

Mid-Term Business Strategy

CHALLENGE 30+

Creation, Passion, Challenge

May 13th, 2010

Director, Corporate Planning

Satoshi Soma

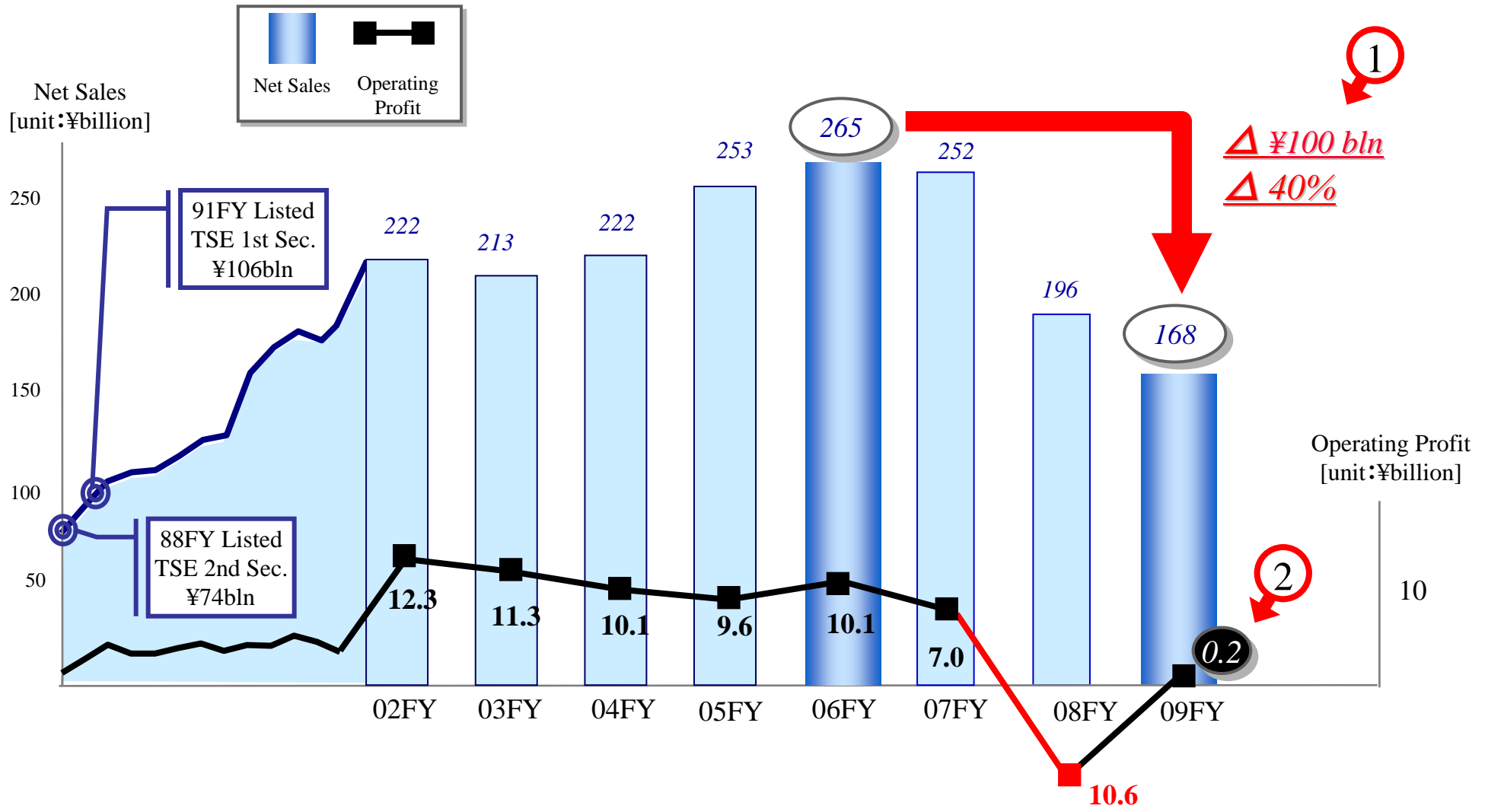
1. 2009FY Review

- 1) Revenue Analysis
- 2) Offense and Defense
- 3) Awards from Market

2. Mid-term Business Strategy

- 1) Business Environment Change
- 2) CHALLENGE 30+
- 3) Growth Strategy 4+1
- 4) Business Plan

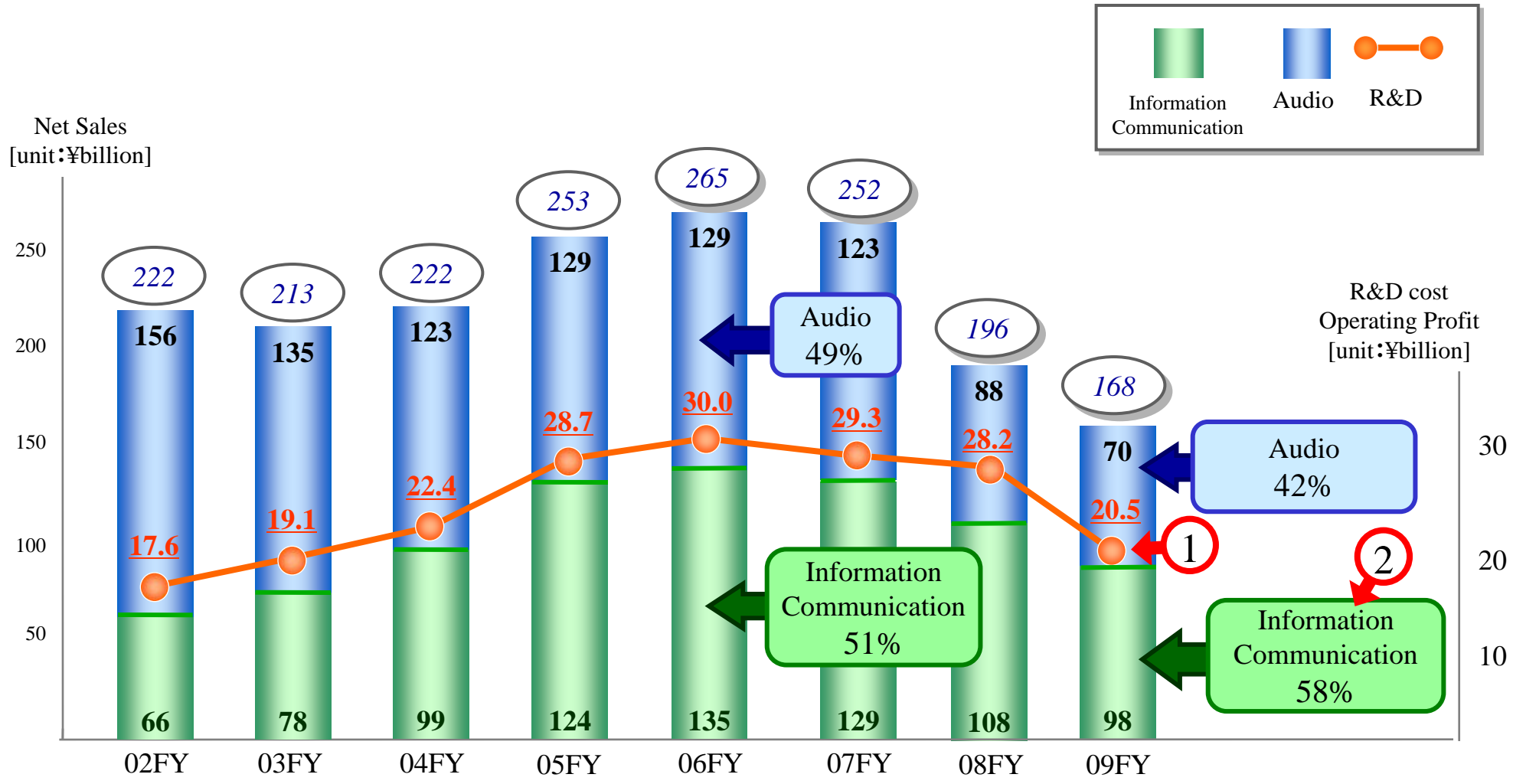
Operating Profit moved into the black by strengthening company structure



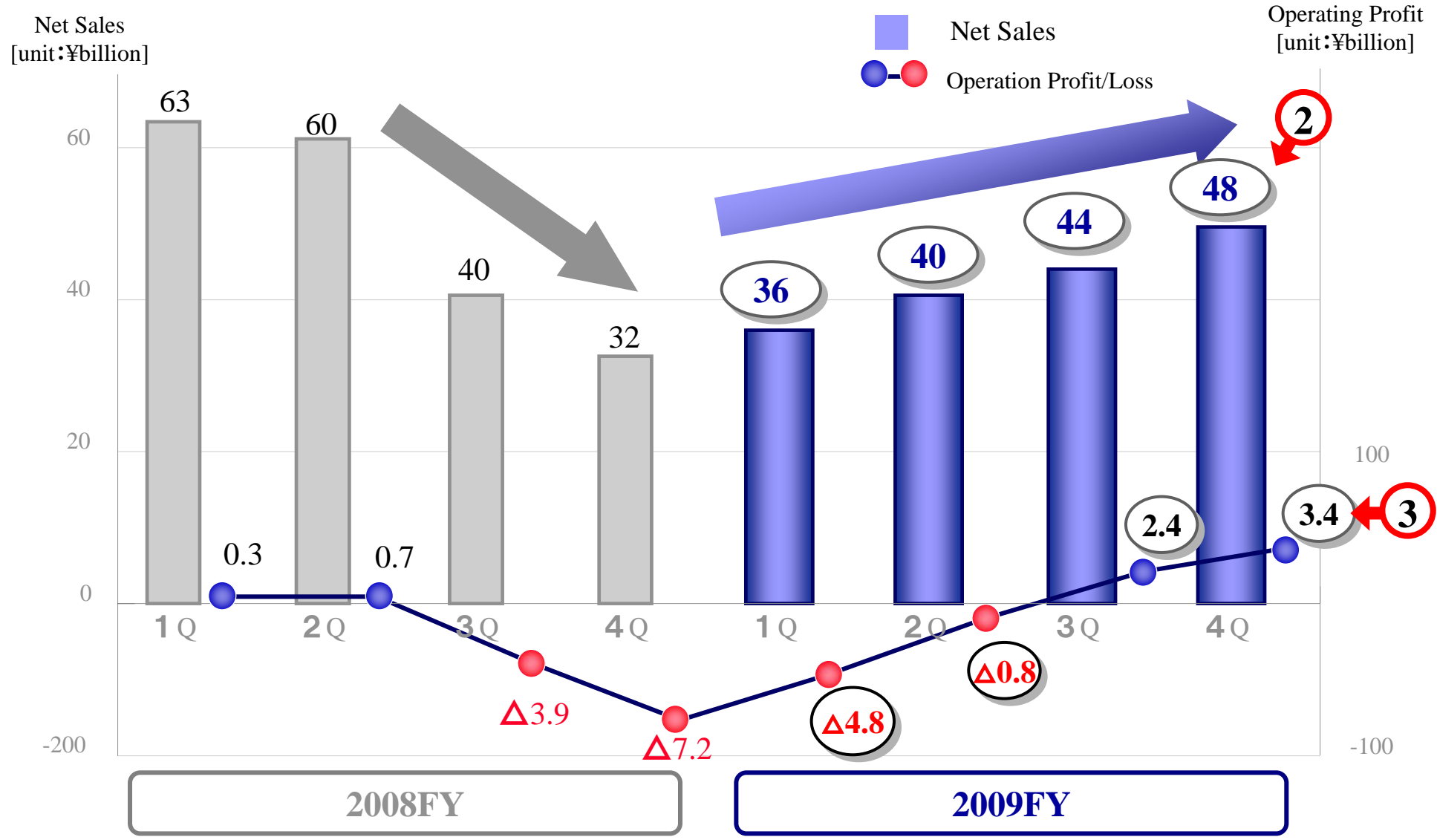
Improved R&D investment efficiency and expanded Information & Communication Segment



1) Revenue Analysis



1 Slow but constant recovery



1 **X08 "Perfect Fit" → Increased revenue & expanded share**

X08



+

2
Perfect Fit
(Vehicle-specific Installation KIT)

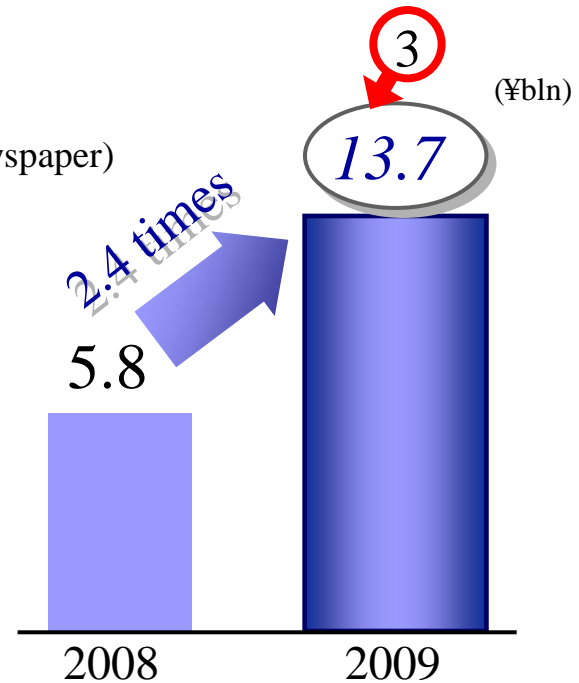
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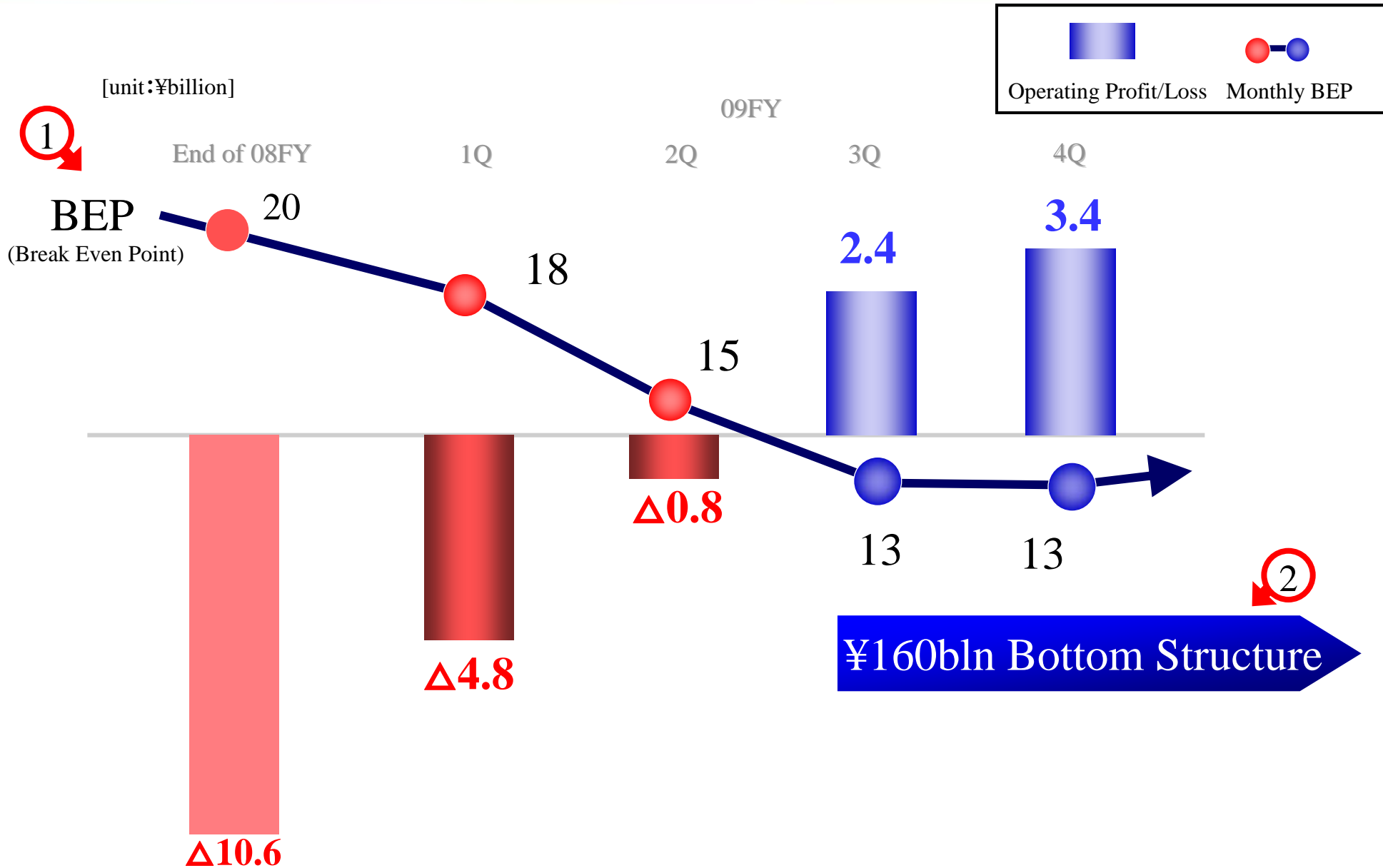
(Award from a Japanese newspaper)



Domestic Aftermarket
Information Communication Revenue



Accelerate CHALLENGE 30+



X08 Awards from Newspapers & Magazine

The NIKKAN JIDOSHA AHINBUN / Auto Sound



2009 Kakaku.com Product Award

(Gold prize & silver prize)



SWE-1500



CDA-106Ji



STE-172C

2009 Car Goods of the Year

First one in Aftermarket : Camera system



2010 International CES Awards

“Innovations Designs and Engineering Awards”

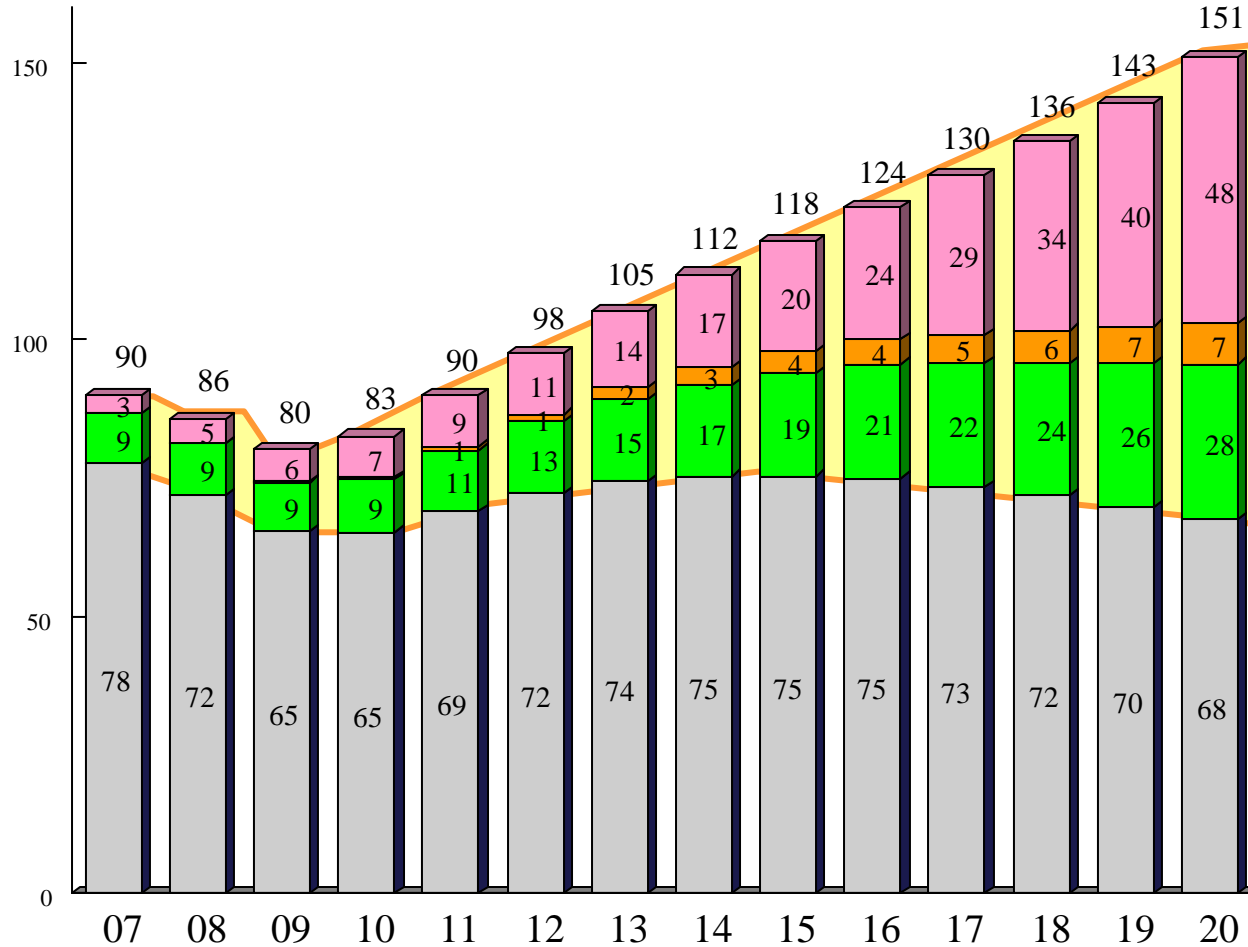


Business Domain : Vehicle infotainment market expands

1

(unit: million QTY)

System Integration Needs



Information Camera, Sensor



Display Audio



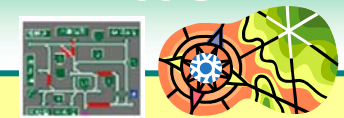
Traditional Head Unit



CE Device Link

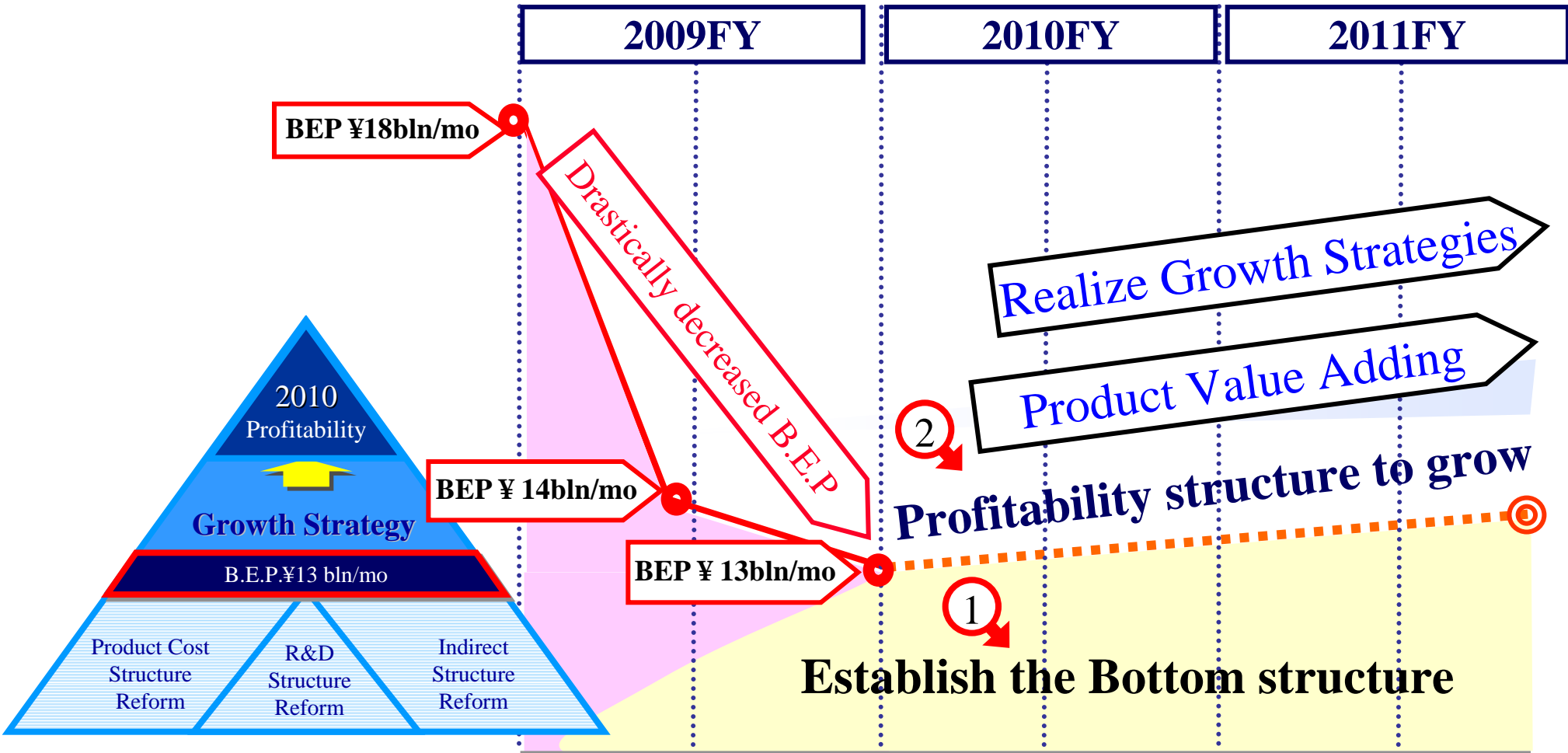


ITS



ALPINE Forecast

Completion of the bottom structure (defense) and Switch to the growth strategy (offense)



①

New value creation as a car electronics specialist,
and growth in China market



+

⑤ China & other emerging counties strategy

AVNCD*: Audio Visual Navigation Communication Drive-assist

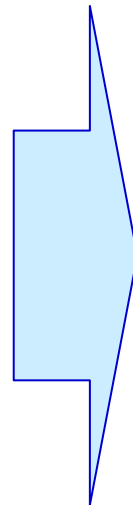


High-end AVNCD: Maintain strong sales and further expansion with new models

Domestic After market NAVI X08



"Perfect FIT"



New model launch in 10FY

1 X08S: X08 Successor



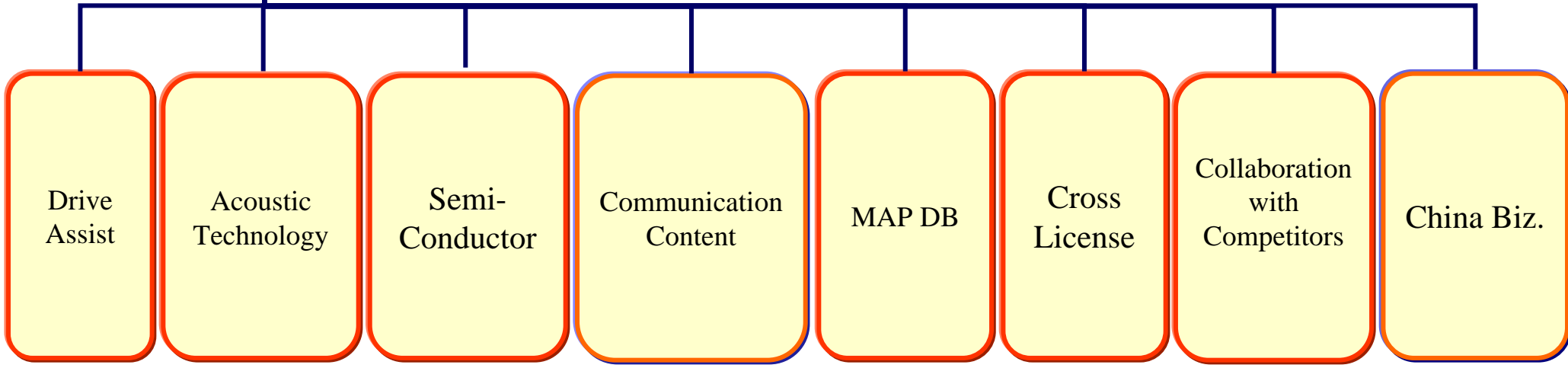
2 X088 : First one in the Market
: 8" Display

(Display area 1.43 times to that of 7" display)





Utilize our own and others' technologies

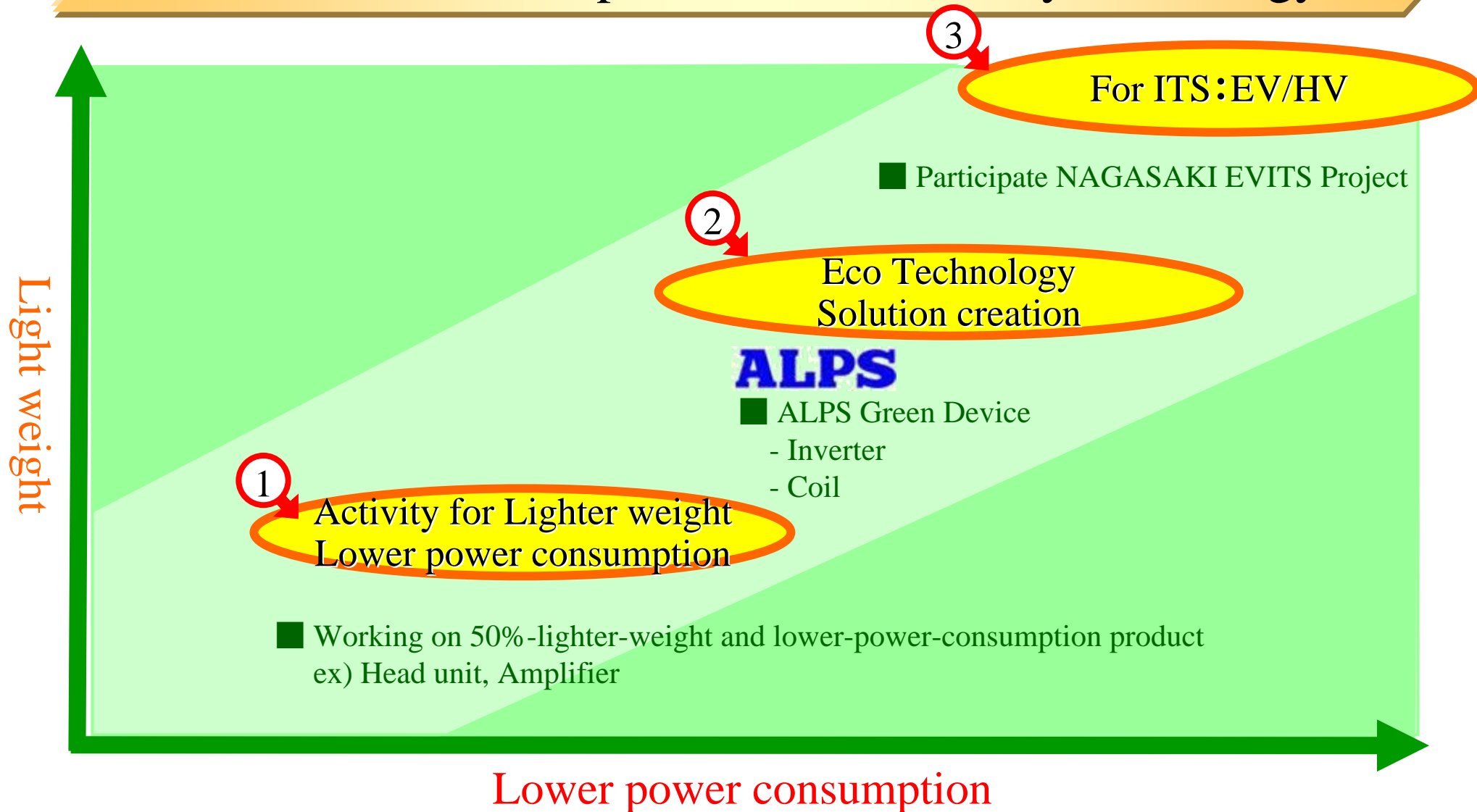


2

Alliances with outside companies depending on theme



Accelerate development of eco-friendly technology



Restart to ¥200bln in 2012 with ¥10bln operating profit

