Be Original.
We will execute management emphasizing ESG and aim to quickly establish a strong brand company “SHARP”

I’m Robert Wu, the new president and CEO since April 2022.

September 2022 marked the 110th anniversary of Sharp’s founding in 1912. I thank all of our stakeholders who have supported us over the years.

Since 2019, the world has plunged into an unprecedented crisis caused by the Covid-19 pandemic. Thanks to progress in many areas—vaccination rates, changes in behavior, and the accelerated use of IT in various fields—we are seeing new ways of life in which we coexist with the virus. Yet there are still many problems the global community must unite to resolve, such as climate change, human rights, and geopolitical issues.

Against this backdrop, Sharp will place further emphasis on ESG in our corporate management. And by helping to tackle important issues, we will raise Sharp’s social value and brand value so that we can quickly establish a strong brand company “SHARP”.

Specifically, under its business vision of “Changing the World with 8K+5G and AIoT*1,” Sharp is working to create innovative services and solutions in eight priority business areas—smart homes, smart offices, healthcare, entertainment, education, industry, security, and mobility. Going forward, we will further accelerate our efforts to strengthen our healthcare-related business through digital technologies and to contribute to carbon neutrality.

In addition, we will implement HITO-based management to create a young and lively corporate culture. We will also speed up management reforms from a global perspective to grow Sharp into a truly global company that meets the needs of people not only in Japan but around the world.

At the same time, we recognize that various social issues represent a major risk to the sustained development of our business. That is why we will continue our efforts to strengthen sustainability.

Specifically, in July 2022, we established the ESG/Quality Promotion Division, which plays a central role in company-wide sustainability and GX (green transformation) strategies. We have formulated new medium-term environmental goals for 2030 and 2035 to realize our SHARP Eco Vision 2050 long-term environmental vision. We have also declared support for the TCFD*2 recommendations, and we will expand climate change-related information disclosure in accordance with the framework set by the TCFD.

As a signatory to the United Nations Global Compact since 2009, Sharp continues to support the 10 Principles in the areas of human rights, labor, the environment, and anti-corruption. We also share the vision and mission of the RBA*, which we joined in 2021, throughout the entire Sharp Group. In this way, we will accelerate our efforts to effectively resolve global social issues.

Sharp’s business philosophy states, “Our future prosperity is directly linked to the prosperity of our customers, dealers, and shareholders…” With this in mind, we will continue working with all stakeholders to provide solutions to social issues through business and mitigate impacts on society and the environment. Doing so will enable us to achieve the SDGs and thereby help realize a sustainable and better world where no one on Earth is left behind.

October 2022

*1 AIoT is a word coined by Sharp, combining the words AI (artificial intelligence) and IoT (Internet of Things). AIoT is a vision of how products and services will connect to artificial intelligence via the cloud and become a people-oriented existence. AIoT is a registered trademark of Sharp.

*2 The Task Force on Climate-related Financial Disclosures (TCFD) was established by the Financial Stability Board (FSB), an organization promoting international financial stability. In 2017 the TCFD released recommendations for companies to disclose information on the risks and opportunities of climate change.

*3 RBA: Responsible Business Alliance—a nonprofit organization that pursues social responsibility across the global supply chain. The RBA formulated and announced the RBA Code of Conduct.
Management Philosophy

A passion passed down from our founder

"Make products that others want to imitate." These words, spoken by Sharp founder Tokuji Hayakawa, exemplify his management concept of contributing to society through the company’s technologies and manufacturing. This concept is realized by being the first to make products that meet the needs of a new era and by becoming a corporation that is known and trusted by society. In 1973, Sharp articulated this spirit in the company’s business philosophy and business creed. This spirit has been passed down continuously over the generations, ever since the company’s founding over 110 years ago.

Business Philosophy

We do not seek merely to expand our business volume. Rather, we are dedicated to the use of our unique, innovative technology to contribute to the culture, benefits and welfare of people throughout the world.

It is the intention of our corporation to grow hand-in-hand with our employees, encouraging and aiding them to reach their full potential and improve their standard of living.

Our future prosperity is directly linked to the prosperity of our customers, dealers and shareholders … indeed, the entire Sharp family.

Business Creed

Sharp Corporation is dedicated to two principal ideals:
"Sincerity and Creativity"

By continuing consistently in these ideals, we can derive genuine satisfaction from our work, while making a meaningful contribution to society.

Sincerity is a virtue fundamental to humanity … always be sincere

Harmony brings strength … trust each other and work together.

Politeness is a merit … always be courteous and respectful.

Creativity promotes progress … remain constantly aware of the need to innovate and improve.

Courage is the basis of a rewarding life … accept every challenge with a positive attitude.

Story of founder Tokuji Hayakawa

Visit the Sharp website

Through photographs and manga, learn about everything from the invention of the Hayakawa mechanical pencil to Sharp’s development of the television set.
Be Original.

From the beginning, Sharp has been driven by originality. We originate technologies that enhance lifestyles, inspire innovations that support individual expression, and create products that let you be you. There is only one Sharp. There is only one you. Be Original.

"Be Original" is a promise to our customers around the world that we will remain a brand that creates value that is rich in originality and that is uniquely Sharp. We have infused two meanings into the word "Be Original." A promise to our customers around the world that we will remain a brand that creates a sense of purpose.

The period at the end represents our firm commitment to taking on challenges and initiatives with a strong sense of purpose.

Corporate Motto

First-of-a-Kind Technologies—in Japan and the World

From Sharp, the Inventor’s Company

Sharp achieved a conversion efficiency of 32.65%*, the world’s highest*, in a lightweight, flexible, practically sized solar module.

The world’s first electronic desktop calculator using all-transistor diodes. Upon urging from young engineers at Sharp, the company had embarked on research into semiconductors. The result was the first compact calculator that, unlike large computers, allowed anyone to do calculations anywhere and anytime.

The first mobile phone in this industry to feature a camera—a 110,000-pixel CHOS imager that allowed users to instantly email photos they take. It was sold through Japanese carrier J-Phone (at the time).

The AX1 Series AQUOS 8K LCD TV with built-in 8K tuner gave 16 times the resolution of Full HD (2K) for viewing of 8K broadcasts that provided on-screen realism like never before.

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*Conversion efficiency confirmed by the National Institute of Advanced Industrial Science and Technology (AIST; one of several organizations around the world that officially certify energy conversion efficiency measurements in solar cells) in February 2022. (Module surface approx. 965 square centimeters; maximum output 31.51 W)

*Conversion efficiency confirmed by the National Institute of Advanced Industrial Science and Technology (AIST; one of several organizations around the world that officially certify energy conversion efficiency measurements in solar cells) in June 6, 2022, for solar modules at the research level (based on Sharp findings).
Our Vision

Changing the World with 8K+5G and AIoT

We are aiming to build an 8K+5G Ecosystem and AIoT World that gives rise to uniquely Sharp products and services offering new value. We are accomplishing this through tie-ups with a range of partners and centered on innovative proprietary technologies in 8K, 5G, AI, IoT, robotics, and more. To achieve this aim, we believe it is important to move away from business that revolves solely around hardware and devices, and instead create systems that integrate hardware, software, and services, and then link these various systems to provide proprietary solutions.

Steps to Realizing Our Business Vision

Global expansion of featured devices
Take 8K, 5G, and AIoT products worldwide.

Creating systems integrating services with hard and soft elements
Create people-oriented systems by combining featured devices with hardware and software.

Providing solutions that link a variety of systems
Solve a range of problems through platforms that link advanced systems.

Realization of Our Vision through 5 Businesses

To achieve its vision, Sharp uses its three core brand businesses, along with the two device businesses that support them, in an integrated fashion in pursuit of “One Sharp” business.

Brand Businesses

- Smart Life
  - Making life better for customers by being closer to people

- 8K Ecosystem
  - Accelerating social innovation with cutting-edge video technology at the core

- ICT
  - Building a nectarous society with wireless and medical technologies

Device Businesses

- Display Devices
  - Driving 8K with backlight/CMOS, etc.

- Electronic Devices
  - Using our unique sensor technology to contribute to the development of health-related devices

Existing Businesses

Global expansion of featured devices

Creating systems integrating services with hard and soft elements

Providing solutions that link a variety of systems

Systems for offices

- LINC Biz
- LINC Biz mobility
- TeleOffice

Providing solutions that link a variety of systems

COCORO+

- COCORO KITCHEN
- COCORO WASH
- COCORO AIR
- COCORO ENERGY
- COCORO VISION
- COCORO HOME

COCORO OFFICE

- Digital health solutions (Checking vital signs, etc.)
- Medical solutions (Remote diagnosis, medical worker support, etc.)
- Environmental solutions (Plant and air reinforcers, photocatalysts, etc.)
- GIGA School solutions (Management, device management, etc.)
- Security solutions (Smart locks, remote monitoring, etc.)
- Automation/labor-saving solutions (Plant logistics, picking, etc.)
- Infrastructure solutions (Railway, etc.)
- Worksite solutions (Task support, health management, etc.)
Our Vision

Steps toward strong brand company “SHARP”

Execute management emphasizing ESG

- Environment (E)
- Social (S)
- Governance (G)

Raise social value

Raise brand value

Fiscal 2016 to 2021

Create surplus / stable profit

Establish a foundation for the future

- Establish business structure centering brand businesses
- Realize the vision of “Changing the World with 8K+5G and AIoT”
- Strengthen financial basis and return to corporate bond market

Fiscal 2022 and onward

Sustainable growth

Management emphasizing ESG

1. Further strengthen healthcare related business
   - Sharp’s focus areas
   - Business concept
   - Measure people’s health data to promote naturally healthier lifestyles
     - Health advice based on symptoms
     - Provide value among persons
   - Contribute to carbon neutrality
   - Achieve 12 times more avoided GHG emissions than the emissions from our business activities

2. Contribute to carbon neutrality
   - Accelerate the transformation of the energy solutions business
     - We will work to expand business for outer space and automotive applications and accelerate the practical use of perovskite solar cells.
     - Through these efforts, we will further expand our energy solutions business.
     - Our aim is to achieve 12 times more avoided GHG (greenhouse gas) emissions than the emissions from our business activities, thereby contributing to the decarbonization of society.

3. HITO-based management
   - Aim to nurture young and lively corporate culture
     - We are further reforming our HR system to pursue management that gets the best of our people. This reform is based on the four perspectives of HITO: fostering hybrid individuals with multiple specialties; creating an environment and corporate culture conducive to innovation; placing the right people in the right jobs to make full use of employee talent; and providing growth opportunities for talented individuals.

4. Become a truly global company
   - Pursue management reform from a global perspective
     - We will quickly raise the ratio of overseas sales to 80% (from 67.2% in fiscal 2021). To this end, we will strengthen sales strategies in each overseas region and pursue management reform from a global perspective.
     - Specifically, we will strengthen the development of overseas personnel, bolster the head office department’s overseas support functions, and pursue the simultaneous global rollout of new products. In this way, we will enhance Sharp’s presence around the world.

Continuing
Sharp’s actions on SDGs are rooted in the company’s business philosophy as far back as 1973.

Through its business philosophy, Sharp aims to contribute to the achievement of the SDGs both by providing solutions to social issues through its business and by reducing burdens on society and the environment through SER* measures, thus helping realize a better, more sustainable world in which no one on our Earth is left behind.

Business Philosophy
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Our future prosperity is directly linked to the prosperity of our customers, dealers and shareholders...indeed, the entire Sharp family.

In 1973, Sharp put into writing its business philosophy, which says the company will “contribute to the culture, benefits and welfare of people throughout the world” and that “our future prosperity is directly linked to the prosperity of our customers, dealers and shareholders.” These and other vows of the business philosophy share the aims of the Sustainable Development Goals (SDGs), which the United Nations enacted in 2015.

In line with its business vision of “Changing the world with 8K+5G and AIoT,” Sharp has worked to create an 8K+5G ecosystem, which the company will “contribute to the culture, benefits and welfare of people throughout the world” and that “our future prosperity is directly linked to the prosperity of our customers, dealers and shareholders.” These and other vows of the business philosophy share the aims of the Sustainable Development Goals (SDGs), which the United Nations enacted in 2015.

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*SER: Social and environmental responsibility

Business expansion with addressing social issues
Sharp is working toward realizing a sustainable global environment by pursuing long-term goals set in three fields of action with 2050 as the target year: climate change, resource recycling, and safety and security.

Changing the world with 8K+5G and AIoT
In line with its business vision of “Changing the world with 8K+5G and AIoT,” Sharp has worked to create an 8K+5G ecosystem, develop 5G-related business, expand its COCORO LIFE services, and strengthen its cloud services in order to move beyond business that revolves solely around hardware and devices and towards more innovative systems and solutions-focused business integrating hardware, software, and services. The aim of this business innovation is to offer the world new value as “One Sharp,” which helps to address the issues facing the international community.

Plasmacluster refrigerator wins ECCJ Chairman’s Prize at 2021 Energy Conservation Grand Prize
The Plasmacluster refrigerator employs a new cabinet that gives it one of the narrowest depths and highest space efficiencies in the industry*. With Sharp’s proprietary highly efficient cooling system, the refrigerator offers greater energy efficiency and meets standards under the 2021 Energy Conservation Act*. It also keeps food fresher longer to reduce the amount of food wasted. In addition, the refrigerator uses recyclable metal for the doors instead of difficult-to-recycle plastics and other materials are reused.

LC-LH indoor photovoltaic device wins Minister of Economy, Trade and Industry Award at CEATEC 2022
The LC-LH fuses LCD technology with a dye-sensitized solar cell* that efficiently convert indoor light into electricity. The new device has around twice the power-generating efficiency of an ordinary solar cell in indoor environments*. Despite its small size, a device like this can generate plenty of electricity. What’s more, the LC-LH removes the need for wiring or batteries that need to be replaced or discarded. It paves the way for a new generation of convenient and environmentally friendly products.

Examples

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Main Bases (Japan and Overseas)

Main Bases, Offices, Business Units, and Subsidiaries in Japan

- **Head Office**
- **Smart Display Systems BU**
- **Sakai Display Products Corporation**
- **Smart Appliances & Solutions BU**
- **Sharp Energy Solutions Corporation**
- **Mobile Communication BU**
- **Sharp Fukuyama Laser Co., Ltd.**
- **Corporate Research & Development Group**
- **Sharp Sensing Technology Corporation**
- **Sharp Semiconductor Innovation Corporation**
- **Sharp Display Technology Corporation**
- **Dynabook Inc.**

Main Overseas Production Bases

**China**
- **NSEC** (Nanjing, China)
- **WSEC** (Wuxi, China)
- **SOCC** (Changshu, China)
- **SSEC** (Shanghai, China)
- **DBH** (Hangzhou, China)

**Europe**
- **SCEP** (Torun, Poland)
- **SUKM** (Wrexham, U.K.)

**Asia**
- **SMTL** (Nakornpathom, Thailand)
- **SPL** (Bangkok, Thailand)
- **SUV** (Yangon, Myanmar)

**Americas**
- **SHCA** (Memphis, U.S.)
- **SPC** (Manila, Philippines)
- **SMV (Binh Duong, Vietnam)
- **SSTEC (Binh Duong, Vietnam)
- **SEID (Karawang, Indonesia)
- **SSI (Karawang, Indonesia)

Main Sales Bases in Japan

- **Head offices**
- **Sales bases**

Main product: Home appliances
- **SMJ** (Sharp Marketing Japan Corporation, Head office: Yao, Osaka)
- **SESJ** (Sharp Energy Solutions Corporation, Head office: Yao, Osaka)
- **Dynabook** (Dynabook Inc., Head Office: Koto, Tokyo)
- **SNDS** (Sharp NEC Display Solutions, Ltd., Head office: Minato, Tokyo)

Main product: Electronic components
- **WSEC** (Wuxi, China)
- **SPL** (Bangkok, Thailand)
- **SUV** (Yangon, Myanmar)

Main product: Audio products
- **SNM** (Kedah, Malaysia)
- **SMM** (Johor, Malaysia)

Main product: Microwaves
- **SUKM** (Wrexham, U.K.)