2008 Press Meeting

SHARP CORPORATION

Mikio Katayama
President & COO

January 8, 2008
I. Toward the 2012 Centennial Anniversary of Sharp's Foundation
Realize a true ubiquitous network society with our world’s best LCDs

Sharp’s devices supporting the above products

*NGN(Next Generation Network)
Contribute to society by environment and health-related business with energy-saving and energy-creating equipment as the core

- Creation of energy-saving equipment
- Energy creation by solar cells
- Creation of health-related equipment
II. Policies for Key Businesses in FY2008
1. LCD TVs and Large-size LCDs
Worldwide LCD TV Demand

LCD TVs account for nearly half of TV demand in FY2008

LCD TVs: 96 million units
All TVs: 220 million units

= Approx. 45%

(Source: Sharp)
65-inch TV (Prototype)

- **Thickness:**
  - 20 mm (display section)
  - 35 mm (thickest part)
- **Bezel:**
  - 25 mm (top)
  - 25 mm (sides)

- **Contrast:** 100,000:1
- **Annual power consumption:** 200 kWh/year

52-inch TV (Prototype)

- **Thickness:**
  - 20 mm (display section)
  - 29 mm (thickest part)
- **Bezel:**
  - 20 mm (top)
  - 25 mm (sides)

- **Contrast:** 100,000:1
- **Annual power consumption:** 140 kWh/year
CRT TVs: Approx. 1,220 million units
(Currently used all over the world)

All replaced by LCD TVs with new LCD technology

Reduction of energy consumption:
100 billion kWh/year

(Source: Sharp)
Energy-saving Effect of LCD TVs (2)

100 billion kWh

Thermal power plant:
Annual generation volume of 14 plants

Heavy oil:
Approx. 22 million kl.

CO₂: Approx. 34 million tons
The amount absorbed by 2.4 billion Japanese cedars annually

Forest area: 100 thousand km²

(Source: Sharp)
Aiming for the outstanding beauty
We seek the best in image, sound, design and environmental friendliness
Kameyama No.2 Plant
Capacity enhancement

First phase
(Aug. 2006)  15,000 sheets/month

Second phase
(Jan. 2007)  30,000 sheets/month

Third phase
(Jul. 2007)  60,000 sheets/month

Jul. 2008 (plan)  90,000 sheets/month

1.5 times
2. Photovoltaic Power Systems
Capacity Enhancement of Solar Cells

**Crystalline type**

- Procurement of silicon materials
  - In-house production (Started full-fledged production in Autumn 2007)
  - Stable external procurement

**Thin-film type**

- Enhancement of production capacity at the Katsuragi Plant
  - Current: 15 MW/year
Features of thin-film solar cells (Compared to crystalline type)

- 1/100\(^{th}\) the amount of silicon usage
- Simpler structure and production process

Additional cost reduction by mass-production

Generation cost target in CY2010: 23 yen/kWh*
(Equal to grid rates for households in Japan)

*Source: METI and NEDO
Detached houses in Japan: Approx. 26.5 million

Place photovoltaic power systems on all of the roofs

CO₂ reduction: Approx. 36 million tons/year

The amount absorbed by 2.5 billion Japanese cedars annually

Forest area: 108 thousand km²

(Source: Sharp)
Population in areas that have no access to grid power: Approx. 1.6 billion

They start to use electricity

Required electricity: 1,600 TWh*/year
(Annual generation volume of approx. 230 thermal power plants)

*1 TWh = 1 billion kWh

Photovoltaic power systems generate the same amount with installation area of only 1/100th of the Gobi desert
(Approx. 500 million tons less CO₂ emission per year)

(Source: Sharp)
Ⅲ. “21st Century Manufacturing Complex” in Sakai City
Companies Participating in the Complex

14 companies
Progress of Construction
Production item: Thin-film solar cells
Start of operation: By Mar. 2010
Production capacity: 1,000 MW/year
Environmentally Advanced Plant

- Higher environmental performance than the Kameyama Plant
- Creation of superior eco-conscious products