

September 21, 2016

[Translation]

Company Name: Sharp Corporation  
Representative: J.W. Tai  
President & Chief Executive Officer  
(Code No. 6753)

**Regarding Enhancement of Business Alliance with Universal Media Corporation /Slovakia/ s.r.o.**

As announced in the “Notice of extraordinary losses due to structural reforms of the Consumer Electronics business in Europe” dated September 26, 2014, and the “Notice of Extraordinary Losses Accompanying Structure Reforms to Consumer Electronics Business in Europe” dated December 19, 2014, Sharp Corporation (“Sharp”) entered into agreements with a Slovakian company, Universal Media Corporation /Slovakia/ s.r.o. (“UMC”), which relate to a business alliance aiming at transforming Sharp’s LCD TV business extended in the European market under the Sharp brand, into a brand licensing business under which Sharp will license the Sharp brand, including the AQUOS brand, for the LCD TVs that are sold by UMC in Europe, and has executed the agreements since January 1, 2015.

Sharp hereby announces that it has reached a basic agreement with the UMC group this time, attempting to enhance the relationship, with a view toward exploring the possibility of Sharp’s investment to UMC group as well as to jointly pursue business expansion, and will proceed with discussion for the execution of a new alliance agreement.

Sharp will further advance the initiatives to establish an iconic global brand in the European market, through the execution of this agreement.

The details will be announced promptly after they are decided.

End