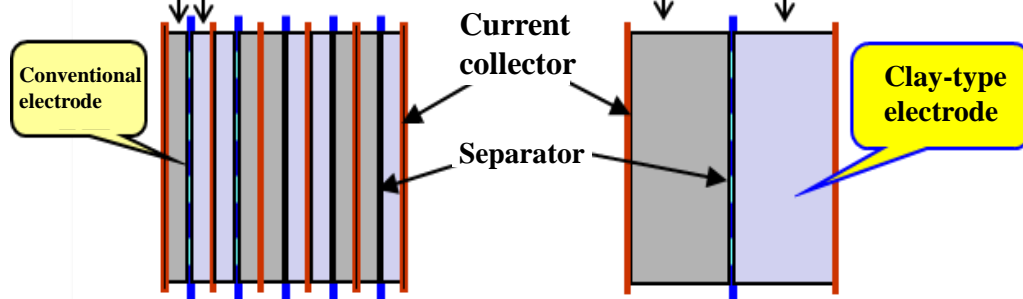


Electrode thickness : 50~120μm

<Clay-type energy storage system>



Electrode thickness : 300~400μm



Current-collecting foil: 6
Separator: 5
With binder

Current-collecting foil: 2
Separator: 1
Without binder

**Material costs
Down approx. 30%**

Features

(1) Advanced safety

- Clay-type electrode
- Unit cell structure
- Lithium iron phosphate used for positive electrode

(2) Long life

- Electrolyte design
- Designed specifically for residential use

(3) Low cost

- Material costs down 30%
- Minimal processing cost/capital investment

Clay-type energy storage system's compatibility with PV system and independent operation in an emergency

Solar power generation



Inverter



Existing PV system following end of FIT




Enerezza Inverter




- Mono-function power converter for storage battery**
- ⇒ Can use existing PV system as is
- Functionally linked with PV power converter**
- ⇒ Maximize self-consumption in green mode
- ⇒ Reliable during prolonged blackout with independent operation of PV system

Continue to supply the necessary power in a blackout with its large capacity of up to 15kWh


Appliances that can be used (examples)




Fridge
120W



TV
65W




Mobile charging
20W




LED light
50W

Can use for up to **47** hours continuously at around **255W**
※in case of 15kWh system



Rice cooker
1,400W



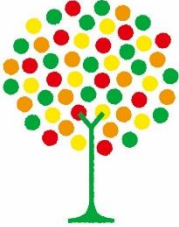
Electric kettle
1,200W

- Charging is possible using the independent operation functionality of the PV system
- Can secure continuous stable power supply without momentary stops even with weather fluctuations in the daytime
- Automatically starts to supply power to a specific load

If the total output is less than 2kVA, it is possible to cook rice or boil water even during a blackout. The anxiety of the meal at the time of blackout is also relieved.

“ENE-FARM mini” residential 400W SOFC system

World’s smallest* residential fuel cell

Product name :  **ENE·FARM**
mini

Launched October 30



*In stationary fuel cell cogeneration systems for residential use (As of October 2019, Kyocera research)

Sales, development and production system



*Joint development between 3 companies

▶ Marketing / Sales

Tokyo Gas



▶ Cell stack / system development

Kyocera



▶ Fuel cell unit design / production

Dainichi Co., Ltd.



▶ Control of heat source equipment/ hot water in SOFC system

Purpose Co., Ltd.



Product composition



Thermoelectric generator



Fuel cell unit



Kitchen remote control



Bathroom remote control

Features

(1) World's smallest size*1

Can be installed in limited space/condominiums

(2) Advanced power generation performance

World-class power generation efficiency 47%*2

(3) Eco-friendly

(4) Resilience

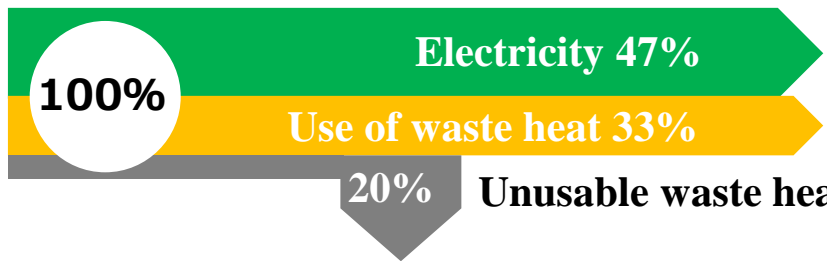
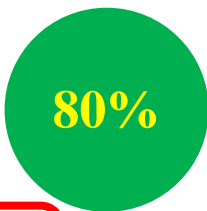
*1 In stationary fuel cell cogeneration systems for residential use (As of October 2019, Kyocera research)

*2 At rated power generation, Lower Heating Value (LHV) standard; In stationary fuel cell cogeneration systems for residential use with rated output under 1kW (As of October 2019, Kyocera research)

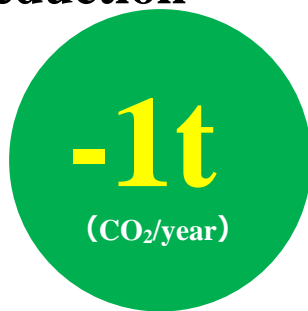
Eco-friendly

Power generation via
ENE-FARM mini

Primary energy use efficiency



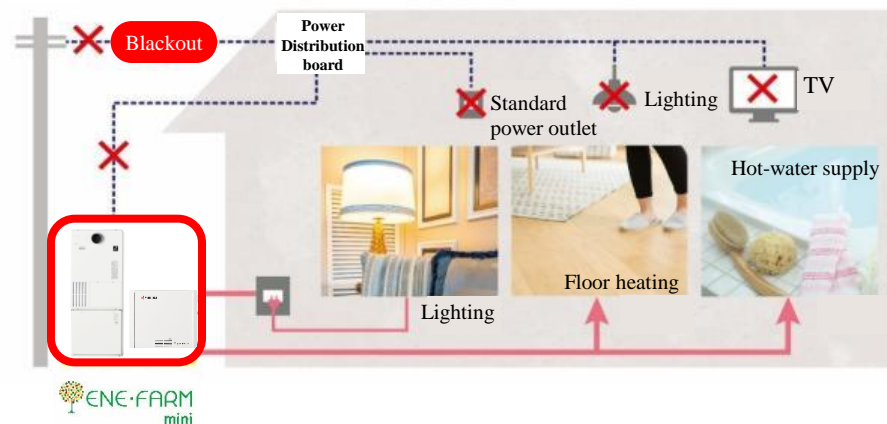
Contributes to CO₂ reduction



Resilience

Can use for heating and hot water*

*ENE-FARM mini will also stop when the gas supply stops.
Hot water cannot be used when water is shut off.



Electricity is supplied from a dedicated power outlet during a blackout

Fill a hot bath 190W	Charge a smartphone or mobile phone 20W	LCD TV (32-inch) 65W
--------------------------------	---	--------------------------------

Toward a Sustainable Society

“KYOCERA ENERGY VISION 3.0”

**New business development based on a shift
from selling goods to selling services**

“KYOCERA ENERGY ACTION 2020”

“Enerezza” residential storage battery

“ENE-FARM mini” fuel cell

京セラは、技術力でエネルギーを変える。



November 28, 2019

Strategy of Mobility Business

Yasuhiro Satake
Senior Manager
Mobility Business Strategy Department
Mobility Business Strategy Division
Corporate Management Promotion Group
KYOCERA Corporation

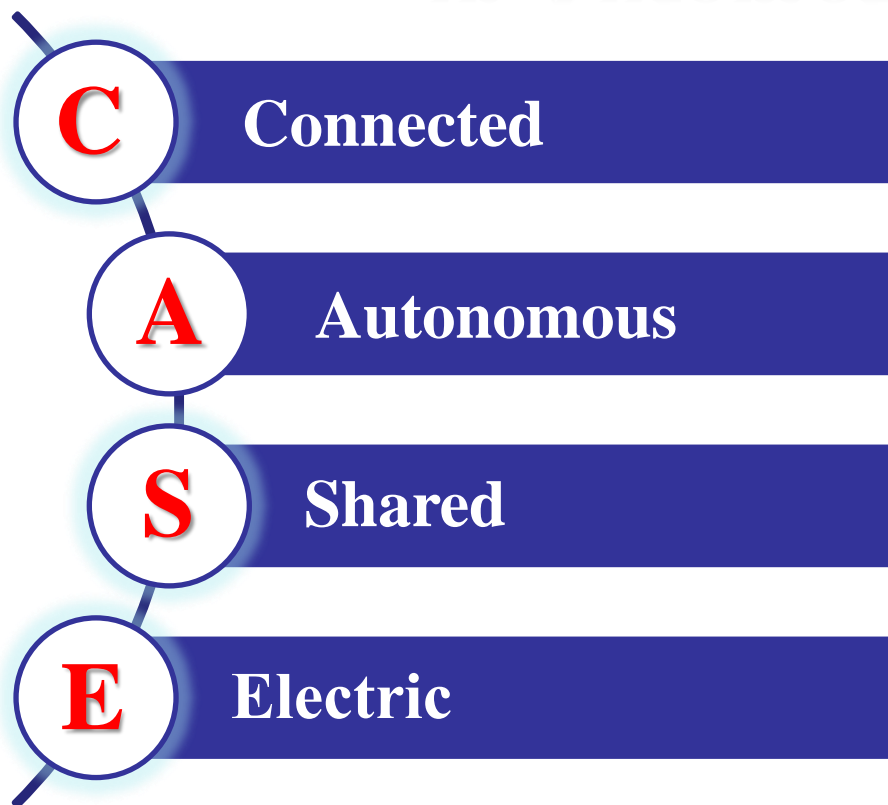
1 Environment surrounding Mobility

2 Kyocera's Mobility-related Businesses

3 Toward Resolution of Social Issues

Once-in-a-century Revolution in Automotive Industry

IN A CENTURY AG TRENDS



Once every 20 years Revolution in Mobile Networks

1980~
2000

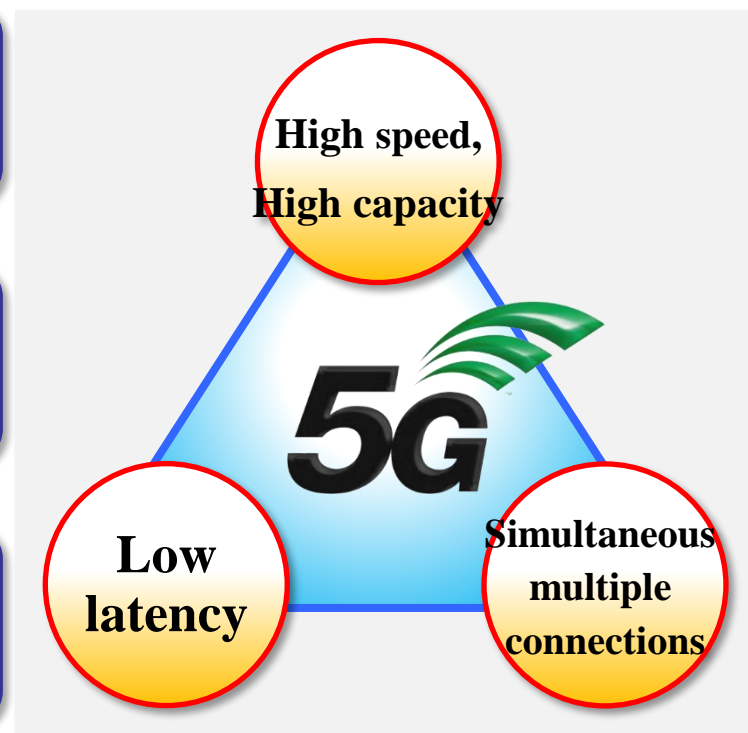
- Advent and proliferation of mobile phones
- Shift from 1G (Analog) to 2G (Digital)

2000~
2020

- Spread of mobile internet and smartphones
- Shift from 3G (W-CDMA) to 4G (LTE)

2020~

- High reliability to resolve social issues
- 5G can also be used as a private network



5G can be used to resolve social issues related to mobility

Toward a Sustainable Society, Everyone can move cleanly, freely and safely



**Chronic
Traffic Congestion**



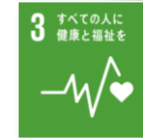
Optimization of
traffic using ICT*

**Inadequate Public
Transportation for
Vulnerable Citizens**



Transportation system
ensuring freedom of
movement

**Increase in Fatalities
caused by
Traffic Accidents**



Securing a safe
transportation system

1 Environment surrounding Mobility

2 Kyocera's Mobility-related Businesses

3 Toward Resolution of Social Issues

Contributing to Environmental, Informational and Safety aspects of Automobiles

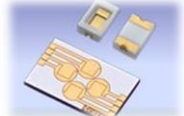
Product lineup that contributes to energy conservation through improved fuel efficiency



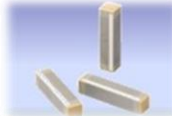
Glow plug



Power modules



LED package



Piezo stack

Extensive lineup from telematics modules to display devices



Telematics modules



Cluster LCD



HUD LCD



Mirror display

Environment

Information

Safety

Wide range of products such as surround view cameras, millimeter-wave substrates

Under development



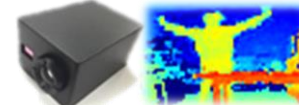
Camera modules



Millimeter-wave substrate



Stereo camera

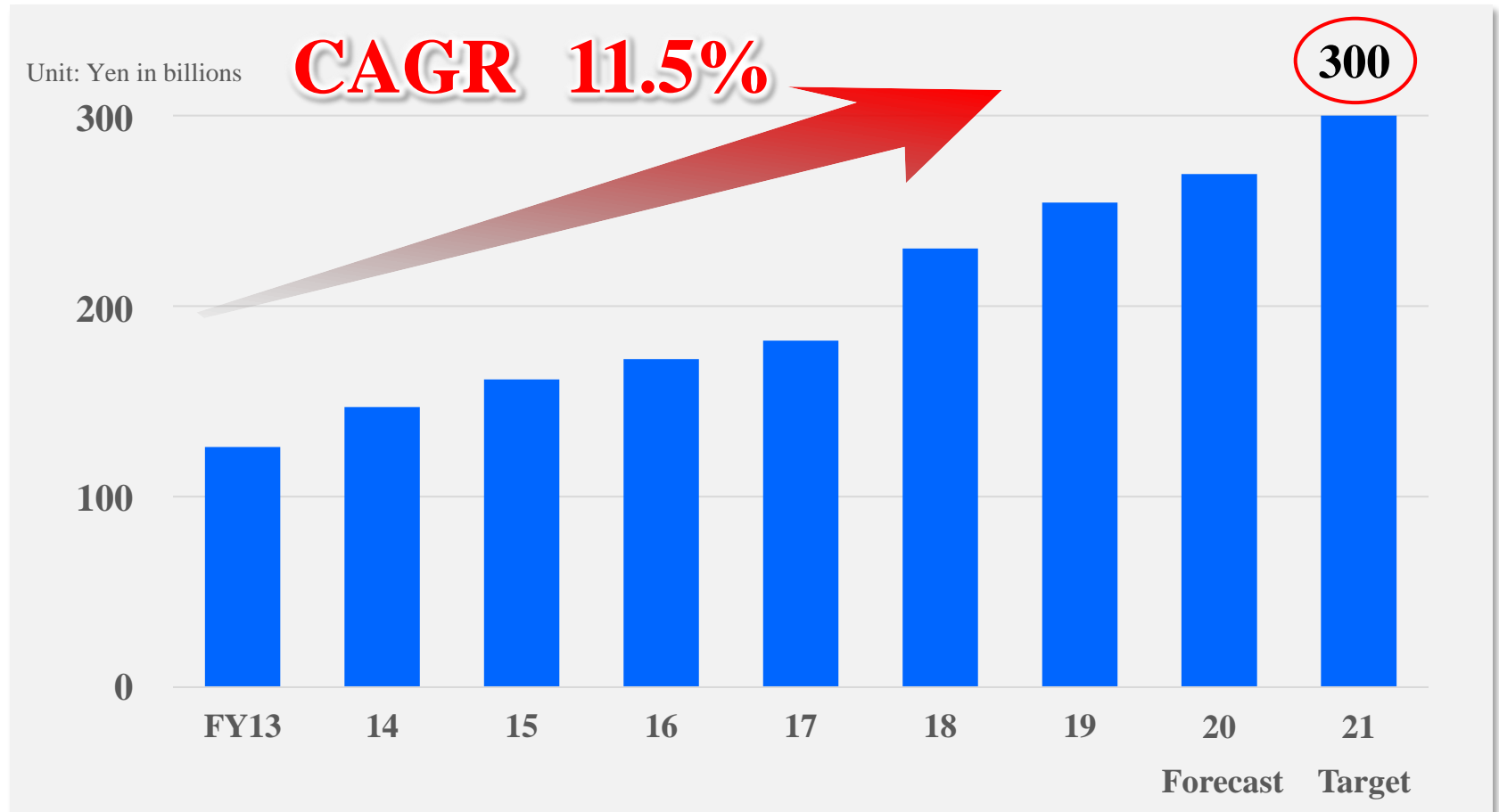


Camera - LiDAR

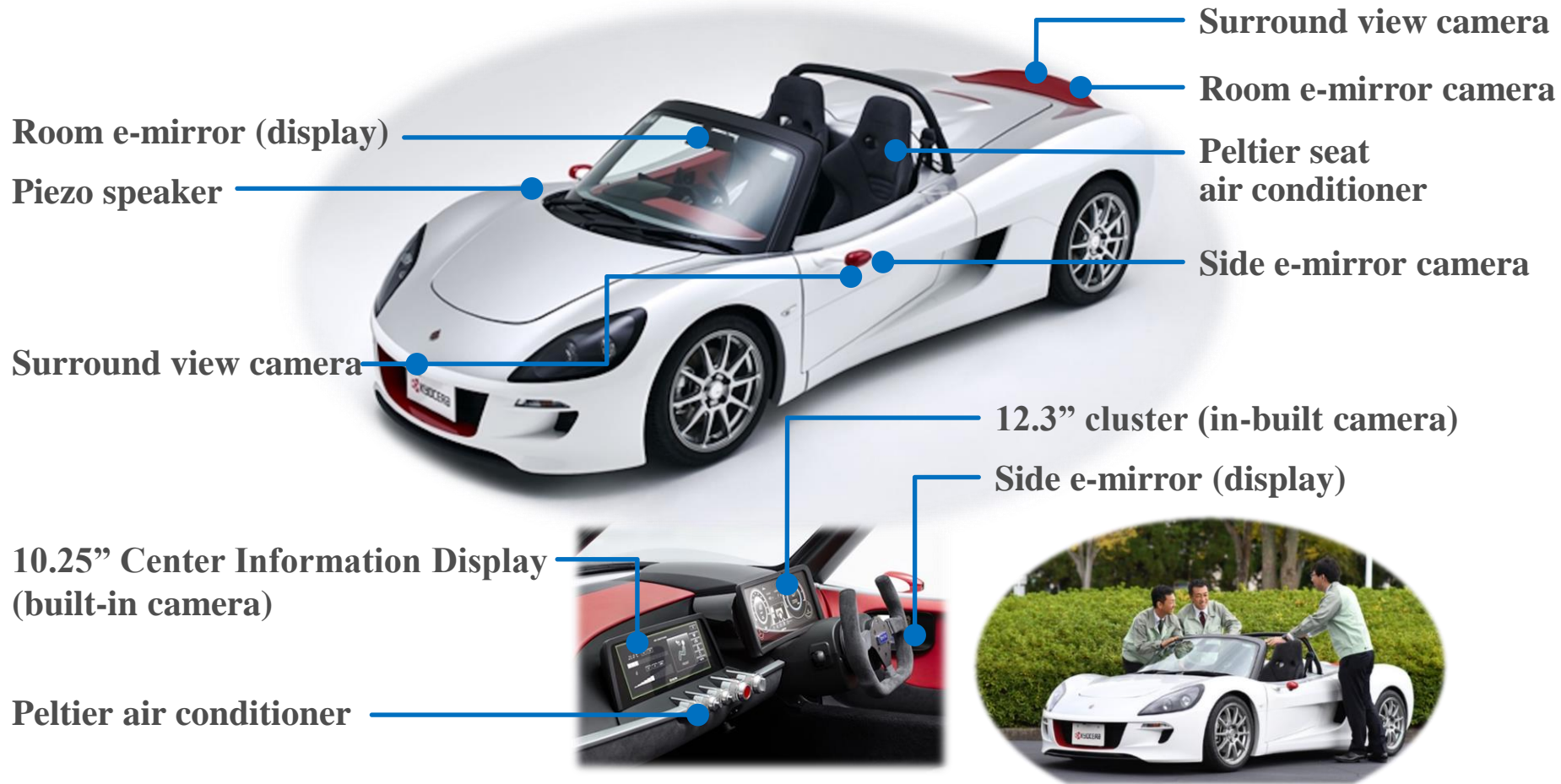


FIR camera

Steady Growth aiming for 300 billion yen



Advanced Devices installed in Tommykaira (GLM)

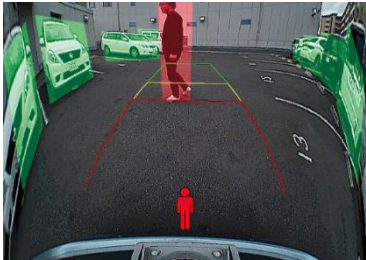


Exhibited at Automotive Engineering Exposition Yokohama 2018 and CEATEC 2018

AI recognition camera



- AI is built into automotive cameras to realize advanced recognition



Object detection



Free-space detection

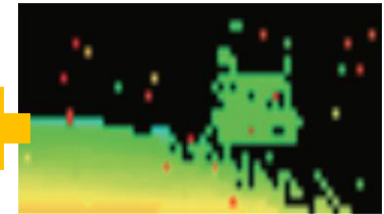
Camera-LiDAR



- Uniform optical axis between camera and LiDAR through unique optical system
- Realizes fusion sensing



Camera image



LiDAR image

FIR camera



- Stable object recognition not affected by light source



CMOS camera image



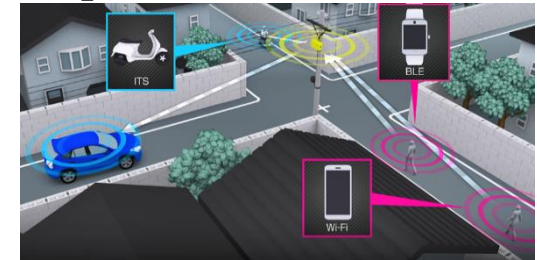
FIR camera image

V2I Roadside unit

- Enables communication with various devices through stable wireless communication and supporting multi-protocol



Roadside unit



Reduces accidents through cooperative control

Exhibited at CEATEC 2019

1 Environment surrounding Mobility

2 Kyocera's Mobility-related Businesses

3 Toward Resolution of Social Issues

Major Social Issue of Maintaining Local Public Transport

Depopulation

Aging
population

Driver
shortage

Natural
disasters



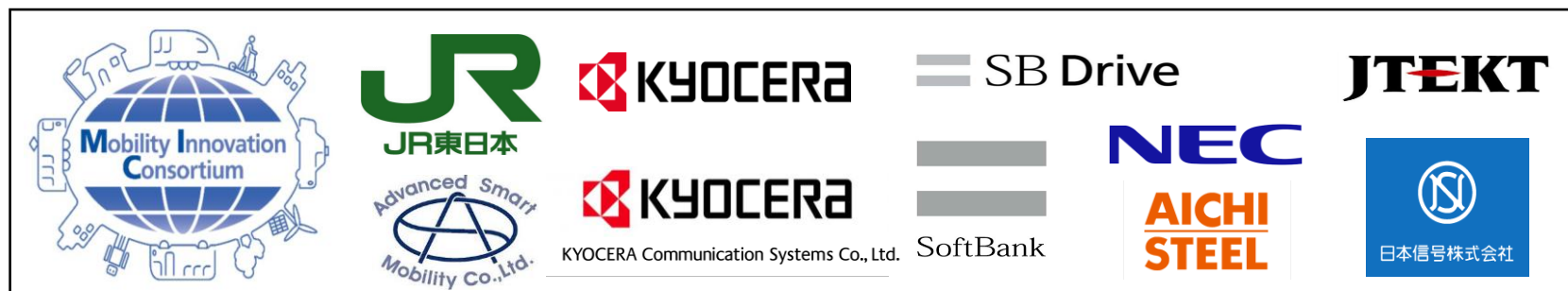
- **Railway lines were damaged by the Great East Japan Earthquake**
- **Railroads were paved over and converted into roads for use with a Bus Rapid Transit (BRT) system**
- **Introducing Autonomous Driving Technology is essential to maintain Public Transport in depopulated areas**



BRT: Bus Rapid Transit

Promoting a Demonstration Experiment through Open Innovation

Autonomous Driving Technology has been tested by Mobility Innovation Consortium



FY2019 Demonstration Test



Autonomous Driving Bus



Roadside unit



JR East "Ofunato line"

Autonomous BUS Driving Technology Test for BRT Line

Press release on November 8, 2019

Support Autonomous Driving with Kyocera's Wireless network and Sensing technology

Experiment on more closely actual operation with a large autonomous bus



- **Automation Level 2 equivalent**
Final target : Level 4
(wireless control)
- **Maximum speed: 60km/h**
(assumed speed in actual operation)
- **Line length: 4.8km**
(assumed area in actual operation)

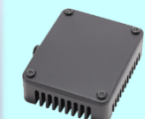
**Control over wireless NW,
Obstacle detection using
millimeter-wave technology**

iITS
CONNECT

lte
Advanced
Pro



Roadside unit



**Millimeter
-wave
sensor**



Wi-Fi
Private
wireless
network

**Create a private wireless
network using multi-hop
technology**

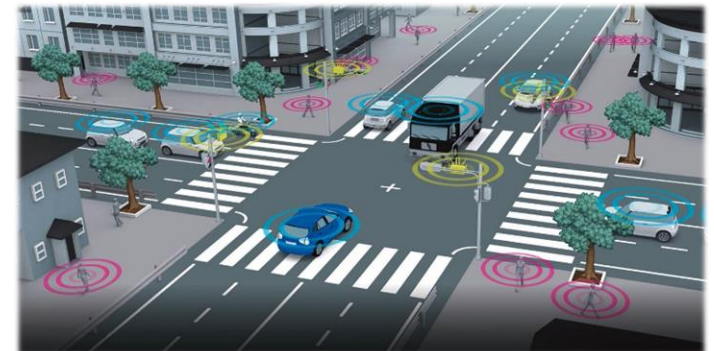


Kesennuma BRT

Increase in Traffic Accidents involving Vulnerable Citizens



- Limited with only Autonomous control via In-vehicle sensors
- Essential to have a Cooperative infrastructure system that also uses Unforeseen information
- Need to install Smart Roadside units to enable Cooperative control using Signal and Dynamic information



Cooperative control at an intersection with traffic signals

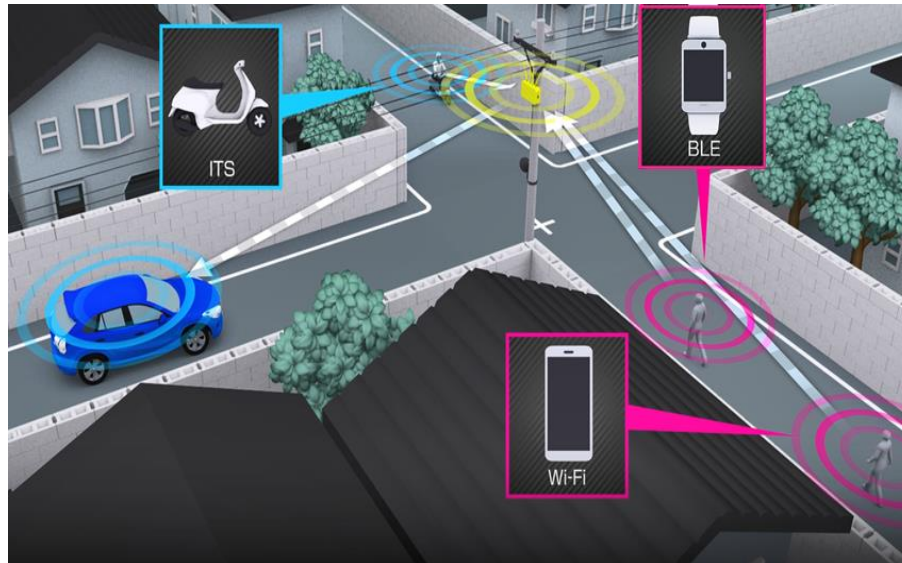
Support Autonomous Driving and Safe Driving through Cooperative Control

Collect/Distribute Dynamic Information around Roadside units

(location information of pedestrians/automobiles, etc.)



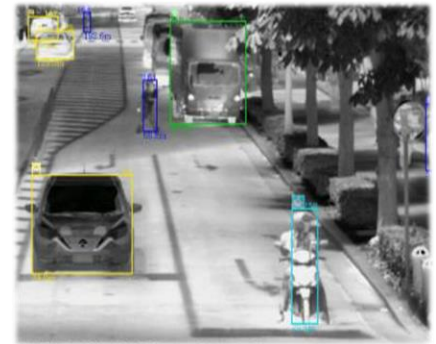
Roadside unit



Cooperative control at an intersection without traffic signals



FIR camera



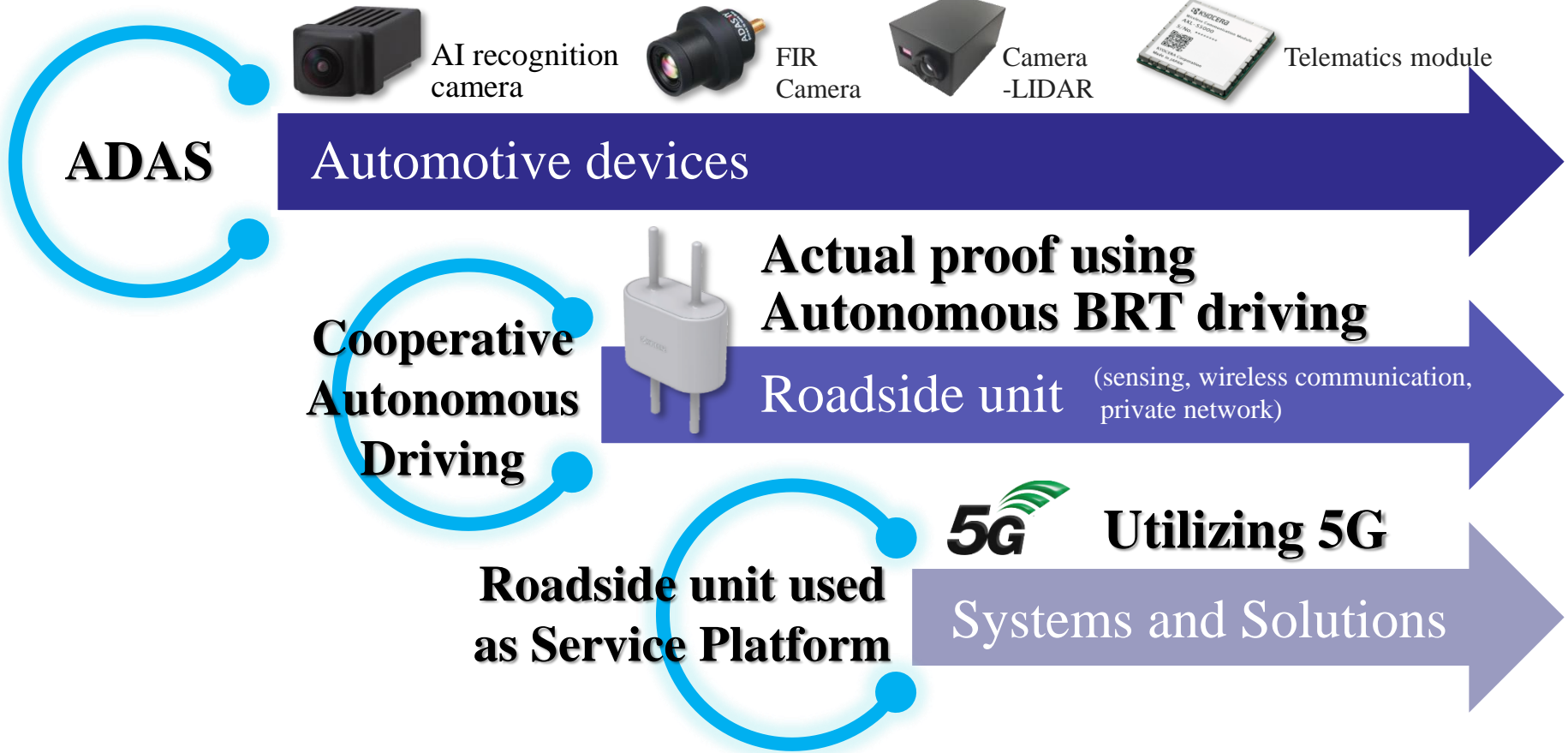
FIR camera image



Multi-protocol support

Contributing to the Resolution of Social Issues related to Mobility

2021年12月22日 16:58:00 第10回 招待講演



Cautionary Statements with respect to Forward-Looking Statements

Certain of the statements made in this document are forward-looking statements, which are based on our current assumptions and beliefs in light of the information currently available to us. These forward-looking statements involve known and unknown risks, uncertainties and other factors. Such risks, uncertainties and other factors include, but are not limited to the following:

- (1) General conditions in the Japanese or global economy;
- (2) Unexpected changes in economic, political and legal conditions in countries where we operate;
- (3) Various export risks which may affect the significant percentage of our revenues derived from overseas sales;
- (4) The effect of foreign exchange fluctuations on our results of operations;
- (5) Intense competitive pressures to which our products are subject;
- (6) Fluctuations in the price and ability of suppliers to provide the required quantity of raw materials for use in our production activities;
- (7) Manufacturing delays or defects resulting from outsourcing or internal manufacturing processes;
- (8) Shortages and rising costs of electricity affecting our production and sales activities;
- (9) The possibility that future initiatives and in-process research and development may not produce the desired results;
- (10) Companies or assets acquired by us not produce the returns or benefits, or bring in business opportunities;
- (11) Inability to secure skilled employees, particularly engineering and technical personnel;
- (12) Damages on our information security systems from cyberattacks, etc. and significant costs in order to recover and maintain the systems;
- (13) Insufficient protection of our trade secrets and intellectual property rights including patents;
- (14) Expenses associated with licenses we require to continue to manufacture and sell products;
- (15) Environmental liability and compliance obligations by tightening of environmental laws and regulations;
- (16) Unintentional conflict with laws and regulations or newly enacted laws and regulations;
- (17) Our market or supply chains being affected by terrorism, plague, wars or similar events;
- (18) Earthquakes and other natural disasters affecting our headquarters and major facilities as well as our suppliers and customers;
- (19) Credit risk on trade receivables;
- (20) Fluctuations in the value of financial instruments held by us;
- (21) Impairment losses on property, plant and equipment, goodwill and intangible assets;
- (22) Uncertainty over income tax and deferred tax assets; and
- (23) Changes in accounting principles.

Due to such risks, uncertainties and other factors, our actual results, performance, achievements or financial condition may be substantially different from any future results, performance, achievements or financial condition expressed or implied by these forward-looking statements. We undertake no obligation to publicly update any forward-looking statements included in this document.