## Target markets

#### Shaping the future

With the increase of digitization and IoT providing connectivity across industries, the boundaries of electronics are expanding. New needs for the smart society are emerging. In response to these expanding needs, Murata will strive to provide new value based on deep knowhow in sensing, telecommunication, miniaturization and other technologies.

In addition to the communication market, we will actively design and provide unique components and solutions to the automotive, energy and healthcare markets, and contribute to the advancement of a safer, healthier and more efficient society.

### Safety on the road 😝

In the very near future, fully-or semi-autonomous, environmentally friendly vehicles will safely connect the driver, road, other cars, various networks and travel services. Murata is contributing to this future vision by supplying components and solutions for advanced driver assistance systems, connectivity and electric vehicles. Because of the high reliability of our products, we help provide peace of mind to our

customers.

Cloud Wireless communication

Advanced Driver Assistance Systems (ADAS) improve road safety. These systems combining various technologies such as software, sensing and connectivity help detect driving environment,

communicate with other cars or services, and

control the whole driving process.



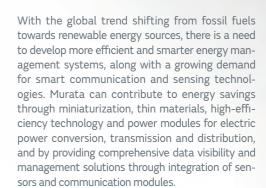
### Smart healthcare %

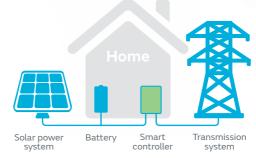
Aging populations in developed countries and expanding medical services in emerging countries are increasing the demand for better and more efficient healthcare. Murata contributes to the development of medical technology by bringing together our own proprietary technologies and continually providing customers with new value. We meet our customers' needs with compact, highly reliable products, from non- or less-invasive medical devices to medical IT solutions.



By sensing and communicating patient information, such as biological data, in real time, Murata makes more effective prevention and earlier treatment possible. In addition to in-hospital care, the utilization of inhome and remote monitoring services is also expected to grow.

#### Energy savings





With smart home energy management systems households are able to flexibly select the energy source according to their need and circumstances, optimising and reducing their overall energy consumption.

# Expanding boundaries of electronics...

...increasing market opportunities

Consumer appliances Industry



