# Business Report for FY2006

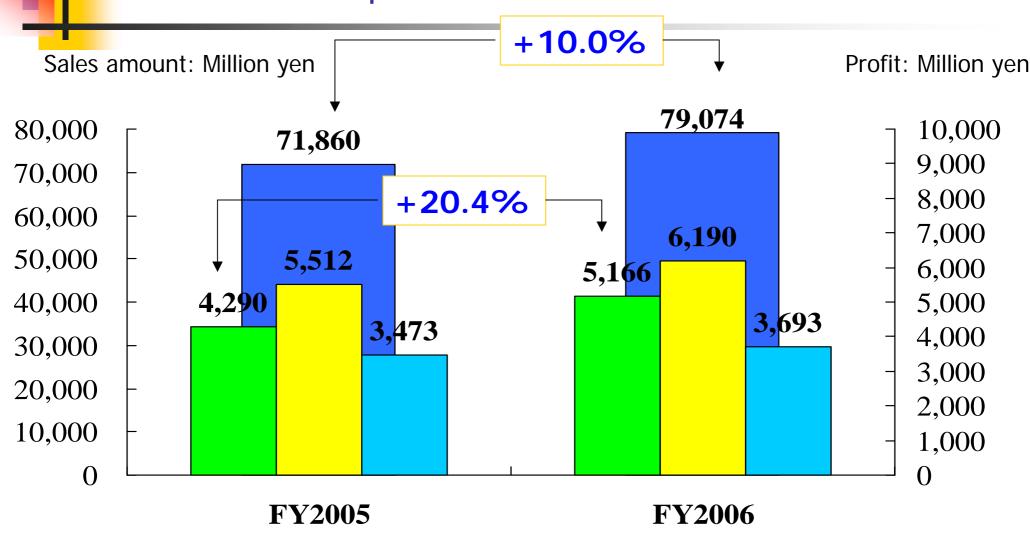
-From Apr.2006 to Mar.2007-

# **SMK Corporation**

April,2007



## Full fiscal term performance

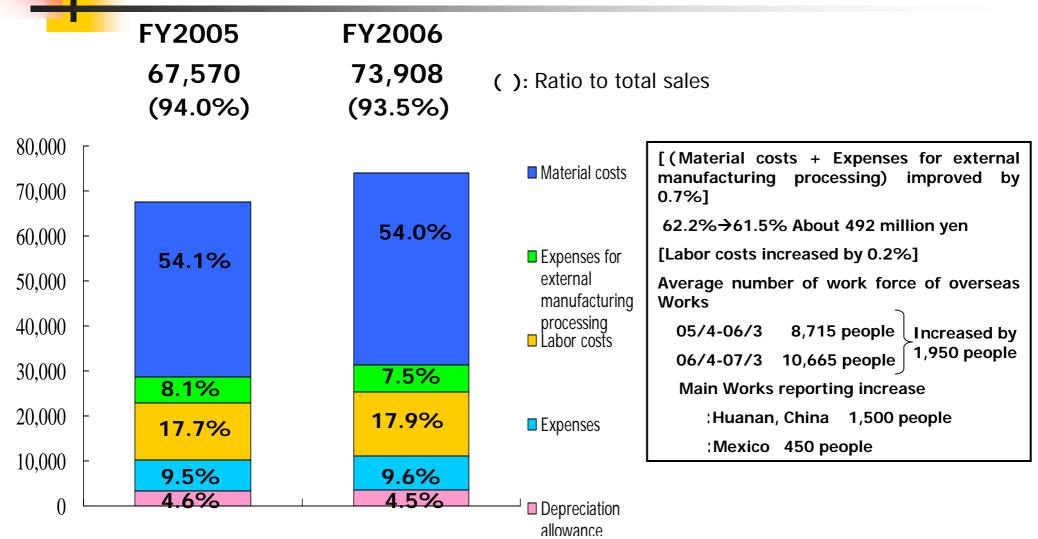


■ Net sales ■ Operating income □ Ordinary income ■ Net income



# Sales expenses

(Unit: million yen)



Operating profit **4,290** 

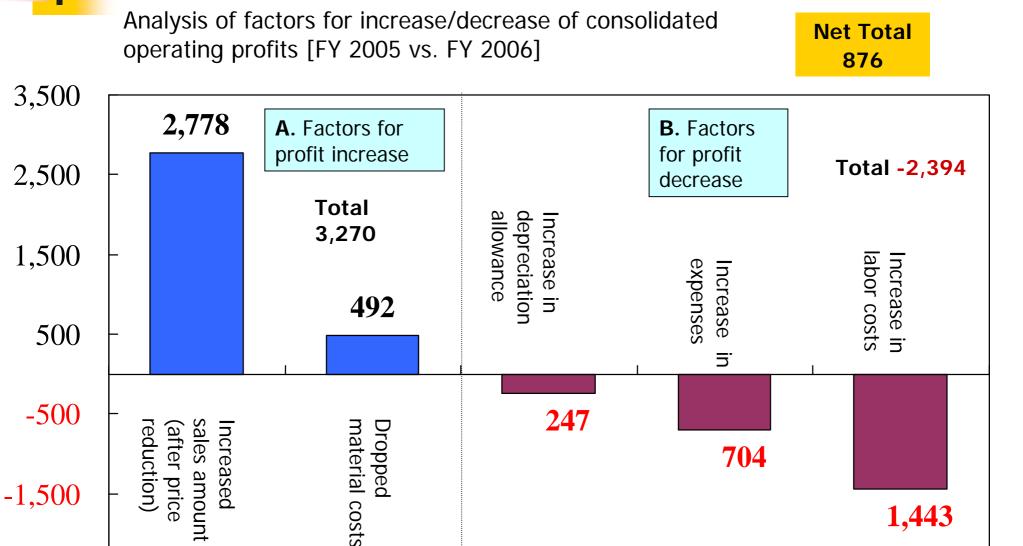
5,166



-2,500

4/43

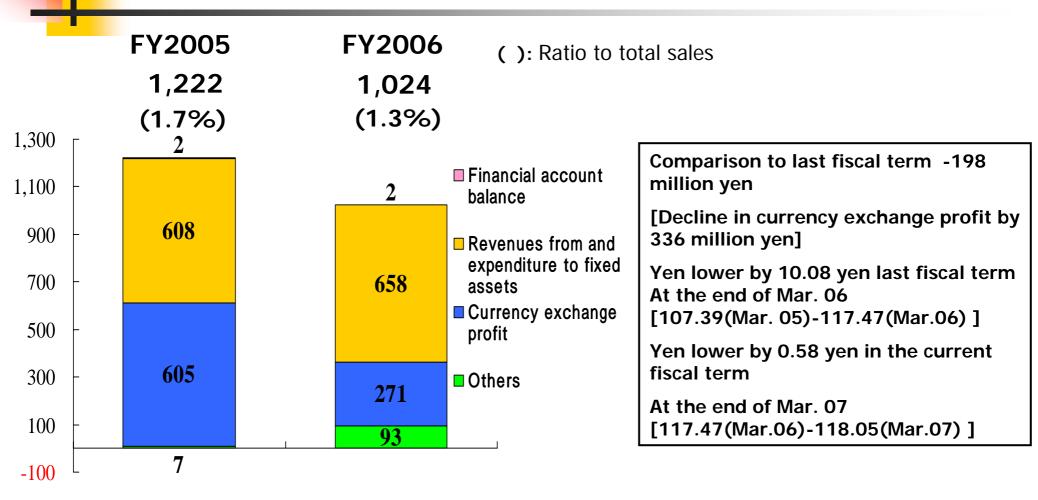
(Unit : million yen)





# Non-operating profit and loss

(Unit: million yen)



Ordinary profit

5,512

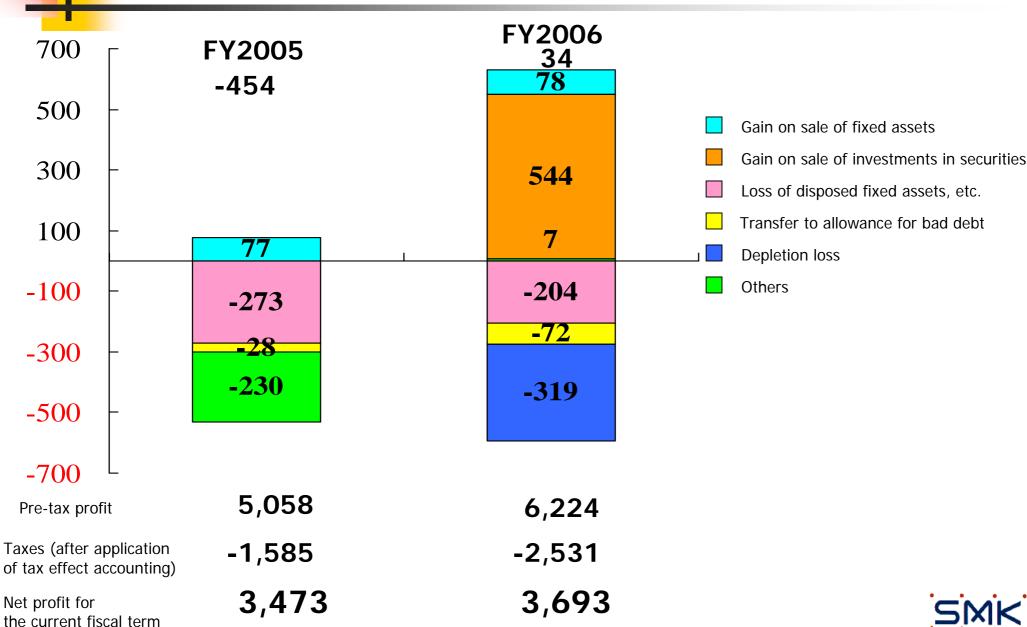
6,190

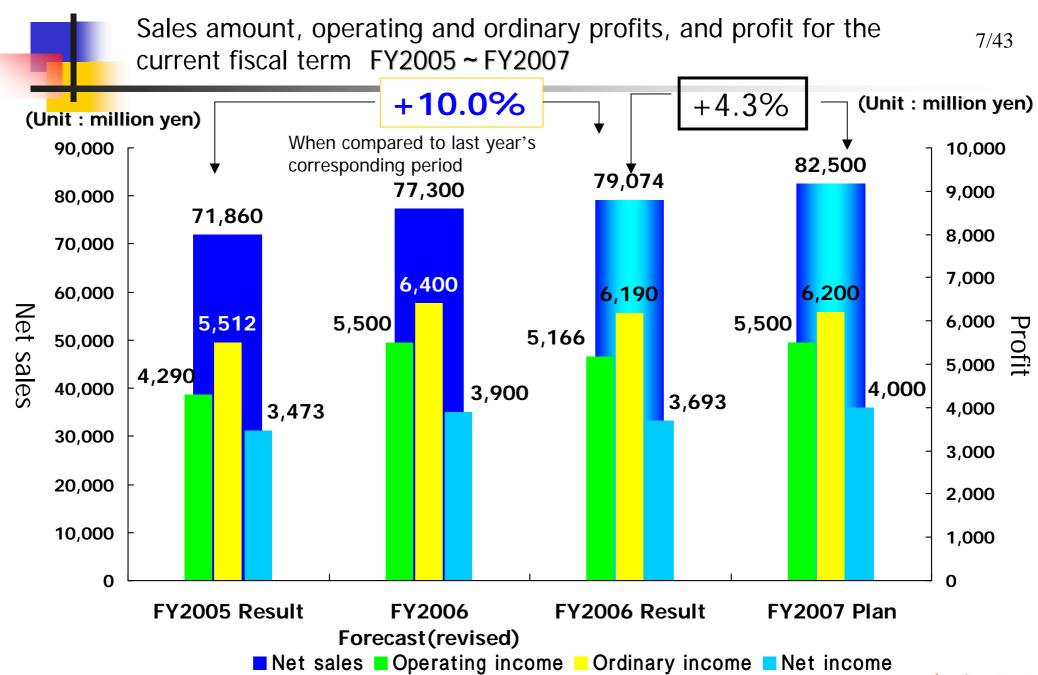




# Extraordinary profit/loss

6/43 (Unit : million yen)

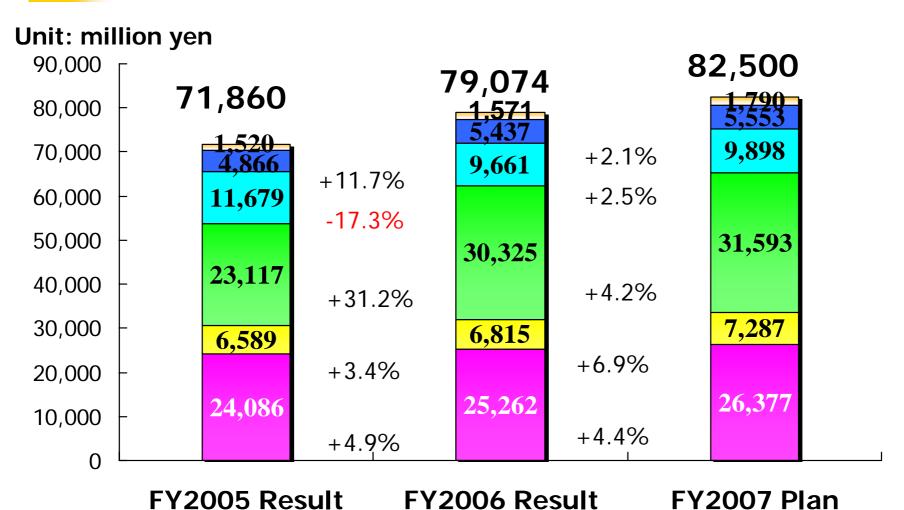








### Market-specific sales amount FY2005 ~FY2007



Audio&Visual

Amusement&Appliance

Telecom.

□ Car electronics

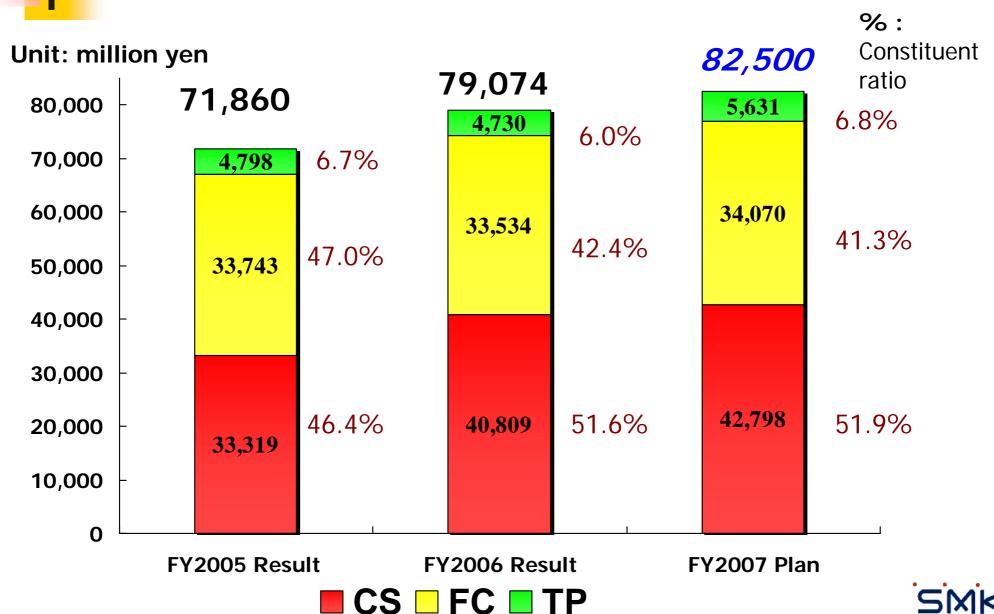
Computer Others





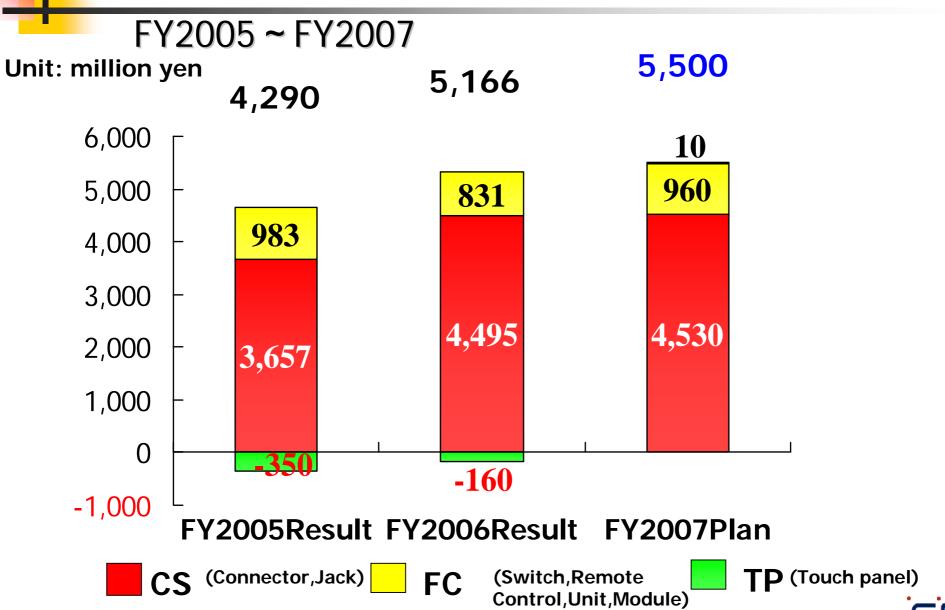
#### Reference: Division-specific sales (consolidated)

FY2005 ~ FY2007

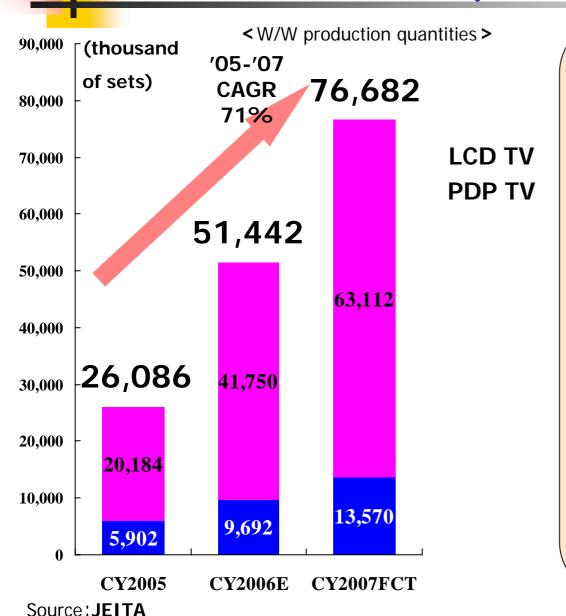




Reference: Division-specific operating profit (consolidated) 10/43



# Trends of major markets > Flat Panel TV LCD (10 inches and over) and PDP TVs



#### < SMK's action >

Intensification and expansion of remote control business





Optimization of product line-up of and intensified marketing activity for FPC and HDMI connectors



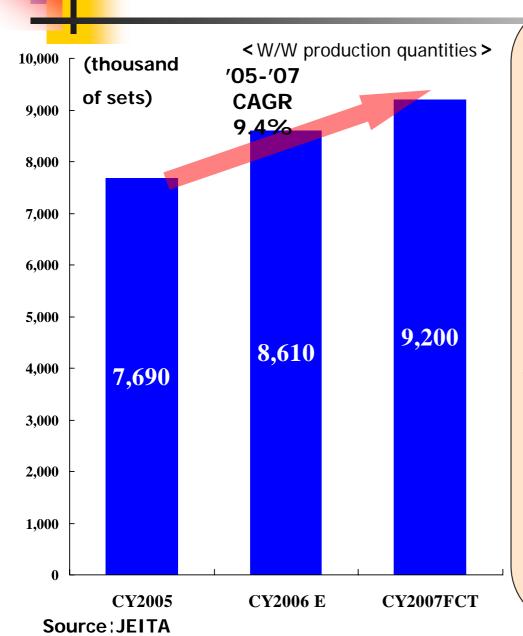


Solid follow-up on the central and eastern European markets where production is expanding

Business expansion with Taiwanese and Chinese manufacturers



Trends of major markets > Car Navigation Systems



< SMK's action >

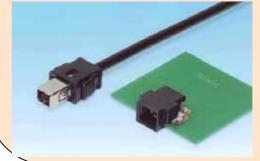


Sustainment and expansion of touch panel business

Expansion of connector sales

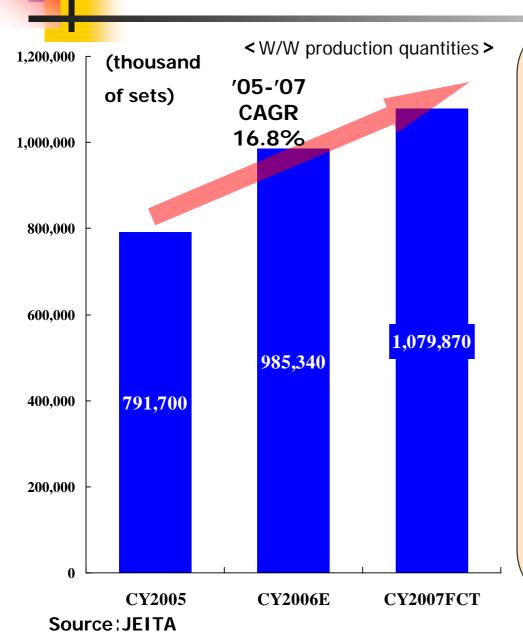
- Sales expansion of connectors for in-vehicle cameras
- Development and expanded sales of connectors for reception of terrestrial digital broadcasting

Entry into the overseas market for portable and in-vehicle navigation equipment





#### <Trends of major markets > Cellular Phones



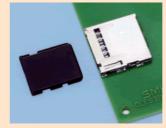
<SMK's action>



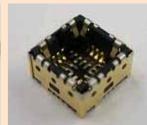
Expanded entry of orders received from major overseas manufacturers

Development of interface connectors, internal connectors and RF parts for ever thinner and more functional terminal equipment

Intensified proposal making of Bluetooth™ products, earphone cables and power circuit

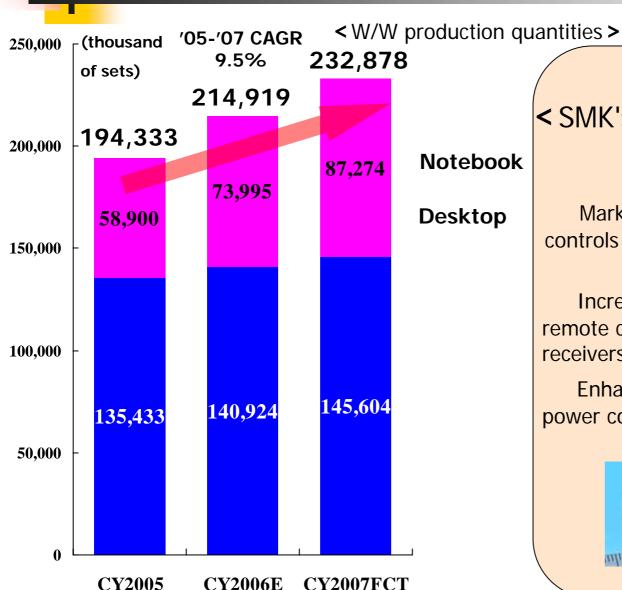








# **Personal Computer** <Trends of major markets > (Desktop & Notebook PCs)



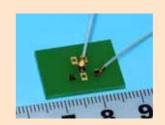
< SMK's action >



Marketing of Windows Vista-compatible remote controls and light receivers

Increased sales of Express card slot-compatible remote controls and development of small light receivers

Enhanced marketing of coaxial connectors and power connectors for notebook PCs





Source: JEITA





# Major risks for SMK for company management

- 1. Competition and pricing trends (prices and costs)
- 2. Risk (economic, political and social) on spreading into overseas countries
- 3. Fluctuation of US\$ exchange rate (SMK's budget rate: 115 yen/\$)
- 4. Movement of major markets and customers (cellular phones, A/V equipment and automobiles)
- 5. Product development capability, speed and intellectual properties
- 6. Occurrence of major quality and environmental issues
- 7. Natural and human-originating calamities





# SMK's management challenges

- 1. Three challenges
  - \*Enhancement of SMK's brand recognition
  - \*Quality improvement by TN (transnational) ZD activities
  - \*Another try for creation of better quality products,
    - "Only conscientious parts can build good equipment"
- 2. Turn-around of red-ink business into black earliest possible
- 3. Efforts for achievement of our middle term business plan
  - \*ROA 13%
  - \* ROE 15%
  - \*Annual dividend of 25% to 30% dividend payout ratio
- 4. Environmental corporate management
  - \*RoHS Directive and Chinese regulation in respect to its own RoHS
  - \*Publication of environmental reports
- 5. CSR management
  - \*Compliance with the Japanese version of the SOX Act



# The 7th middle-term business plan

### Slogan

#### Creating an exciting future

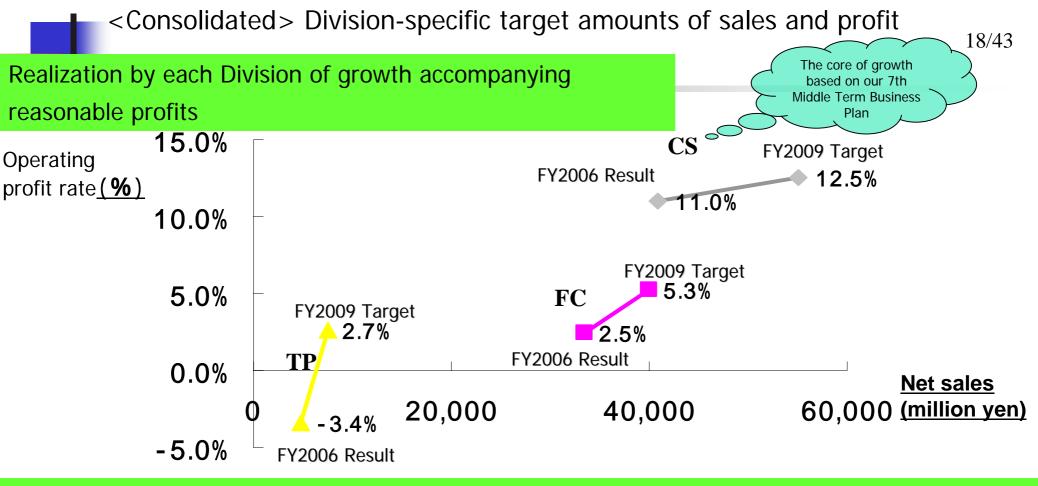
#### Vision

- 1. Realization of sales growth accompanying reasonable profits
- 2. Build-up of value creation models sustaining growth
- 3. Fostering company culture leading to proactive action

#### Corporate target figures

	FY2006 Result	FY2009 Target
Net sales	791 million yen	1,000million yen
Ratio of operating income to net sales	6.5%	10%
ROA	9.8%	13%
ROE	11.0%	15%



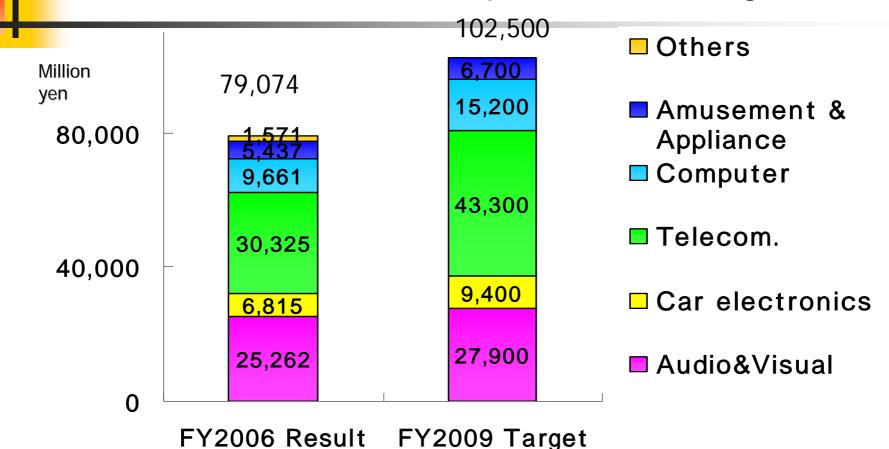


#### Capital investment: 13.3 billion yen during FY04 ~ FY06 to 18 billion yen during FY07 ~ FY09

- **CS** Expansion of connector production lines, lay-out of a factory integrated for connector production (from components through assembly) and new product development
- **FC** Expansion of switch business, establishment of a new factory in China or expansion of the Philippines factory, and new product development
- **TP** Construction of a new facility in the Philippines, renovation and buildup of production lines/improvement of clean-room environment, and new product development



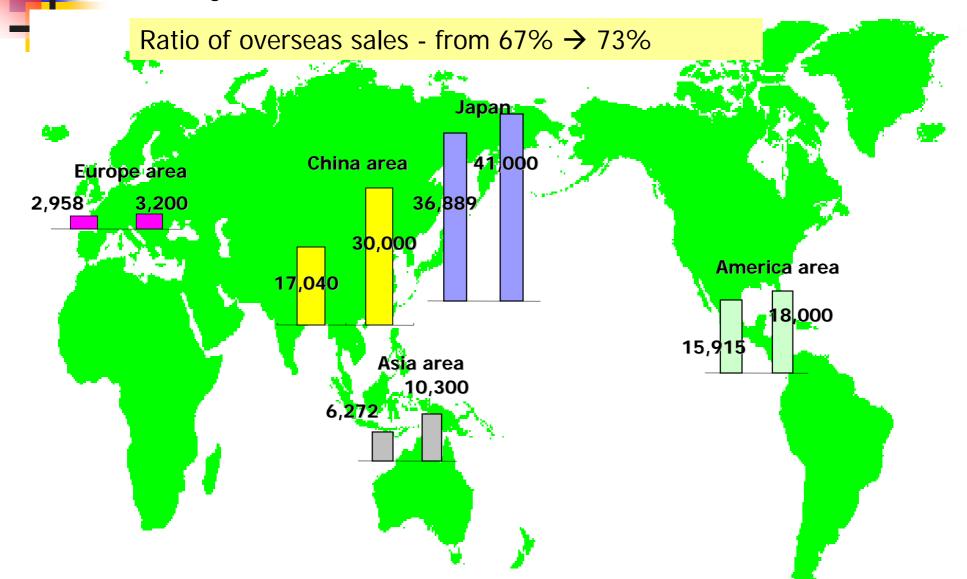
# <Consolidated> Market-specific sales targets



Middle term strategic markets => Digital AV, IT and automotive electronics products

- > CS Div.: Cellular phones, digital AV and automotive products
- > FC Div.: Cellular phones, digital AV products, PCs and automotive products
- > TP Div.: Vehicular navigation equipment, SmartPhone, and POS equipment/ATMs/ticket vending machines

<Consolidated> Sales by market region (with FY2006, actual performance and with FY2009, targets) 20/43



Unit:million yen





### Strategies for achievement of plans

Strengthening of marketing power



Finding new drivers with potential for growth

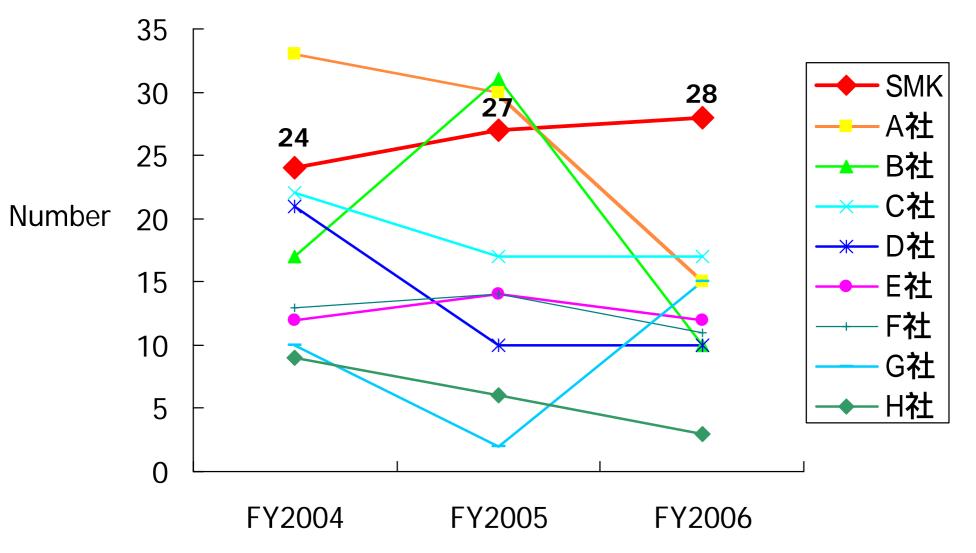


Strengthening basic supporting technology - concentration in marketing of our standard products -





# Number of announcements of new products (of part manufacturers, annual bases)



Source: New product information on respective companies' home pages (from Apr. to Mar.)





### SMK supports the "Beijing-Paris Rally".

\*Supports "SMK Special" making entry in the 3rd "Beijing Paris-Rally" (the 1st race conducted in 1907) (Our entry is a 1916 Lancia Theta. All 134 entries being antique cars)

\*Starting on May 27, 2007 from Beijing to arrive in Paris on June 30, for total

travel of 12,200 km

\*For uplift of SMK brand image

SMK







# **CS Division**



# **CS**= **C**onnection **S**ystem

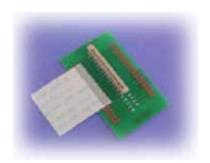
Major products : Connectors/Jacks

Connectors





Speaker terminals



FPC connectors



I/O connectors

Card connectors

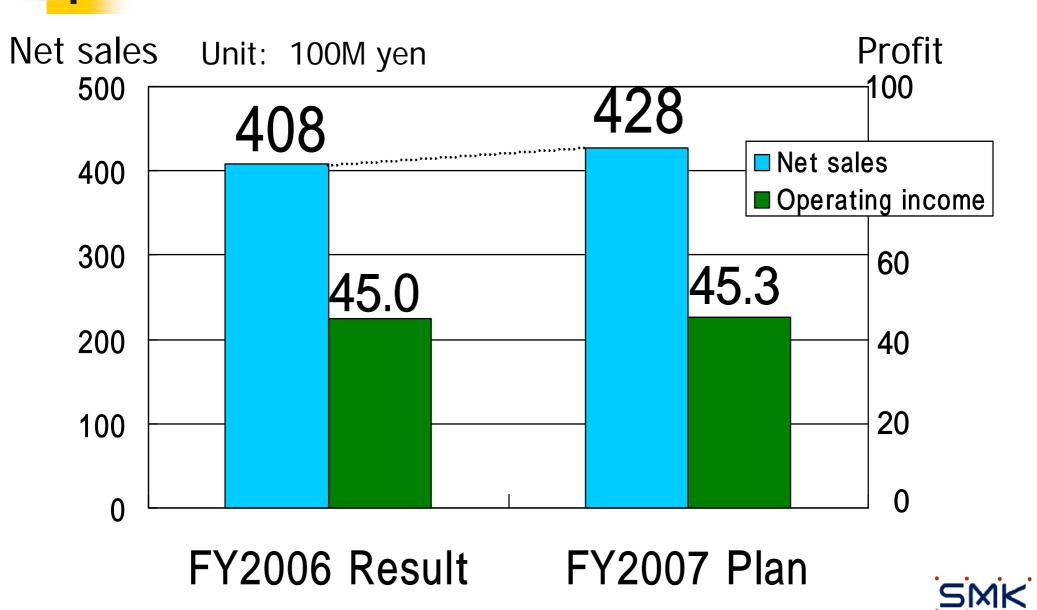


Power jacks and headphone jacks



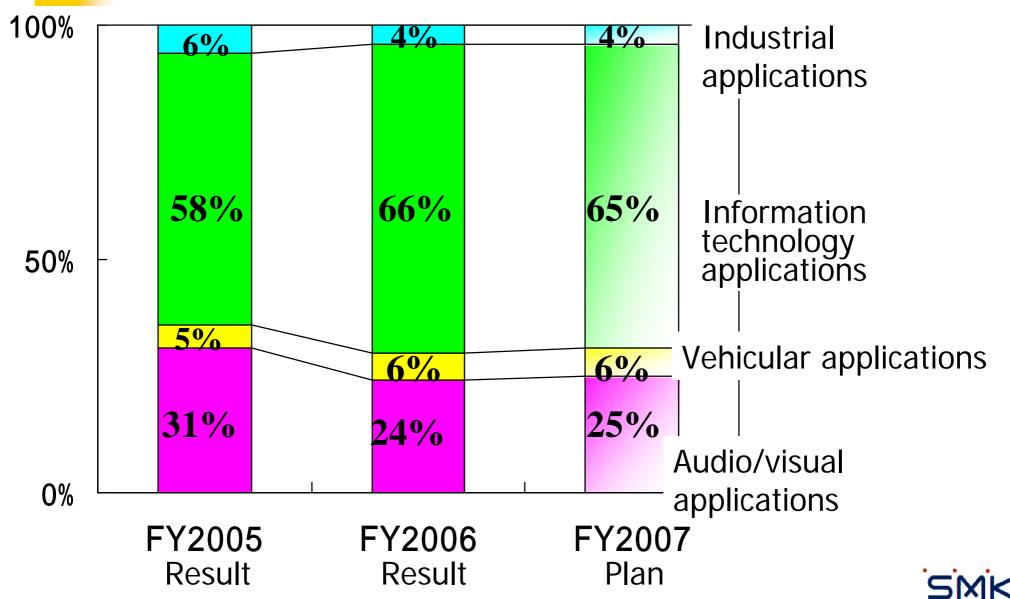


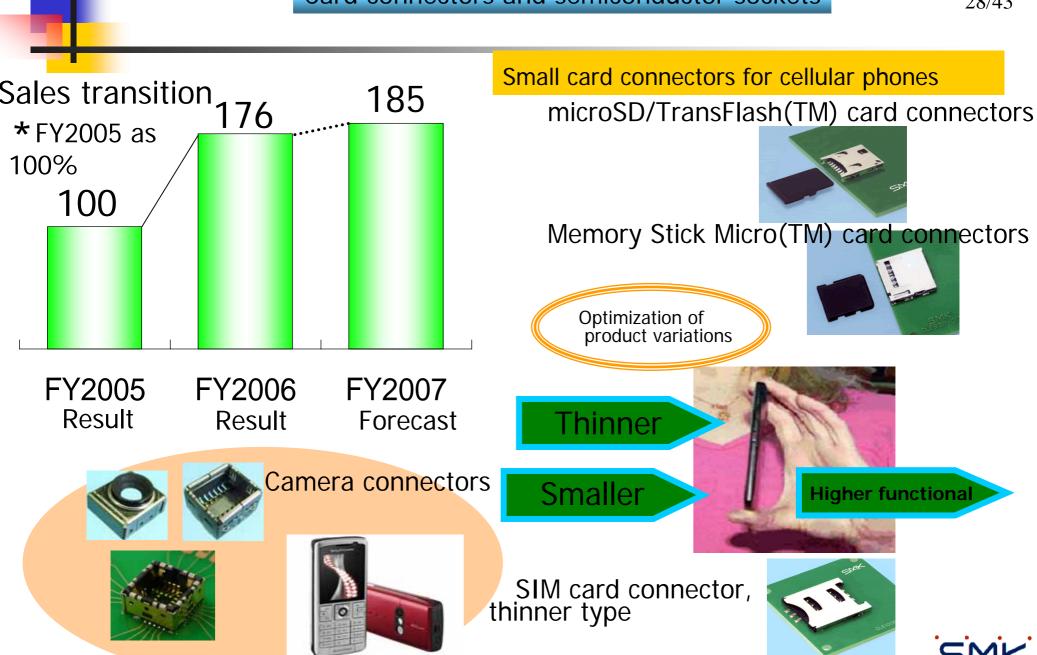
# CS Division Amounts of sales and profit (consolidated)

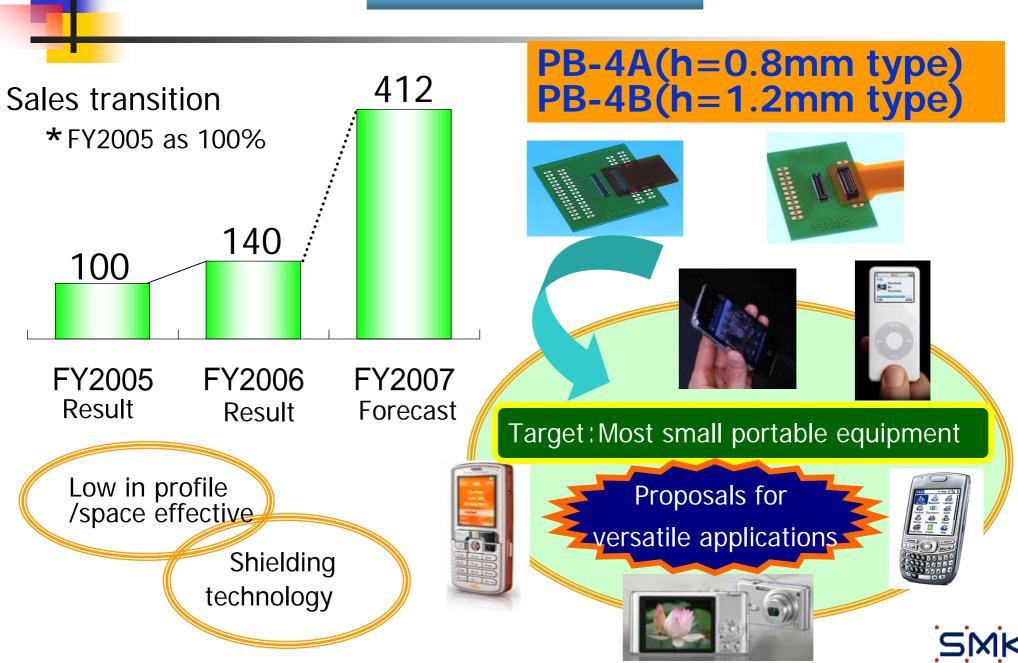




# CS Division Transition of market-specific sales (consolidated)







### 2007 strategic markets

# Car electronics

In-vehicle camera connectors\_\_

Growing market Unit: million sets 5 2006 2007 2008 2009

VC connectors Coaxial connectors Twin/flange type

Target:
Vehicular radios and nav. equipmen

Target:ETC

TC-15



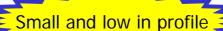
# Telecom

0.4 mm spacing FPC/connector, h=0.75 mm type



High speed transmission

Shielding technology



Coaxial connectors

**TS-9** 



Micro USB connectors





### **CS Division 2007 Policy**

- 1. Promotion of development of designing technologies, products, and production technologies
  - ·Timeliness and speeding up
  - ·Patents and quality
- 2. Implementation of business unit- and product model-specific strategies
  - More effective investment (general or diverted equipment)
  - Promotion of support to overseas Works
- 3. Enhancement of overall capability
  - Implementation of business units and product modelspecific strategy
  - Dynamic start [the 7th Middle Term Business Plan]





# FC Division



# FC=Functional Components

[Major products] : Switches, keyboards, control panels, earphone/microphone combinations, cradles, microphones, remote controls and camera modules

SW UN (Unit)

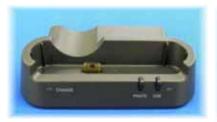


Various types

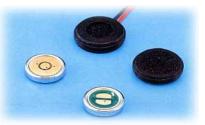








Cradles



Electret condenser microphones (ECMs)

of switches RC (Remote Control)



Remote controls



Color intelligent remote controls

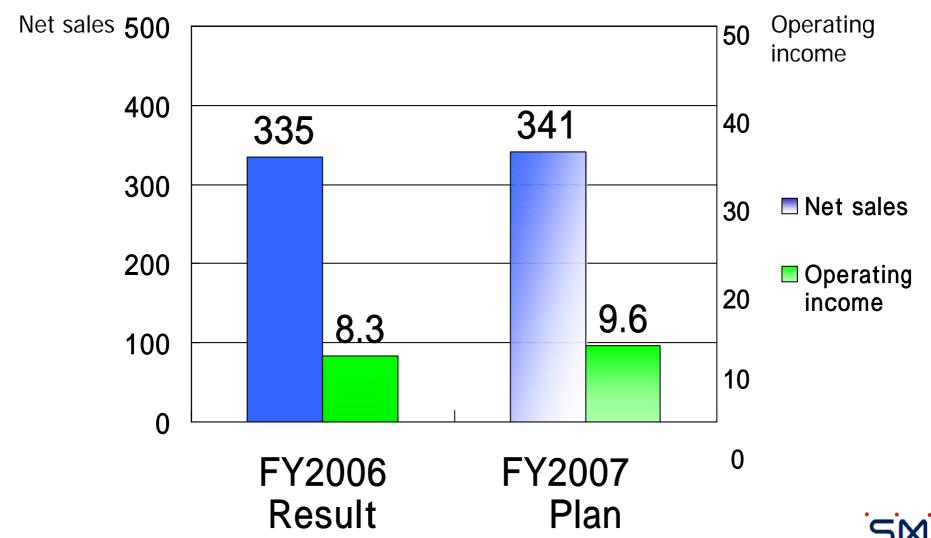


Camera modules

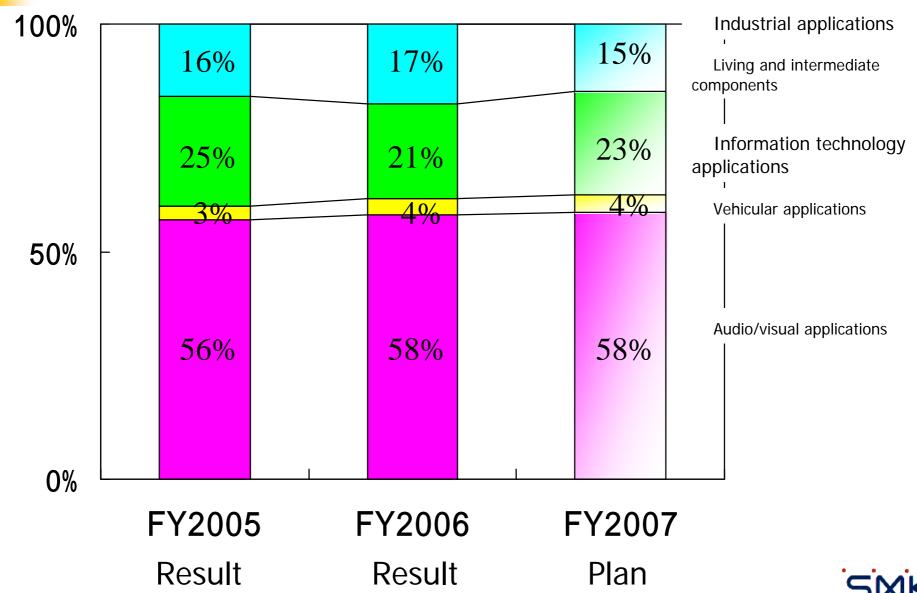




### Unit:100 million yen

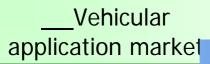


### FC Division Transition of market-specific sales (consolidated)43





## FC Division Strategic markets





Rubber key switches

In-vehicle remote controls (for vehicular nav. and audio

equipment)

AV market



Multi-function switches

Cellular phone market

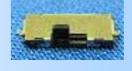


Small horizontal switches









Thin slide switches







2-done switches



Bluetooth earphones Detector switches (DSI and DSJ series)



Remote controls for large flat screen **TVs** 



1-seg. broadcast antennas

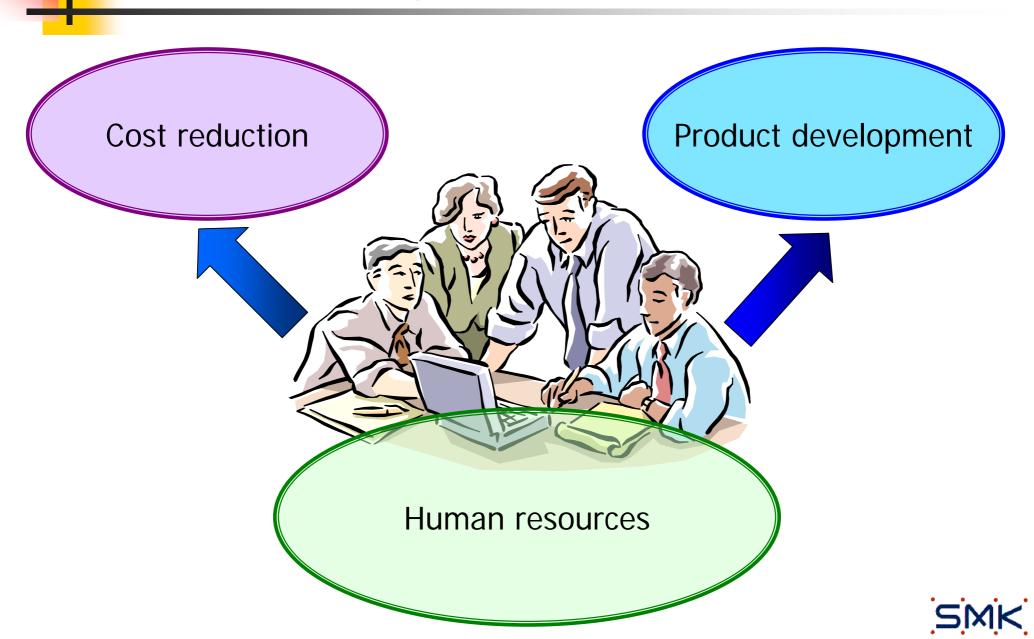
PC market



Remote controls for Window Vista



## FC Division Policy for 2007





# TP Division

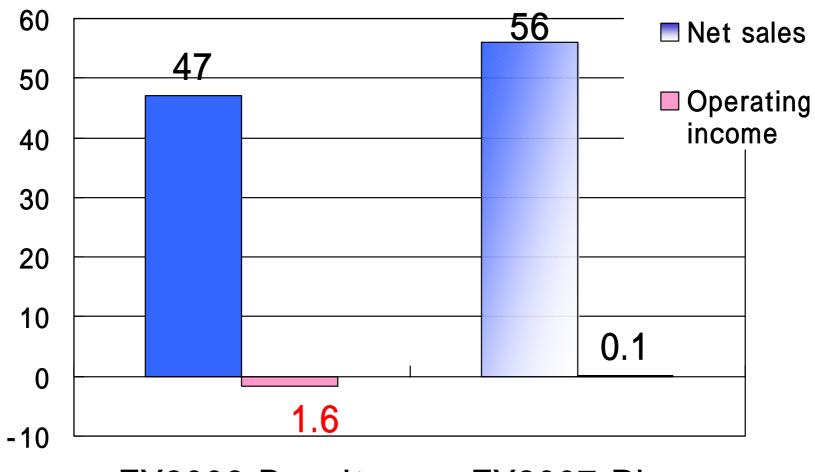


#### TP Division Touch Panel Film/glass structure Reinforced glass type Standard type Resistance Contamination resistant High transparency type Low reflectance type Antibacterial type sensitive system Major products Glass/glass structure Linear polarization type Circular polarization type Ultra low reflectance type Polarized sunglass type SMK Touch Film/film structure panels Standard type Linear polarization type Circular polarization type Force-feedback Glass panel Optical system Acrylic panel





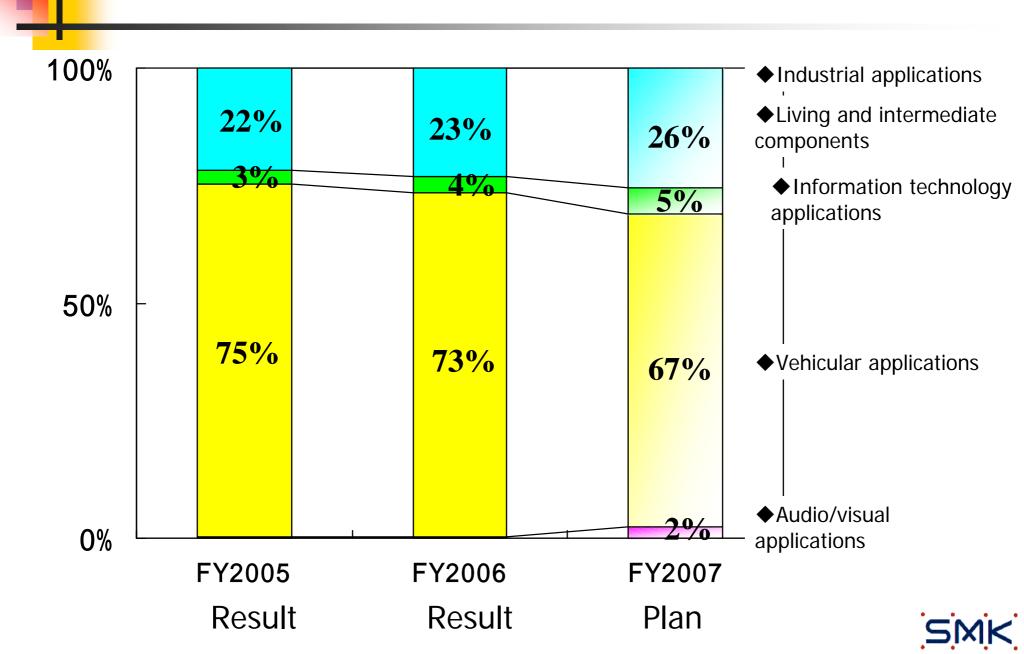




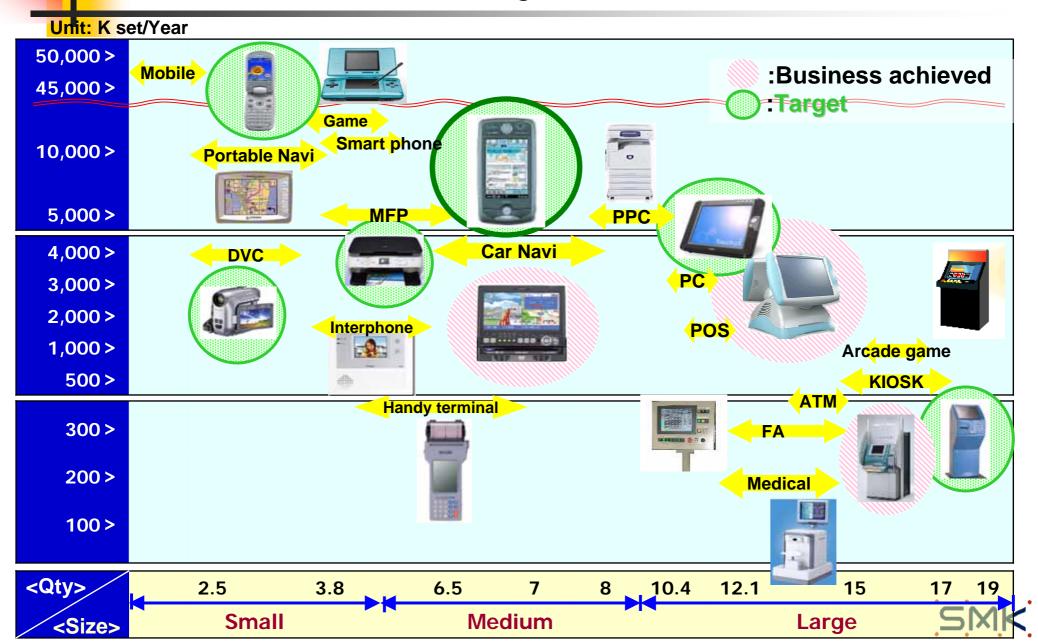
FY2006 Result

FY2007 Plan





### TP Division 2007 strategic markets





# FY2007 strategic activity points Sales increase



#### 1 Intensified marketing of differentiated products

Glass/glass, and high transparency low reflectance film/glass for in-vehicle applications, force-feedback, and integrated type optical touch panels



#### Marketing in the overseas market

Glass/glass: Europe and USA Film/glass: USA and China Optical type: USA and China



#### Expansion of overseas production

- Philippines (SMK-PH) Labor saving
- China (SMK-DG) Production of integrated type optical touch panels

