

# Who are We!

The world relies on technology...  
Technology relies on Murata.  
And this is why we exist.



28th April 2022, Thursday



1.30pm (SGT), 11.30am (IST)



# Today's Agenda

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- **Everything you need to know about Murata**
  - Innovator in Electronics
- **Sneak Peak: What's happening in ASEAN, India & ANZ**
- **Murata's Comprehensive Sales Support & Tools**
- **Murata's New Business & Innovation**
  - Digital Transformation in Agri-tech for Social & Environmental Issues
- **Murata's Value Creation through SDG & CSR activities**



# About the Speakers



**Peter Tay**  
General Manager  
Sales Division  
[peter.tay@murata.com](mailto:peter.tay@murata.com)



**Yasuhiro Morinaga**  
General Manager  
New Business Development  
[yasuhiro.morinaga@murata.com](mailto:yasuhiro.morinaga@murata.com)



**Venkatesan DM**  
Senior Manager  
New Business Development  
[dm.venkatesan@murata.com](mailto:dm.venkatesan@murata.com)



**Jane Lim**  
Assistant Sales Manager  
Sales Division  
[jane.lim@murata.com](mailto:jane.lim@murata.com)



**Pang Hui Ying**  
Sales Executive  
Sales Division  
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**Nattakarn  
Punsongserm (Ann)**  
Sales Senior Executive  
Sales Division  
[nattakarn.h@murata.com](mailto:nattakarn.h@murata.com)



**Nguyen Manh  
Hiep (Kevin)**  
Assistant Sales Manager  
Sales Division  
[hiep.nguyenmanh@murata.com](mailto:hiep.nguyenmanh@murata.com)



**Jesse Manio**  
Sales Supervisor  
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**Sathish Dhanasekar**  
Sales Engineering  
Sales Division  
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# Who are we?

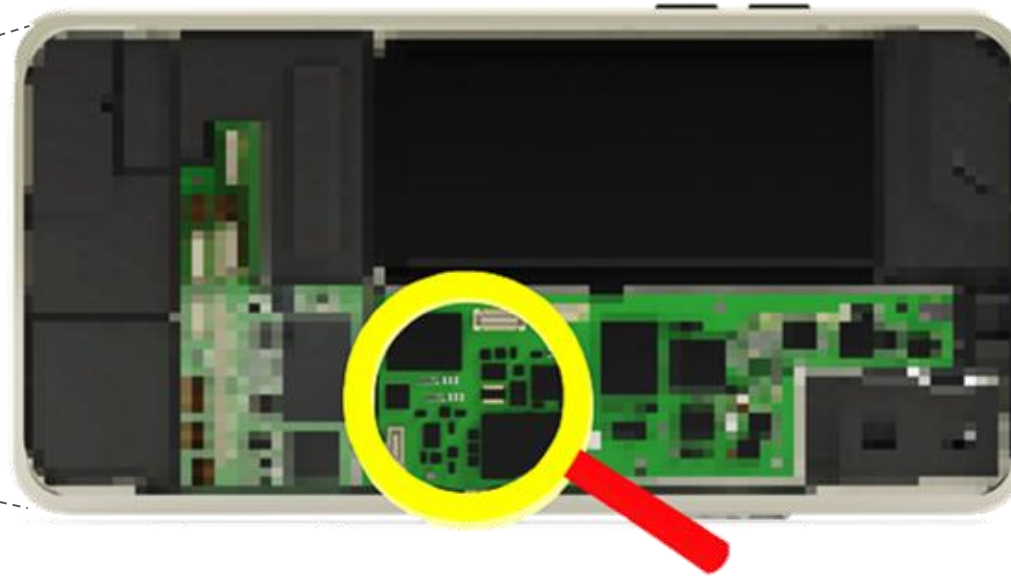
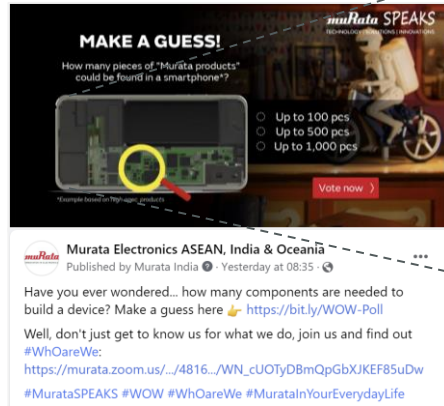
## Introduction to Murata



***muRata***

INNOVATOR IN ELECTRONICS





# How many pieces of "Murata products" could be found in a smartphone\*?

## QUIZ TIME

**1** Up to 100 pieces

**2** Up to 500 pieces

**3** Up to 1,000 pieces





Murata is everywhere!





最大 1,000 個

there are 1,000 pcs!

※高機能機種の一例(当社調べ)



**Murata is more than just  
a capacitor manufacturer!**



# Murata Core Competency

## CORE

Materials



Materials Design

Front-end  
process



Laminating  
& Stacking

Product  
design



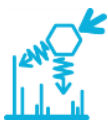
High Frequency  
Design

Back-end  
process



Packaging

Analytical



Materials  
Characterization

## COMPREHENSIVE PRODUCT PORTFOLIO

Capacitors



Inductors



Sensors

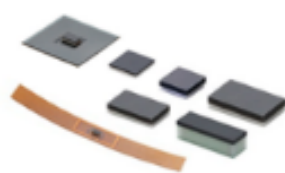


Timing Devices

(MEMS Resonator / Crystal Unit /  
Ceramic Resonator / Oscillator)



RFID Products



Power Products



Batteries



Wireless Communication



*and many more...*

## SOLUTION PROVIDER *(\*include numerous collaborations with major market/technology leaders)*



*and many more...*

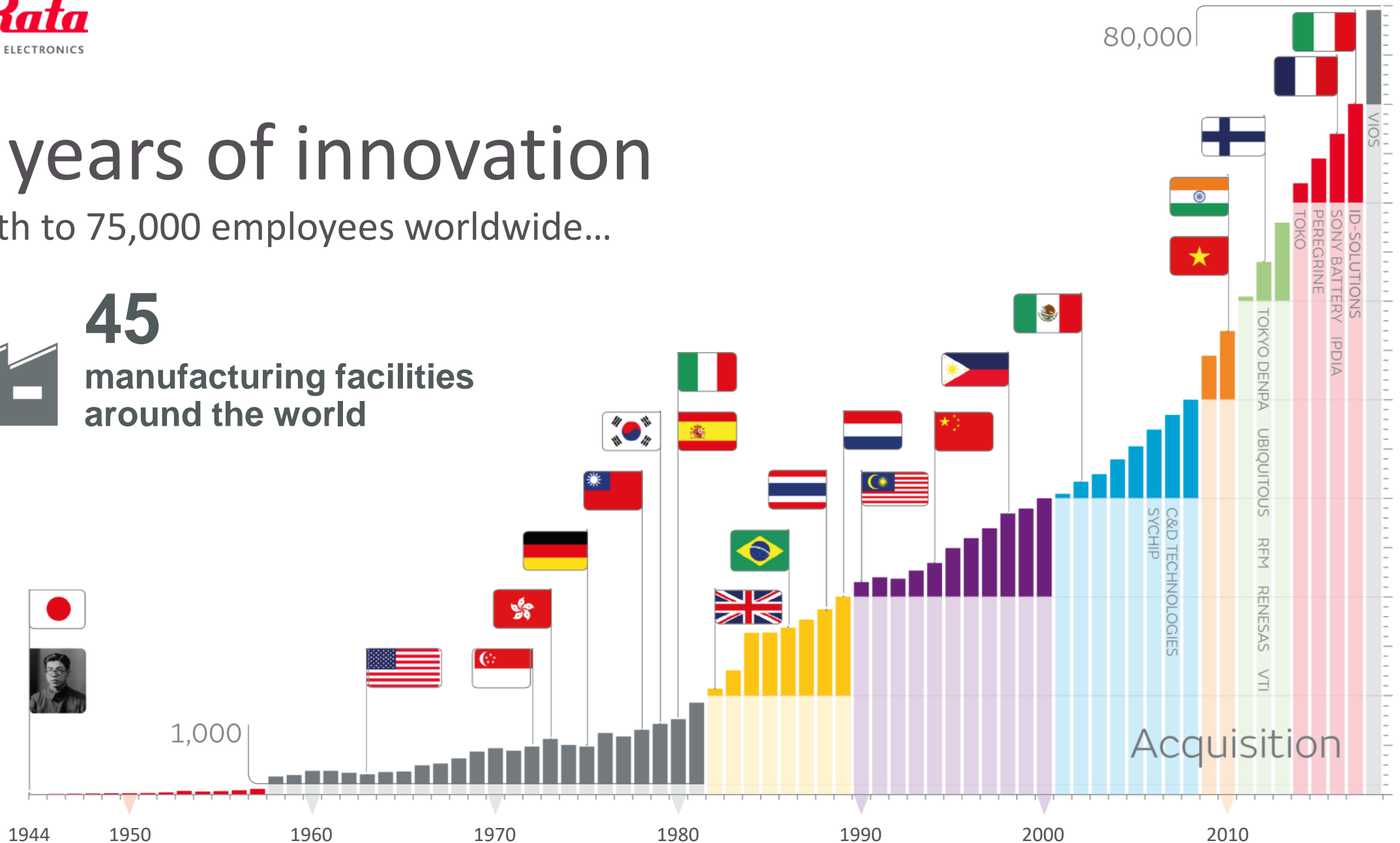


# 78 years of innovation

Growth to 75,000 employees worldwide...



**45**  
manufacturing facilities  
around the world





# Murata Vision 2030

- Murata focuses on 4 key fields with business opportunities to create value.

## Core fields

### Communications



**All types of things will be connected and optimized by communications**

We will correctly grasp the diversifying applications, changing customer structure and continue to offer value, taking an overwhelming lead with technological innovation.

### Mobility



**Automobile industry entering an age of once-in-a-century revolution**

In addition to contributing to the evolution of the automobile (in-car), we will aim to capture business opportunities in the broader sense of mobility (out-car).

## Challenge fields

### Environment



**Markets where promises have been made to become a sustainable society**

Murata aims to create innovation bringing together our business and solutions to the energy issue and other environmental issues.

### Wellness



**Pursuing new prosperity for an age when people's expected lifespan reaches 100 years**

We will use Murata's technology and our know-how in the electronics field to help the development of the medical field and seek to provide value in terms of preventing sickness and promoting health.



# Murata ASEAN & India Outlook in 2030

## No.1 Population & No.2 GDP in the world



- The population and GDP will be 1.5 billion and 36.1 trillion USD in 2030 respectively
- Economic power will shift from Europe and America to Asia and Africa
- 70% of global economic growth will be generated in these regions

## Sustainable Society



- The EV market in ASEAN is expected to grow to over 20% of all vehicles by 2025
- In India, at least 30% new vehicle sales will be electric by 2030
- The total installed capacity of renewable energy will be 40% in ASEAN by 2040
- India will increase its non fossil energy capacity to 500 GW

## Digital Transformation



- New business style by harmonizing digital and business
- Digital technologies adoption such as machine learning, deep learning, machine vision
- Talents who possess skillsets that can facilitate transition to smart manufacturing will be required

## Geo-Political Opportunity



- Shifting production facilities from China to countries (e.g. India, Vietnam, Thailand, etc.) due to trade tensions and supply disruptions
- ASEAN to pursuit for a Zone of Peace, Freedom and Neutrality
- Big manufacturing area by "Make in India" policy
- Expanding trade based on RCEP



# Murata ASEAN & India Operation Network







# Murata ASEAN, India & Oceania Sales & Business



# Murata ASEAN & India Operation Network





# Murata ASEAN & India Operation Network



**Singapore** |

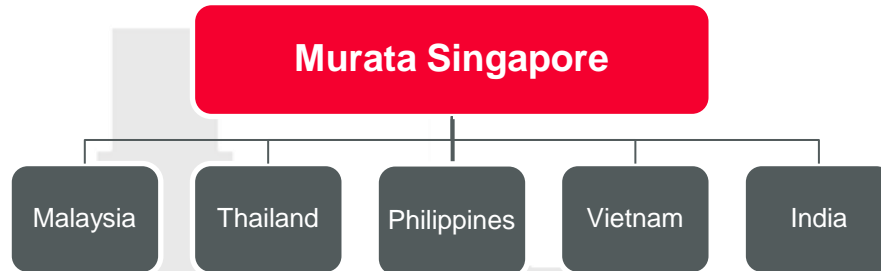




# Murata Electronics Singapore (Pte.) Ltd. (MES)



Murata Singapore is the **Regional Management Company** for ASEAN and India, holding multiple regional roles such as, Sales, Product Marketing, Planning, Administration, etc.



Besides supporting customers in Singapore, MES Sales also support customers in **Indonesia and Oceania**.



## Yishun Sales Office & Plant (est. Dec 1972)

200 Yishun Avenue 7, Singapore 768927

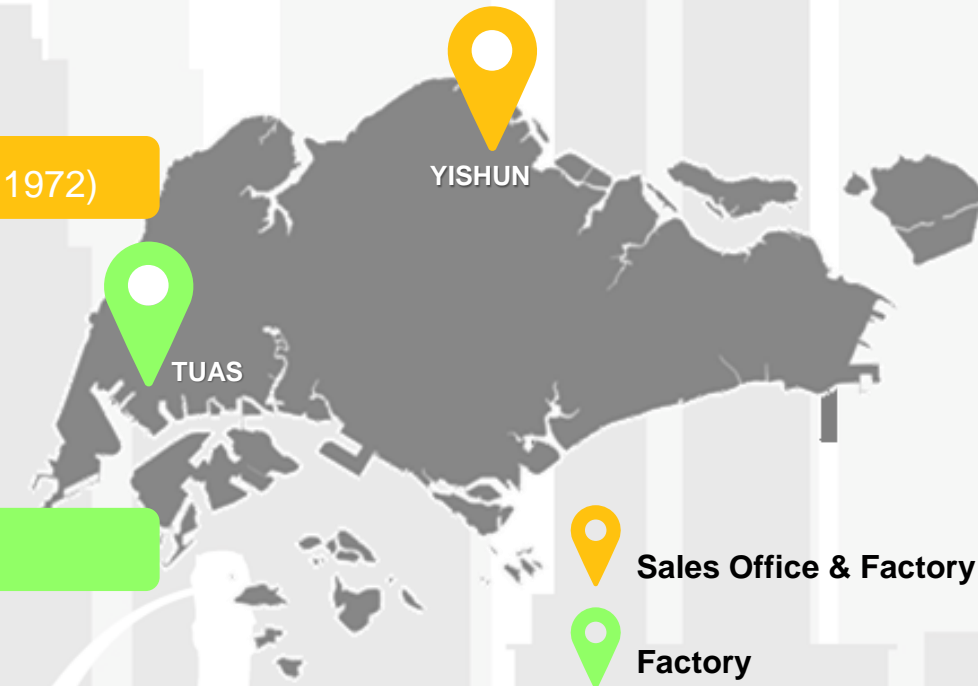
- Development and manufacturing of capacitors



## Tuas Plant (est. Oct 2007 )

1 Tuas Rd, Singapore 638481

- Development and manufacturing of battery





“INNOVATOR IN ELECTRONICS” is our company slogan.

Murata Electronics Singapore (Pte.) Ltd. (MES) team strives to contribute to the society with an innovative mindset. Leveraging on our diverse talents to serve as the window to our valuable customers, we will continue to deliver value, and touch our customers’ hearts.

We aim to be our customer’s “first call”, achieving the highest customer satisfaction continuously.

**Peter Tay Wee Peng**  
General Manager  
Murata Electronics (Singapore)



# Murata Singapore Sales Office



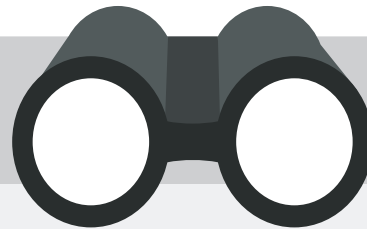
# Murata Singapore: Mission & Vision

## Mission

Grow and contribute to society, customers and colleagues

## Vision

Be the next game changer



Strengthen our core and  
showcasing the future through  
**value creations**

**Enhance business opportunity**  
through distribution channels

**Establish long lasting**  
customer relationship



# Singapore Economic Policy

## Singapore Economy 2030 – Seizing Opportunities, Energising Enterprises



### Services

Seize opportunities especially in **sustainability** & **digitalisation**



### Manufacturing

Building up a **strong** and **advanced** manufacturing sector



### Trade

Enhancing trade and strengthening **connectivity** to the world



### Enterprises

Growing **global** enterprises and **strengthening core capabilities**



### Green Economy

Transitioning Singapore to a **low-carbon economy**

Source: <https://www.mti.gov.sg/COS-2022/Singapore-Economy-2030---Seizing-Opportunities-Energising-Enterprises>

## Murata contributing to Singapore Economy 2030

### Core fields

#### Communications



#### Mobility



### Challenge fields

#### Environment



#### Wellness





# Indonesia Economic Policy

**Indonesia 4.0** - To revitalize its manufacturing sector and become a powerhouse in the Fourth Industrial Revolution (4IR)

## ■ 5 Manufacturing Industries Sectors



Food & Beverage



Electronics



Automotive



Chemical



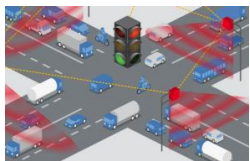
Textile

Source: <https://www.linkedin.com/pulse/industry-40-indonesia-moving-up-manufacturing-value-chain-wickberg-3d/>

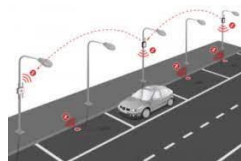
## Murata contributing to Indonesia 4.0

### ■ Solutions

Traffic Counter System



Smart Street Lighting



Smart Metering



Wireless Sensor Network



Energy Storage System



Soil Sensor



### ■ Components/ Devices

Wireless Modules



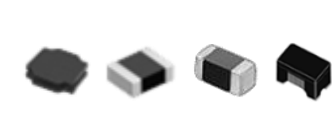
Vibration Sensor



Power Modules, Batteries



Electronics Components



#### Target Audiences:

Design makers, Design houses, System Integrators, TELCO, Network providers, Government agencies, and more...

#### Activities:

Factory automation exhibitions, Roadshows & workshops, Joint-webinar (with major local & global partners), Proof-of-concept Design-IN activities

#### Future Plans:

More collaborations with existing or new business partners, Events – Exhibitions, Technical workshops, etc. Sponsorship activities



# Australia & New Zealand Economic Policy

## Australia's Digital Economy

Australia's vision to be a leading digital economy and society by 2030.

### ■ Key technologies shaping the future to 2030



Artificial Intelligence



Internet of Things



Data Analytics



Quantum Computing



Blockchain

Source: <https://digitaleconomy.pmc.gov.au/>

## Industry Transformation Plan

New Zealand to be an early adopter and a world leader in the digital economy.

### ■ Key technologies shaping the future to 2030



Mobile Internet



Fintech



Cloud computing



Big Data



Advanced robotics



Additive manufacturing



AI



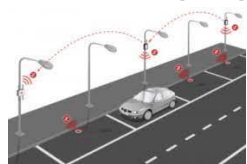
IoT

Source: <https://www.mbie.govt.nz/>

## Murata contributing to Australia & New Zealand

### ■ Solutions

#### Smart Street Lighting



#### Smart Metering



#### Industrial



#### Telematics



#### Healthcare



#### Energy Storage System

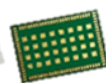


#### Soil Sensor



### ■ Components/ Devices

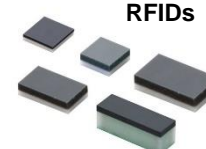
#### Wireless Modules



#### Sensors



#### RFIDs



#### Power Modules, Batteries



Battery module



PSU



Coin batteries

#### Target Audiences:

Design makers, Design houses, System Integrators, TELCO, Network providers, Government agencies, and more...

#### Activities:

Factory automation exhibitions, Roadshows & workshops, Joint-webinars (with major local & global partners), Proof-of-concept Design-IN activities

#### Future Plans:

More collaborations with existing or new business partners, Events – Exhibitions, Technical workshops, etc., Sponsorship activities



# Murata Singapore: Events Calendar



## Smart City Expo (ICC Sydney)

Event Date:

26th ~ 27th Oct 2022



Exhibition



Physical



## All Energy (Melbourne)

Event Date:

26th ~ 27th Oct 2022



Exhibition



Physical



# Murata Singapore: Events Calendar



## Industry Tech Days

**Event Date:**  
19<sup>th</sup> ~ 23<sup>rd</sup> Oct 2022



Exhibition



Virtual



## NXP Connects (APAC)

**Event Date:**  
Nov 2022



Exhibition



Virtual



## [Monthly Webinar Series] Murata SPEAKS

**Event Date:**  
Last Thursday of each month



Webinar



Virtual



# Murata Singapore: CSR Activities

## ■ CSR as Value Creation

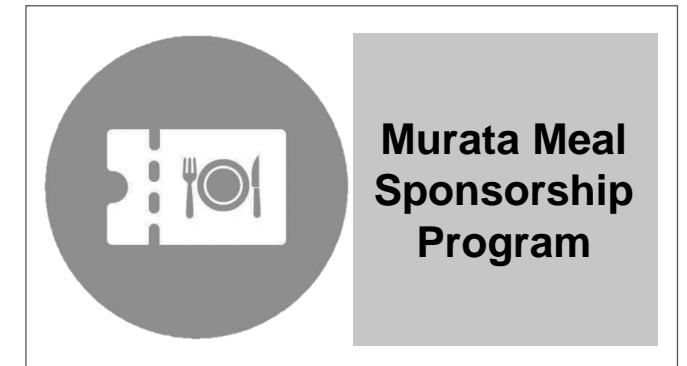
- Corporate's routine donation
- Groceries donation
- Donation drive
- End of year activities at Sunbeam

### Singapore Charity Organization



## ■ CSR as Corporate Philanthropy

- Ease financial burden and help secure 6 months of internship in Murata
- Supported meal vouchers to lower income students





# Murata Singapore: History



Murata Electronics  
Singapore  
Incorporated in 1972

1970s



Completion of  
Murata's new  
factory in Yishun  
(Main Building) in  
1989

1980s



Official opening of  
Main Building in  
Yishun in 1990  
  
Establishment of  
Tuas CRT plant in  
1990

1990s



Establishment of  
Sales Office at  
Malaysia (MTM),  
Thailand (TMT),  
and Philippine  
(MEP).



Establishment of  
MES North Building  
in 2000

2000s



Establishment of  
Vietnam Sales  
Office (MEV) and  
India Sales Office  
(MIE)

Support to WME  
for MLCC Factory  
Activity.



Acquisition of Sony  
Energy Technology  
Singapore and  
renamed Murata  
Energy Devices  
Singapore

Support to PMM  
MLCC Factory  
set up

2010s



Murata Electronics  
Singapore and Murata  
Energy Devices Singapore  
merge to form Murata  
Electronics Singapore

2020s

1972	1973	1975	1978	2003	2012	2013	2014	2015	2018	2019
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**Murata Electronics Singapore (Pte.) Ltd.**





# Murata ASEAN & India Operation Network





# Murata ASEAN & India Operation Network



Malaysia



# Murata Electronics (Malaysia) Sdn. Bhd. (MME)

**muRata**  
INNOVATOR IN ELECTRONICS



## **Penang Sales Office** (est. Oct 1994)

Unit 6.03, Menara Boustead, 39 Jalan Sultan Ahmad Shah, 10050 Penang, Malaysia



## **Kuala Lumpur Sales Office** (est. Jun 1990)

Suite 13.01, Level 13, Menara IGB, No.1 The Boulevard, Mid Valley City, Lingkaran Syed Putra, 59200 Kuala Lumpur, Malaysia



## **Malaysia Plant** (incorporated May 1993)

Plot 15, Bemban Industrial Park Jalan Bemban, 31000 Batu Gajah, Perak, Malaysia

- EMI Winding Factory & resales of Murata products through IPC







Murata Electronics (Malaysia) Sdn. Bhd. (MME) is an overseas subsidiary of Murata Manufacturing Co. Ltd. and functions as a production base and sales foothold of the Murata Group in Malaysia and Southeast Asia.

Our mission is to solve customer's issues by our innovative products and solutions. We pursue to be an "innovator" while constantly considering how we can play a part in improving the environment and contribute to our society.

**Kazuya Kitahata**  
General Manager  
Murata Electronics (Malaysia)



# Murata Malaysia Sales Office



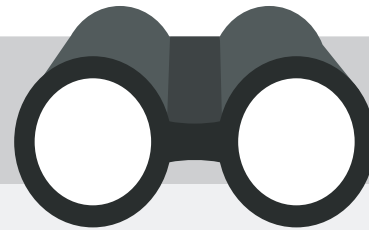
# Murata Malaysia: Mission & Vision

## Mission

Create NEW values; Challenge NEW things; Grow with NEW stakeholders

## Vision

Be the Next Game Changer



Industrial 4.0



Mobility



Environment





# Malaysia Economic Policy

## ■ DEFINITION

Strengthening political stability, enhancing nation's prosperity, and ensuring unity while celebrating ethnic and cultural diversity as the foundation of nation state.

## ■ AIM

Providing a decent standard of living to all Malaysians by 2030.



## Shared Prosperity Vision 2030

Source: <https://www.malaysia.gov.my/portal/content/30901>

## ■ 7 STRATEGIC THRUST

- Small and medium-sized enterprises (SMEs) and multinational corporation (MNCs) in manufacturing
- Drive for innovation, digitalisation and sustainability

**1**  
RESTRUCTURING  
BUSINESS AND  
INDUSTRY ECOSYSTEM

**2**  
KEY ECONOMIC GROWTH  
ACTIVITIES  
(KEGA)

**3**  
TRANSFORMING  
HUMAN CAPITAL

**4**  
LABOUR MARKET  
& COMPENSATION  
OF EMPLOYEES

**5**  
SOCIAL  
WELLBEING

**6**  
REGIONAL  
INCLUSION

**7**  
SOCIAL  
CAPITAL

## Murata contributing to Malaysia Vision 2030

### Core fields

Communications 



Mobility 



### Challenge fields

Environment 



Wellness 





# Murata Malaysia: Events Calendar



## Metaltech 2022

### Event Date:

22nd ~ 25th Jun 2022

### Theme:

Smart Factory Automation

### Event Location:

Malaysia International Trade & Exhibition Centre (MITEC) – Hall 4



Murata Booth Number:

**4373**

See you  
there!



# Murata Malaysia: CSR Activities

## ■ Donation Drive

Many **NGOs** voluntarily initiated support for affected victims physically at the flooded area or monetarily.

**Malaysian Medical Relief Society -**  
The MERCY Malaysia appeals for funding for the victims.

**Murata Malaysia** donated to the MERCY Malaysia to support the flood relief and recovery plan.

**muRata**



\* **CSR:** Corporate Social Responsibility

\* **NGO:** Non-governmental Organization

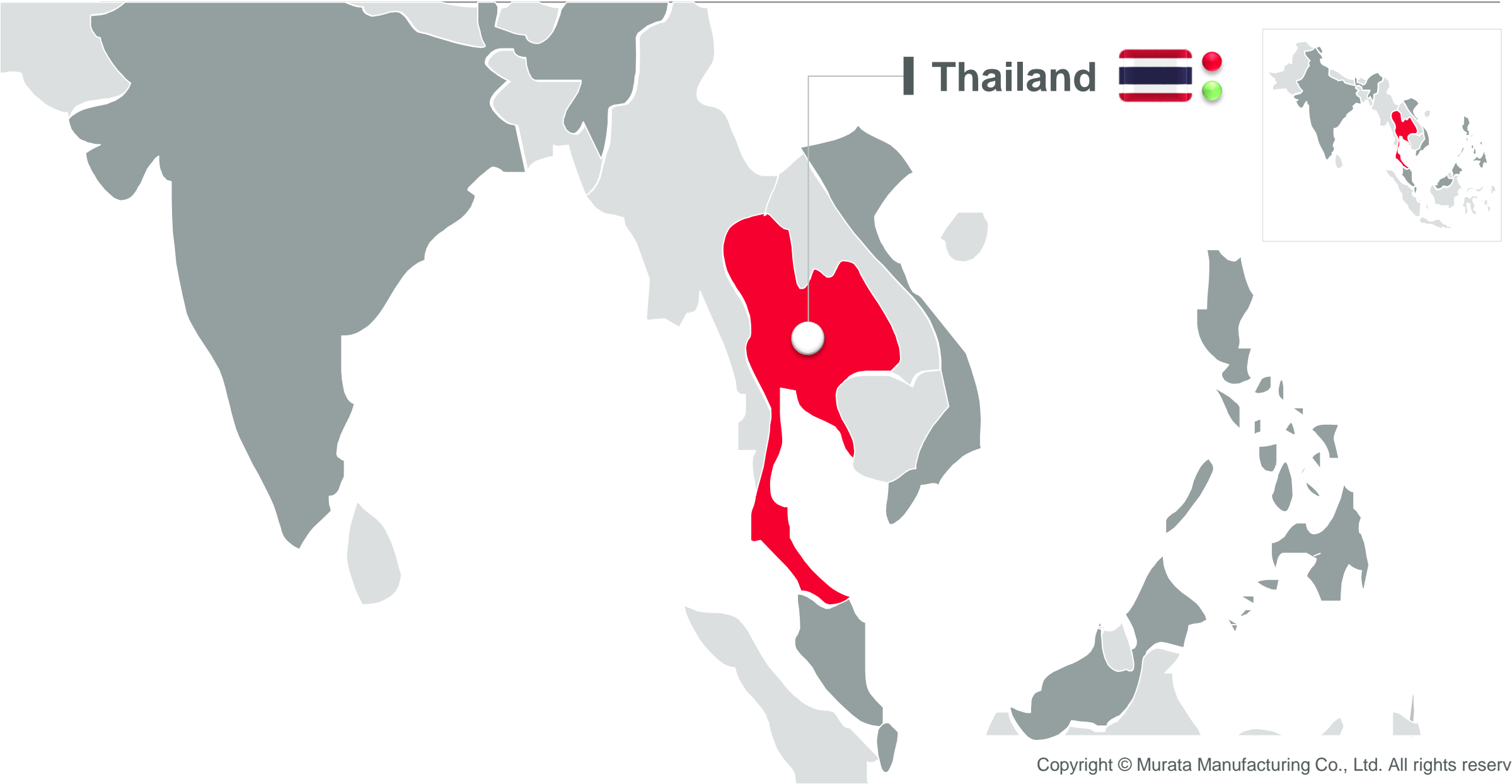


# Murata ASEAN & India Operation Network





# Murata ASEAN & India Operation Network





# Thai Murata Electronics Trading, Ltd. (TMT)

**muRata**  
INNOVATOR IN ELECTRONICS



## **Thailand Sales Office** (est. Mar 1997)

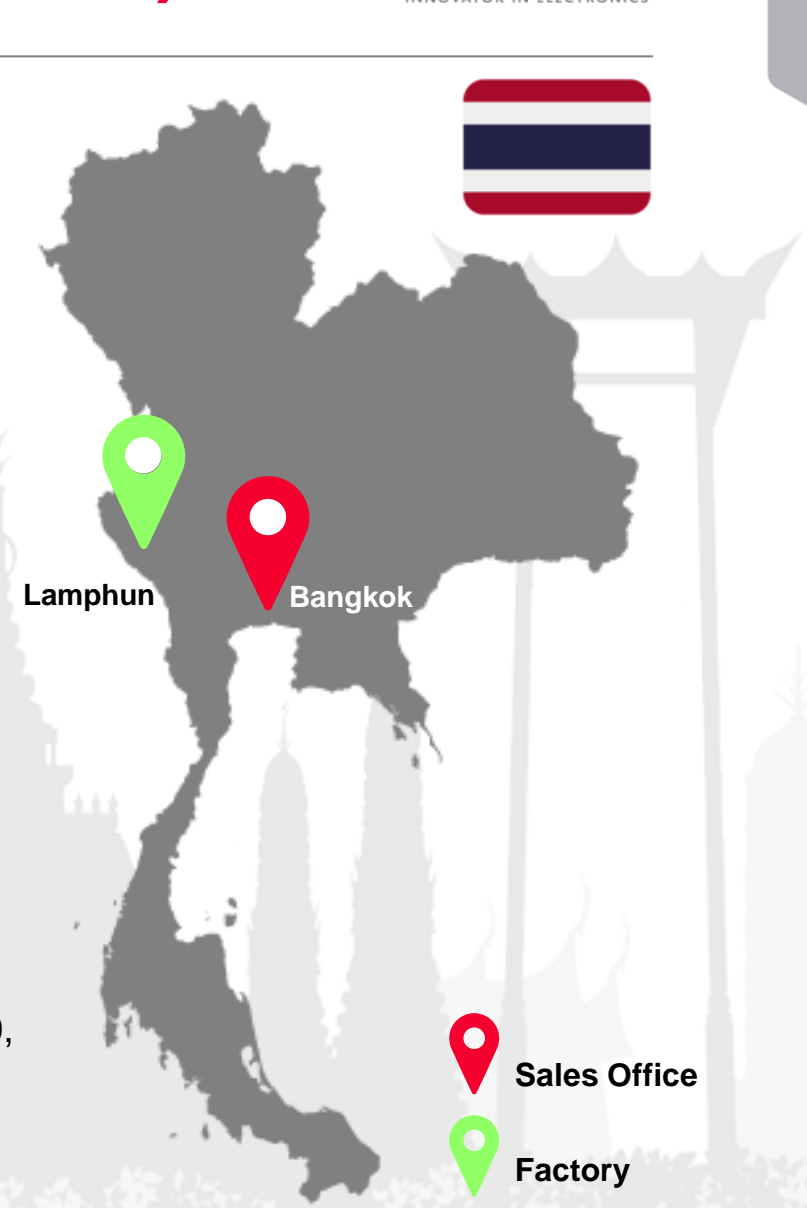
Thaniya Plaza Bldg., 10th Floor, 52 Silom Rd.,  
Suriyawongse, Bangrak, Bangkok 10500 Thailand



## **Thailand Plant** (est. Sep 1988)

Northern Region Industrial Estate 63 Moo 4,  
Tambol Ban Klang Amphur Muang, Lamphun 51000,  
Kingdom of Thailand

- **Development and manufacturing the following products:**  
Ultrasonic sensors, Antenna coils, Piezoelectric buzzers, EMI suppression filters and various type of capacitors







2022 marks a significant milestone for Thai Murata Electronics Trading Ltd (TMT). As we celebrate 25 years of establishment, contributing to the advancement of electronics devices in across many application segments.

As a global innovator in electronics, our spirited team continuously strives to be the first choice of our partners and customers, creating new collective values, to contribute to the sustainable Thai society through our cutting edge advanced technologies.



**Gary Han Wee Kwang**  
Director - General Manager  
Thai Murata Electronics Trading Ltd.

**Thai Murata Sales Office**



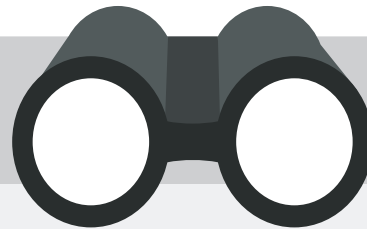
# Thai Murata: Mission & Vision

## Mission

Contribute to Advancement of Society

## Vision

Reinventing ourselves to be a Value Innovator



**Leading innovation driven by Thai's local core for sustainable economic growth and social development**

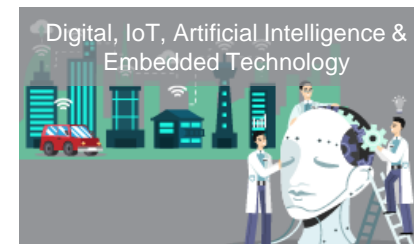
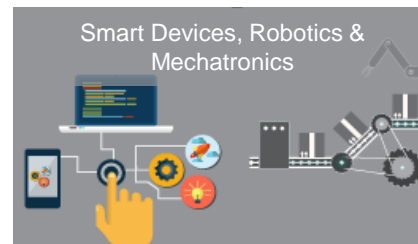
To be the  
**Business Innovator**

To be the **Strategic Partner**  
through Innovation

To contribute through  
**Innovative Operation & Service**



# Thailand Economic Policy



## Thailand 4.0 - Prosperity, Security, Sustainability [Innovative/ Value-based Industry – High Income Country]

### 10 S-Curve Targeted Industries

Next-Generation  
Automotive



Smart Electronics

Affluent, Medical and  
Wellness Tourism



Agriculture and  
Biotechnology

Food for the Future



Robotics



Aviation and Logistics

Biofuels and Biochemicals



Digital

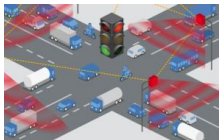


Medical Hub

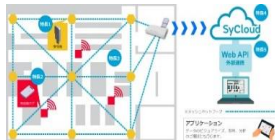
## Murata contributing to Thailand 4.0

### Solutions

Traffic Counter System



Position Detection



Wireless Sensor Network



Energy Storage System



Helmet with Vital  
sign sensor



Soil Sensor



**PIECLEX**  
UTILIZE YOUR ENERGY



### Components/ Devices

Wireless Modules



Sensors/ Functional Devices/ RF



Power Modules, Batteries



Electronics Components





# Thai Murata: Events Calendar



## Industrial Forum

**Event Date:**

12<sup>th</sup> Jul 2022

24<sup>th</sup> Nov 2022

20<sup>th</sup> Dec 2022



Exhibition



Virtual



## Maintenance & Resilience ASIA

**Event Date:**

14<sup>th</sup> ~ 16<sup>th</sup> Sep 2022



Exhibition



Virtual



## [Monthly Webinar Series] Murata SPEAKS

**Event Date:**

Last Thursday of each month



Webinar



Virtual



# Thai Murata: CSR Activities

## ■ With Murata's Wireless Sensor Network

New Collaboration Channel

Brand Awareness

Contribution to Society



“University”



Students



Government



Business

Product Sample (WSN)  
Technical Knowledge

- Create Education Lab for research

- Enhance students' knowledge and skills

- Installation on actual production machine in University  
(Clean Water Processing Plant)

**Sustainable Environment (SDG)**

- Expand/scale to solve society's issues  
(Clean Water & WSN Usage Concept)

\* **CSR**: Corporate Social Responsibility

\* **SDG**: Sustainable Development Goals

\* **WSN**: Wireless Sensor Network



# Thai Murata: Exclusive Support Tools

## ■ Smart Factory Automation Solution Page

Available in Thai language

- Provides essential information and solutions for kick-starting your smart factory project with ease
- Introduction to a fast, easy and hassle-free solution

Website: <https://solution.murata.com/th-th/service/wireless-sensor/>

Click to  
learn more





# Thai Murata: SNS Communication Channel



 **THAI MURATA**



  
Scan  
to join

**Murata is now on LINE!**

- Discover Murata new solution
- Exchange information and opinions within community of like-minded professionals
- Keep up-to-date with Murata Thailand's events

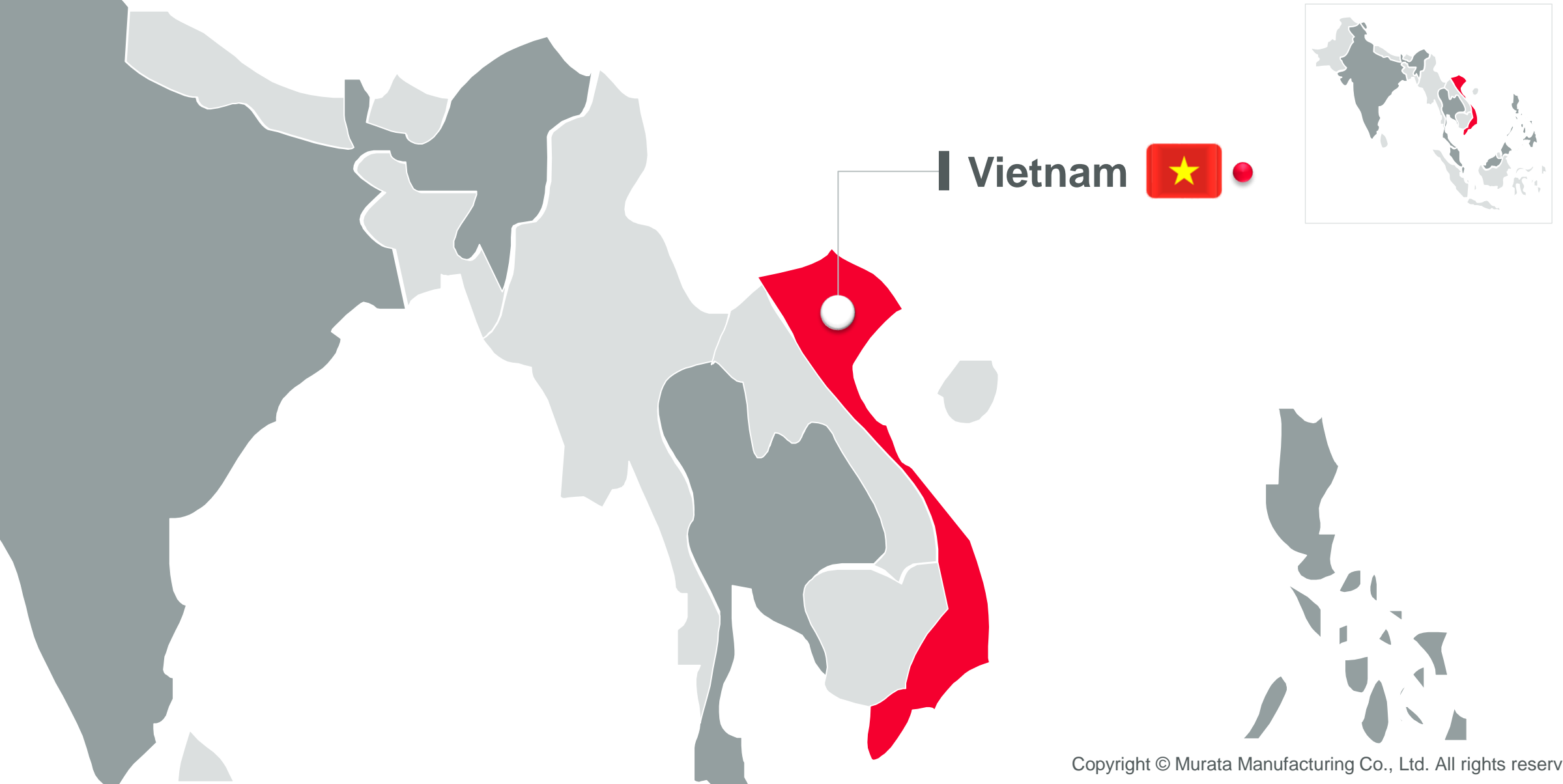


# Murata ASEAN & India Operation Network





# Murata ASEAN & India Operation Network



**Vietnam** 



# Murata Electronics (Vietnam) Co., Ltd (MEV)



## Vietnam (Hanoi) Sales Office

Room 501, 5th Floor, V Building, 125-127 Ba Trieu Street. Nguyen Du Ward, Hai Ba Trung District, Hanoi, Vietnam

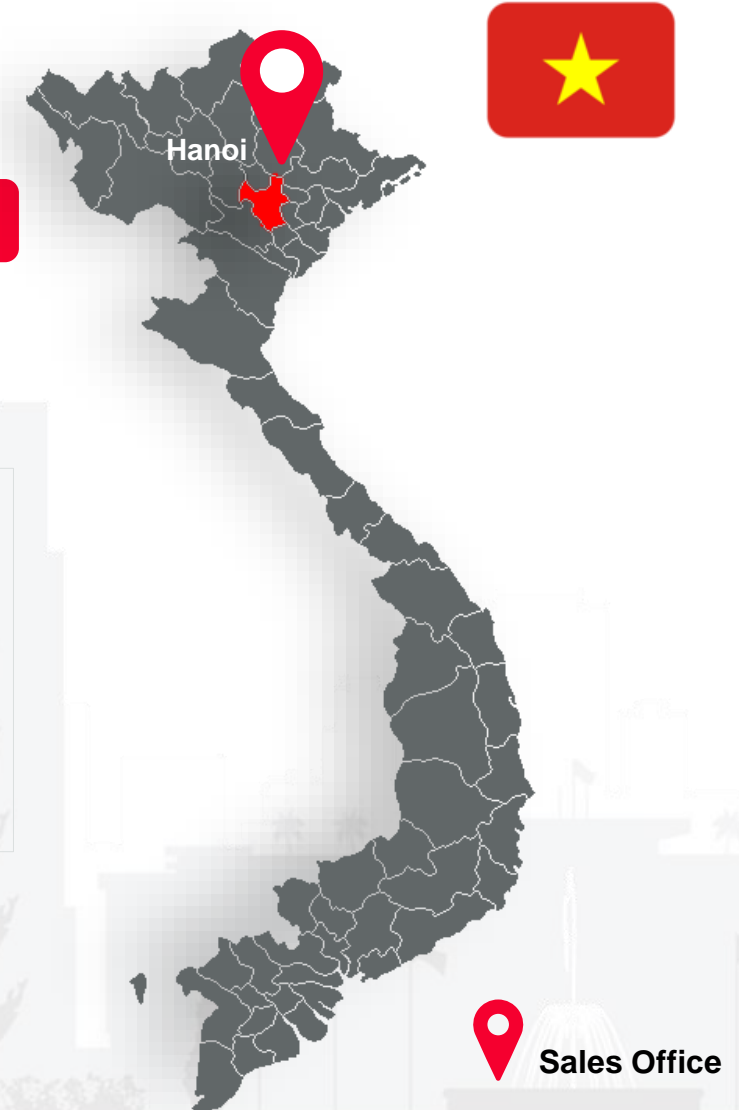
### Establishment:

October 2007	As a representative office of Murata Electronics Singapore
October 2010	"Murata Electronics (Vietnam) Co., Ltd" as an agency office of Murata Singapore

**Sales amount:**  
75M USD (2021)

**No of employees:**  
20 (Mar'22)

**Direct customers:**  
40+ (Mar'22)







With more than 13 years of establishment in Vietnam, Murata Electronics (Vietnam) Co., Ltd. (MEV) has always been dedicated to our mission to “contribute to the advancement of society”, creating unique, innovative products and solutions for our customers.

MEV’s employees are imbued with this mindset and are ready to cooperate and support customers to create an advanced, prosperous and sustainable society.

**Motoi Chida**  
General Director  
Murata Electronics (Vietnam)



**Murata Vietnam Sales Office**



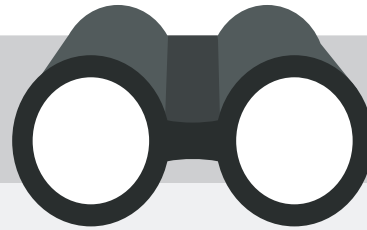
# Murata Vietnam: Mission & Vision

## Mission

Contribute to Vietnam society together with customers and stakeholders,  
with advanced solutions

## Vision

Optimization of Murata Vietnam's presence with new valuable proposals



**Taking resolution of social problems  
as key action purpose by all members  
– creating values for Vietnam society**





# Vietnam Economic Policy

## ■ ASPIRATIONS FOR 2035

Source: <https://openknowledge.worldbank.org/handle/10986/23724>



A capable and accountable state



A prosperous, creative upper-middle-income country



A sustainable environment to protect the quality of air, land and water



An equitable and inclusive society

## Vietnam 2035 - Toward Prosperity, Creativity, Equity, and Democracy

### Murata contributing to Vietnam 2035

#### Core fields

##### Communications



- **5G Infrastructure**  
Preparation for 6G
- **IoT x Digital Transformation**  
Diversified applications

##### Mobility



- Connected
- Autonomous
- Sharing
- Electrification

#### Challenge fields

##### Environment



##### Resolving environmental issues, such as:

- Air pollution
- Climate changes
- Resources shortage
- Renewable energy
- etc...

##### Wellness



- Medical devices
- Health monitoring
- Sleep tracker
- Remote consultation
- Remote surgical
- etc...



# Murata Vietnam: Long-term Commitment to Society

- With Murata's continuous innovation and value creation in the electronics field



RFID for surgical tool management



Air and water pollution



Smart agriculture



Renewable energy

**HAPPY x HAPPY = WIN**



Customers



Resolving Social Problems (ESG)



**Winning together**  
with customers and stakeholders

Murata Vietnam strives to be a company that makes local communities happy and proud. To contribute in making Vietnam society more sustainable and prosperous, Murata will focus on SDG and CSR activities.

\* SDG: Sustainable Development Goals

\* ESG: Environmental, Social, and Governance



# Murata Vietnam: CSR Activities

## Scholarships Sponsorship to Hanoi Medical University



- Number of sponsorships: 5
- Award: VND 10M per student



# Murata Vietnam: SDG Initiatives

## Continuously reducing environmental impact through sustainable business operation practices



**Effective Logistics Service**



**Sustainable Packaging**



**Paperless Operation**



# Murata Vietnam: Exclusive Support Tools

## ■ Vietnam 5G Solution Page

Available in Vietnamese language

Access out 5G application guide webpage to gain:

- Immediate grasp on the latest 5G technology trends → preparation for 6G
- Timely update on Murata's latest products and solutions for 5G technology
- Support from Murata experienced field experts

Website: <https://www.murata.com/en-sg/campaigns/5gvietnam/home>

Click to  
learn more





# Murata ASEAN & India Operation Network





# Murata ASEAN & India Operation Network



**Philippines**





# Murata Electronics Philippines Inc. (MEP)



*Laguna Techno Park*

## **Philippines Sales Office** (est. 1998)

Unit 3A and 3B, 3<sup>rd</sup> Floor LTI Administration  
Building 1 Annex 2, North Main Avenue  
Laguna Techno Park, Biñan Laguna 4024



## **Philippines Plant** (est. Sep 2011)

Lot 2-A Phase 1B, First Philippine Industrial Park,  
Barangay Pantay Bata, Tanauan City, Batangas,  
Philippines

- Development and manufacturing of capacitors







Murata Electronics Philippines, Inc. (MEP), a well trained Sales team, with more than 23 years of establishment in Philippines, has always been strong and clear about it's vision to be the most preferred and trusted business partner – providing essential solution that meets customer's needs, wants and satisfactions.

We will do our utmost to support and help our customers achieve their business goals.

**Gen Suganuma**  
President  
Murata Electronics (Philippines)



**Murata Philippines Sales Office**



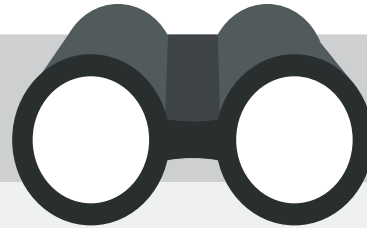
# Murata Philippines: Mission & Vision

## Mission

Become essential to our customers by providing utmost support to help them achieve and meet their expectations

## Vision

Be the Next Game Changer



To be  
**No.1 supplier**  
through market diversification  
and reliable supply

To exceed customers' expectations  
in **quality, delivery** and **support**  
through continuous improvement  
and customer interactions

To provide  
**unique** and **unrivalled values**  
for our partners



# Philippines Economic Policy



## Philippine Development Plan (PDP)

### ■ 5 Main Pillars

Source: <https://pdp.neda.gov.ph/philippine-development-plan-2017-2022/>



Enhancing the Social Fabric  
("Malasakit")



Inequality-Reducing  
Transformation ("Pagbabago")



Increasing Growth Potential  
("Patuloy na Pag-unlad")



Enabling and Supportive  
Economic Environment



Foundations for Sustainable  
Development

## Murata contributing to Philippine Development Plan

### ■ 5 Focus Markets



IC Maker



Agriculture



Energy



Electric Vehicle



Infrastructure



# Murata Philippines: Events Calendar



## Philippine Subcon and Manufacturers Exhibition 2023

Event Date: 26<sup>th</sup> ~ 29<sup>th</sup> Apr 2023





# Murata Philippines: CSR Activities

## ■ [2021] Christmas gifts (relief packs) giving to the low income community



## ■ [2018] Christmas party for neglected and abandoned kids



Contributing and extending support to the community

Constantly taking environmental and social measures to contribute to the well-being of our community and society

Projecting a positive company image - emotionally appealing and making our employees, community and customers proud



# Philippine Manufacturing Murata: CSR Activities *muRata* INNOVATOR IN ELECTRONICS

## EDUCATIONAL PROGRAM



To benefit unprivileged talented students to achieve their educational goals and become valuable members of the community. In addition, to help selected poor individuals finish their courses, in return helping them on their livelihood.

## FEEDING PROGRAM



To reduce/ prevent children from under-nutrition such as stunting, wasting, micro-nutrient deficiencies; To educate children and improve their knowledge on healthy diet and lifestyle habits; To improve school enrolment, school attendance and academic performance; To reduce food insecurity and hunger.

## COMMUNITY CALAMITY SUPPORT



To offer financial and non-financial aids to affected communities, assisting in the recovery development of disaster-hit areas.

## HEALTH & SAFETY PROGRAM



To improve the health through preventive and/or supportive medical treatment of less fortunate members of the society; To aim to provide safety in the community.

## Cultural, Arts and Sports Program

To foster social inclusion and community empowerment by bringing people together in conducting and participating in cultural activities such as arts and festivals and sports competitions.

## Livelihood Programs

To improve the state of life of the low-income sector by giving jobs and business opportunities, healthcare access, and other forms of assistance.

22F ~



# Philippine Manufacturing Murata: SDG Initiatives *muRata* INNOVATOR IN ELECTRONICS

- Murata Philippines plant set to become the 1st overseas production site to operate on 100% renewable energy



Murata Manufacturing Group is committed to promoting the use of renewable energy at its domestic and overseas locations to combat climate change.

Murata Manufacturing Group is converting all electricity consumed in the group's business activities into renewable energy to meet the goals of the RE100 global environmental initiative.

[NEWS LINK](#)

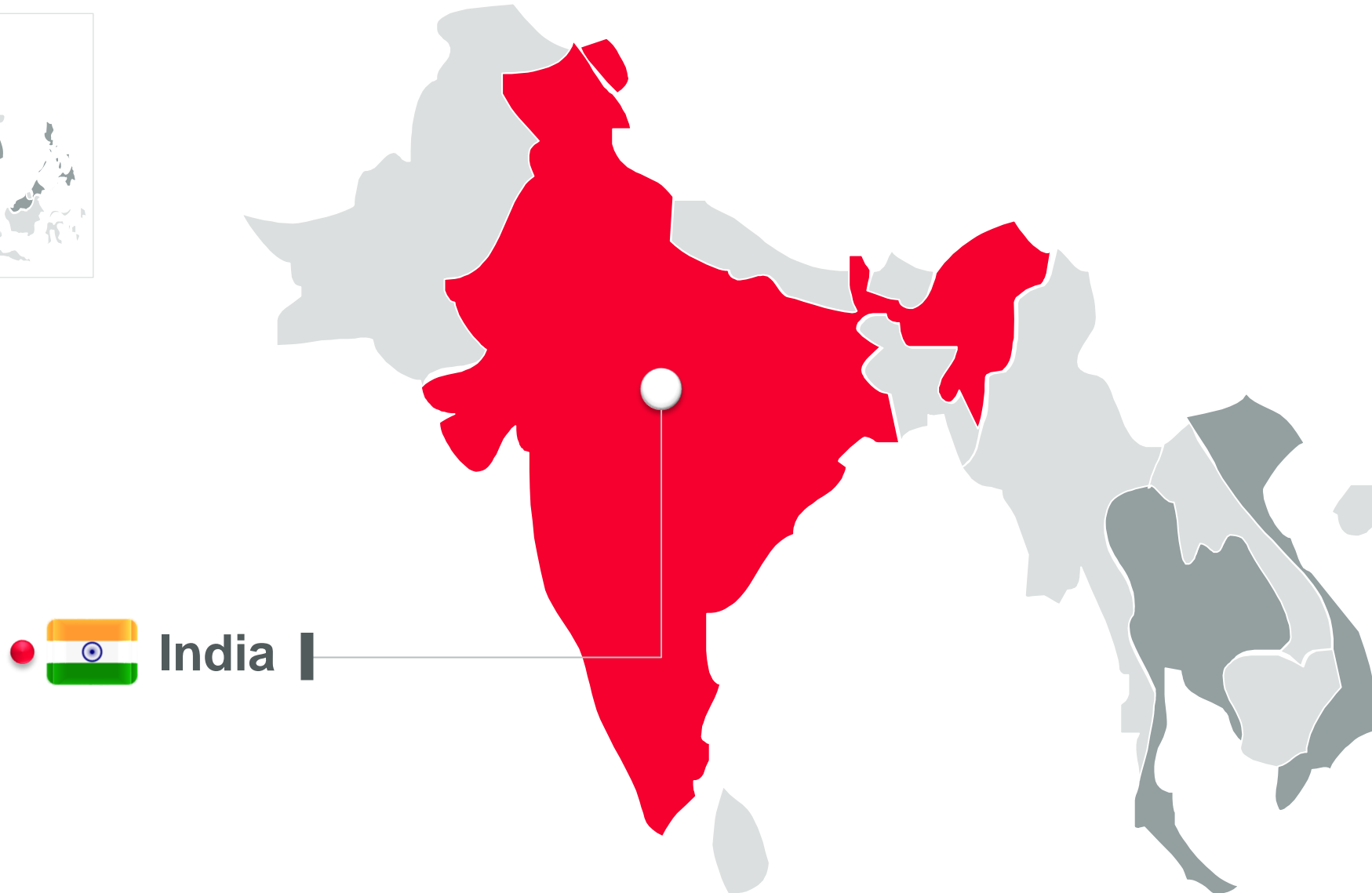


# Murata ASEAN & India Operation Network





# Murata ASEAN & India Operation Network





# Murata Electronics India Private Limited (MIE)

**muRata**  
INNOVATOR IN ELECTRONICS



## **Chennai Sales Office** (est. 2007 )

New Door Nos.610, 610A & 612, 3rd Floor, Block A, "Imperial" building Anna Salai, Teynampet, Chennai 600 018, India



## **Bangalore Sales Office** (est. 2013 )

Ground floor, Nitesh Timesquare, No.8, M.G. Road, Bangalore - 560 001, India



## **Gurgaon Sales Office** (est. 2018 )

Unit No. 107, 1st Floor, Vatika City Point, MG Road, Gurgaon-122 002, India







Murata Electronics (India) Private Limited (MIE) has 11 years of business history in India where the next big global demand of electronics exists. With young and dynamic talents in our organization, MIE is heading towards a dynamic growth in the Indian market and contributing prominent share in Murata business.

India's economic growth is expected to gain momentum. MIE will focus to fulfil the huge market demand and sow new business seeds in the near future, following the next-China trend. MIE will continue to innovate to have an edge over other competitors and contribute to Murata's global business significantly

**Ryuji Hayashi**  
Managing Director  
Murata Electronics (India)



# Murata India Sales Office



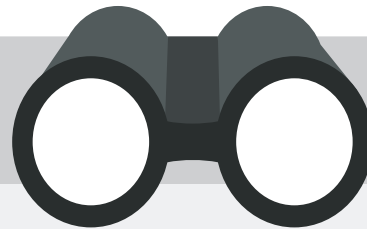
# Murata India: Mission & Vision

## Mission

Being a world-class business exporter of great talent and technology

## Vision

Solid foundation to be the next **GAME CHANGER**



**Contribute to Murata growth with the best team (talent) and  
innovate technology and business in India**

Communication



Mobility



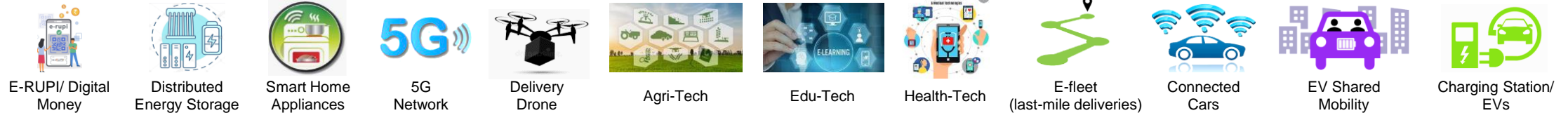


# India Key Influencing Trends



## India Dynamic Growth

### ■ HIGH GROWTH EXPECTATION & MATURITY



## Murata contributing to India Dynamic Growth

### Core fields

#### Communications



Telecom service providers



Equipment manufacturers

#### Mobility



2-wheelers



4-wheelers



Electric vehicles

### Challenge fields

#### Environment



GOVERNMENT



UNIVERSITY



SOIL



Collaborative efforts for Smart agriculture

#### Wellness



Medical device OEM's



Sleep monitoring

### Platforms

INDUSTRY 4.0  
Internet of Things  
Predictive Maintenance

AI ML  
Edge

V2X  
VEHICLE-TO-EVERYTHING  
CV2X

RADAR

Smart Agriculture



# Murata India: Events Calendar

stay tuned

- Check out our upcoming events in India [here!](#)







■ Celebrated 10<sup>th</sup> anniversary in 2020

A large, vibrant splash of paint in the background, transitioning through a rainbow spectrum from red on the left to blue and purple on the right.

**More than 10 years in India!**

Murata Electronics India Pvt. Ltd.

We are going into our **12th year** and we are sure to have  
as many decades to celebrate with our customers and stakeholders  
contributing to the society with our wonderful pool of talents.





# Comprehensive Sales Support & Tools



# Online Design Support Software – SimSurfing



<https://www.murata.com/tool/simsurfing>

**SimSurfing** is a *free website design tool* which provides information and data for selecting electronic components.

The functions of the software allow you to *narrow your search* for the component part numbers, display various characteristics, and *perform characteristic calculations*.



# Online Support – Murata Community Forum



**muRata**

## Wireless connectivity

Your questions answered by experts at the **Murata Community Forum**

Forum-based support for every step of your product design journey. Ask RF module-related questions, view answers and join conversations.

Access the knowledge of RF professional from around the world.

[\*\*https://community.murata.com\*\*](https://community.murata.com)



# Murata Solution Technology



<https://solution.murata.com/th-th/service/wireless-sensor/>



<https://solution.murata.com/en-sg/technology/telkom-everynet-solution>



<https://www.murata.com/en-sg/campaigns/5GVietnam/Home>

<https://solution.murata.com>





# Murata Open Innovation



## MURATA OPEN INNOVATION

We are looking for collaboration partners to take on the challenge of discovering new possibilities.



<https://www.murata.com/en-eu/s/blog/how-startups-can-collaborate-and-innovate-with-murata.html>



# muRata SPEAKS

TECHNOLOGY | SOLUTIONS | INNOVATIONS



Subscribe to our monthly webinar series. Be the first to be notified!

If you are interested in our monthly webinar series, please sign up [here](#) to be notified when the next upcoming webinar is ready!



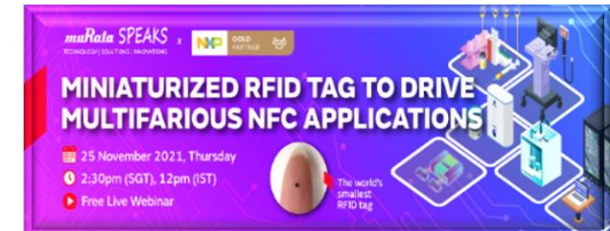
August 2021



September 2021



October 2021



November 2021



December 2021  
\*Thai Language



January 2022  
\*Bahasa Indonesia



February 2022



March 2022  
\*Thai Language



# Murata Social Media Channels



<https://lin.ee/xLeyNyy>

<https://zalo.me/g/zjgzyx087>





# New Business & Innovation



# Digital Transformation in Agri-tech for Social & Environmental Issues



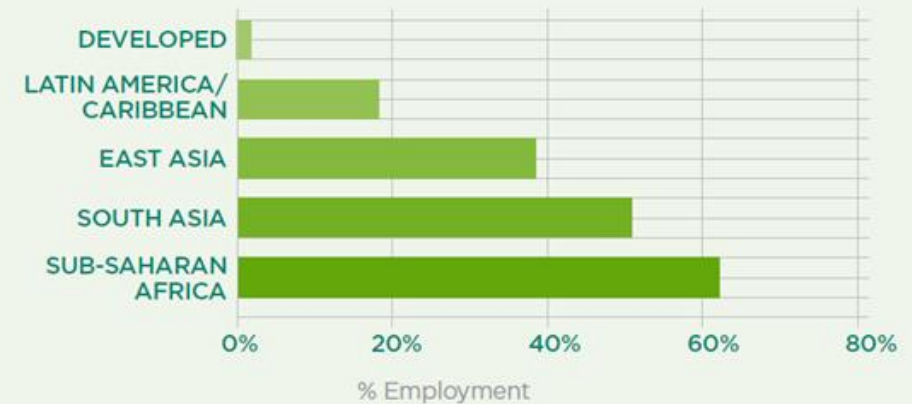


# Priority SDGs related to Agri-Tech

FARMING PROVIDES JOBS FOR  
**1.3 BILLION**



IN UNDERDEVELOPED COUNTRIES, **AGRICULTURE** EMPLOYS MORE PEOPLE THAN ANY OTHER INDUSTRY



Source: [croplife.org](http://croplife.org)





# Challenges faced in Agri-Tech Market



Agriculture is the **least digitized** of all major industries globally  
*(as per McKinsey Global Institute's Digitization Index)*



**1/3<sup>rd</sup>** of all food produced for humans is **wasted** annually



The Earth has **lost ~33%** of its adequate or high-quality **food producing land** in the last 40 years



Agriculture contributes to **20% of global GHG** emissions



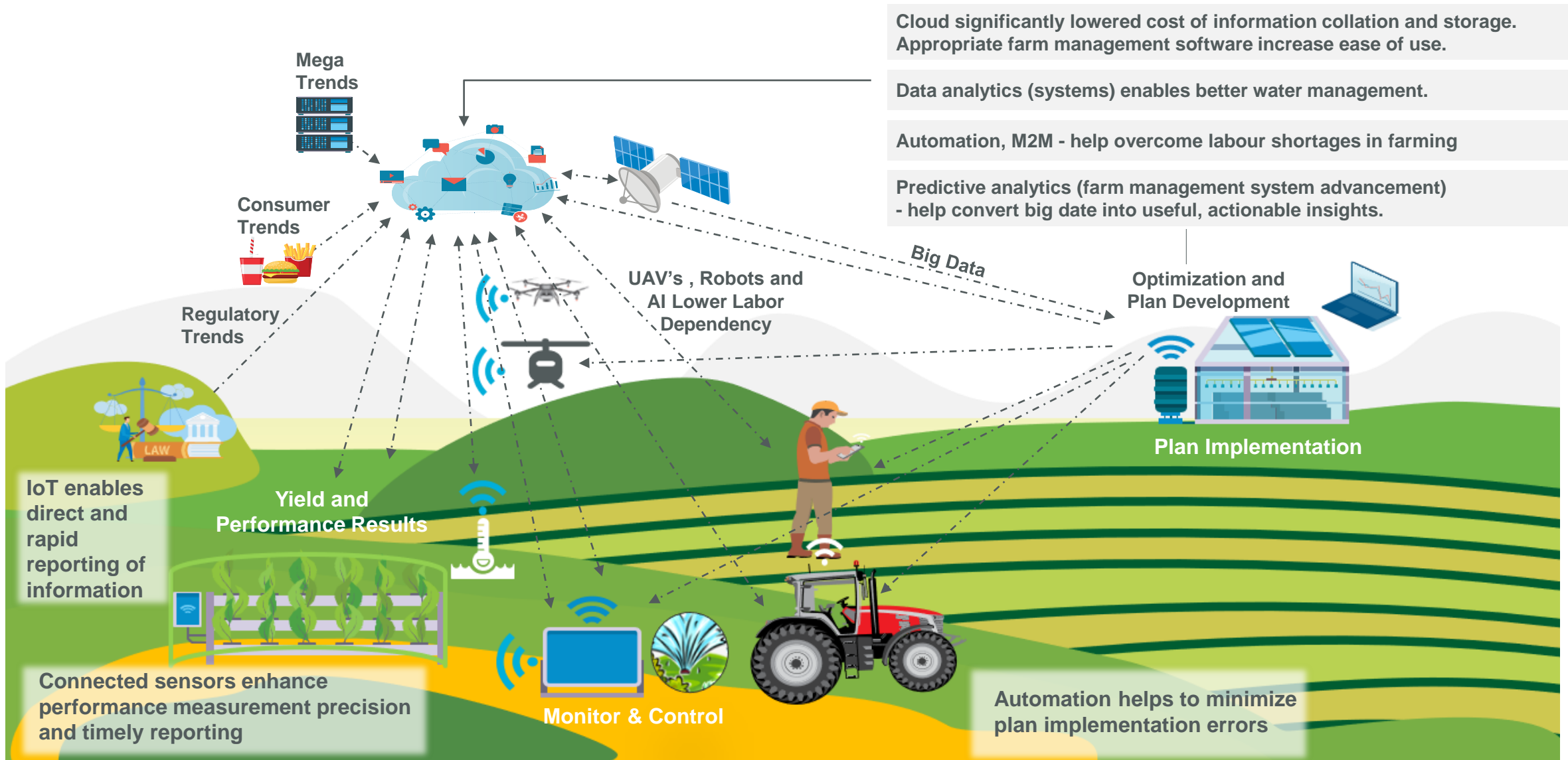
**270 Mn+** smallholder farmers will be affected by **climate change impacts**



Agriculture accounts for **70% of global water use** and excessive irrigation is accelerating a global water crisis

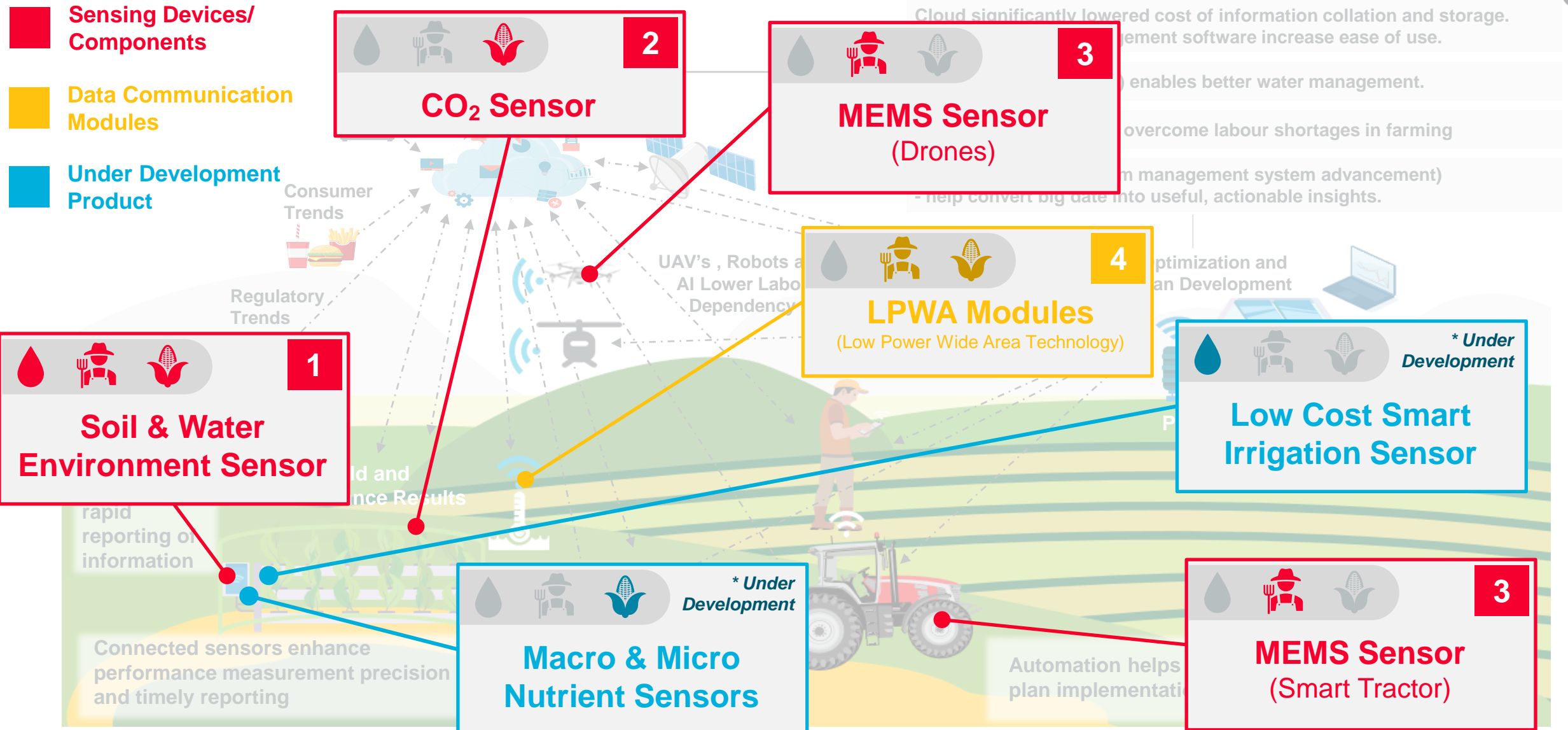


# Digital Transformation Trends in Agri-Tech





# Murata Technologies for Smart Agri-Tech





# Murata's Sensor in Irrigation & Increase in Yield *muRata*

INNOVATOR IN ELECTRONICS

## Use Case

To monitor key parameters of agriculture such as water humidity level, soil minerals, temperature, etc. in order to improve crop/ farm productivity and resource use efficiency

## Merits

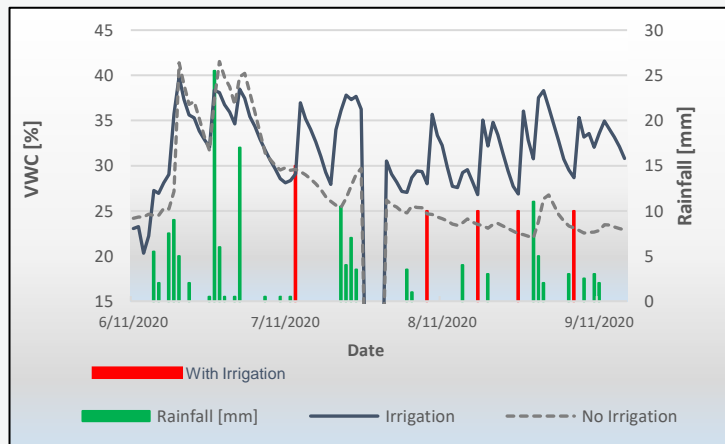
- Remote monitoring
- Automatically adjust resource usage (e.g. fertilizer, water supply, etc.)



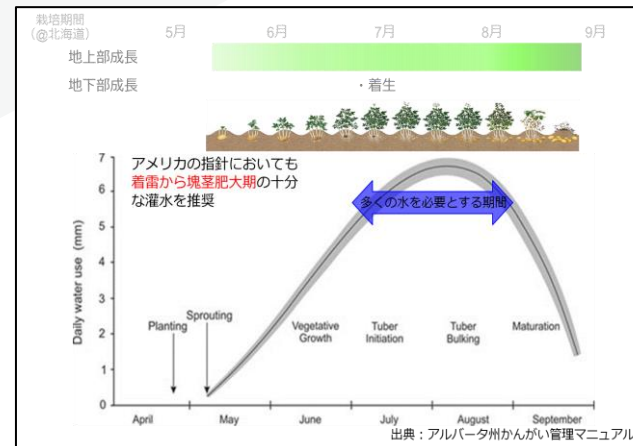
Irrigation

NO Irrigation

Soil Moisture Data Trend



Potato Irrigation Schedule Guideline

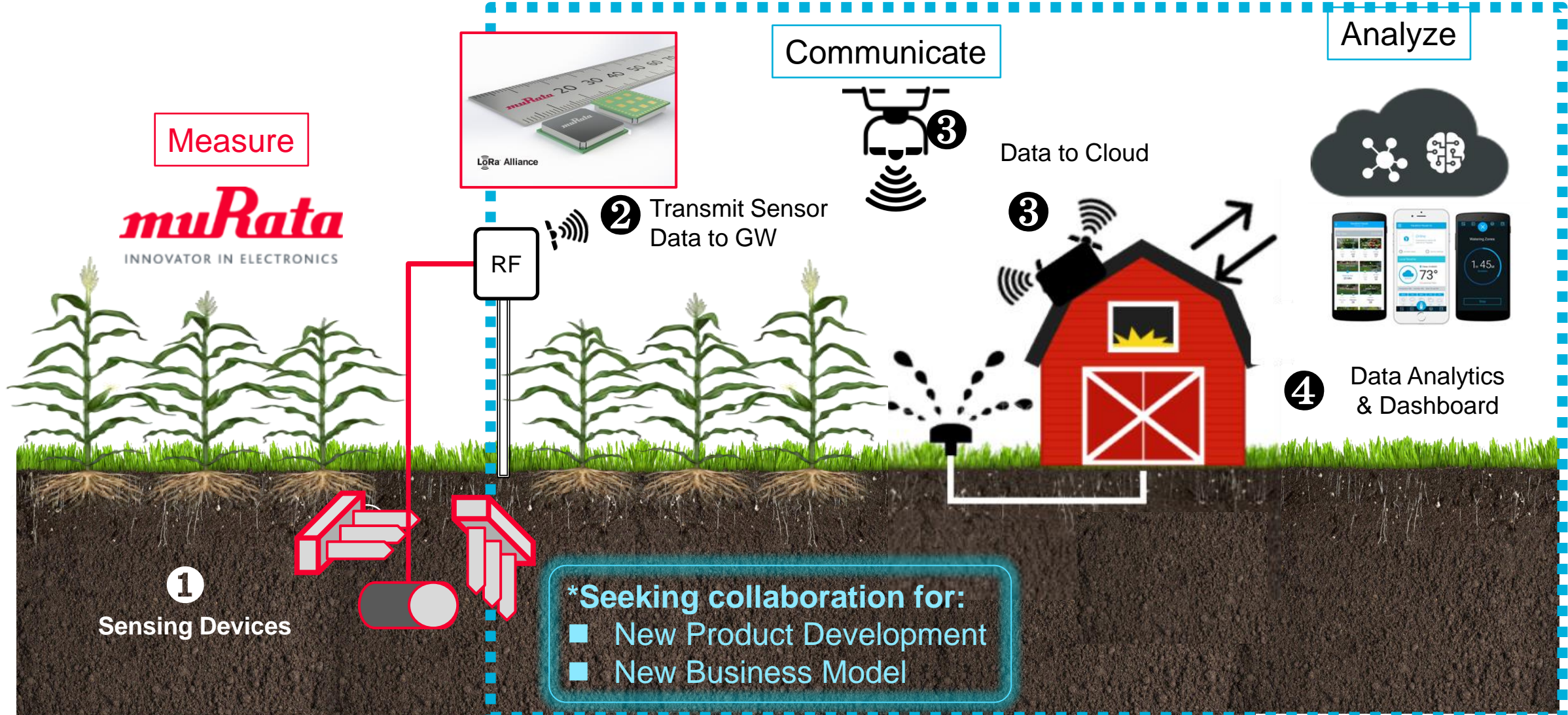


*\*increase in yield*



# New Market Development: Open for Technology and Business Collaboration

## ※ Technology & Business Partnership





# Partnering for Growing Agri-Tech Future



**muRata**  
INNOVATOR IN ELECTRONICS



# *Contributing to A Sustainable Society*



New Business Development Div.  
Murata Singapore

Picture: Rooftop PV solar plant at Murata Singapore



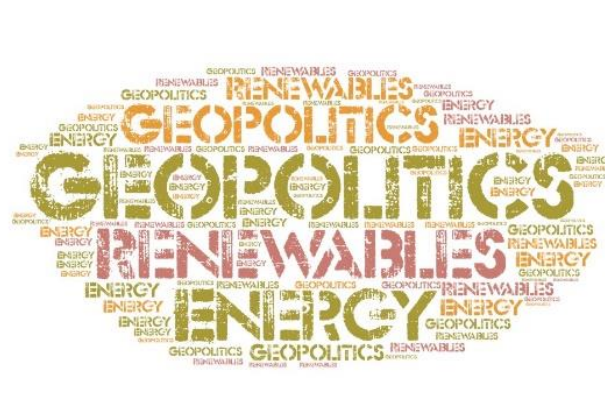
# Changing Business Environment



## Expansion of the usage of electronics



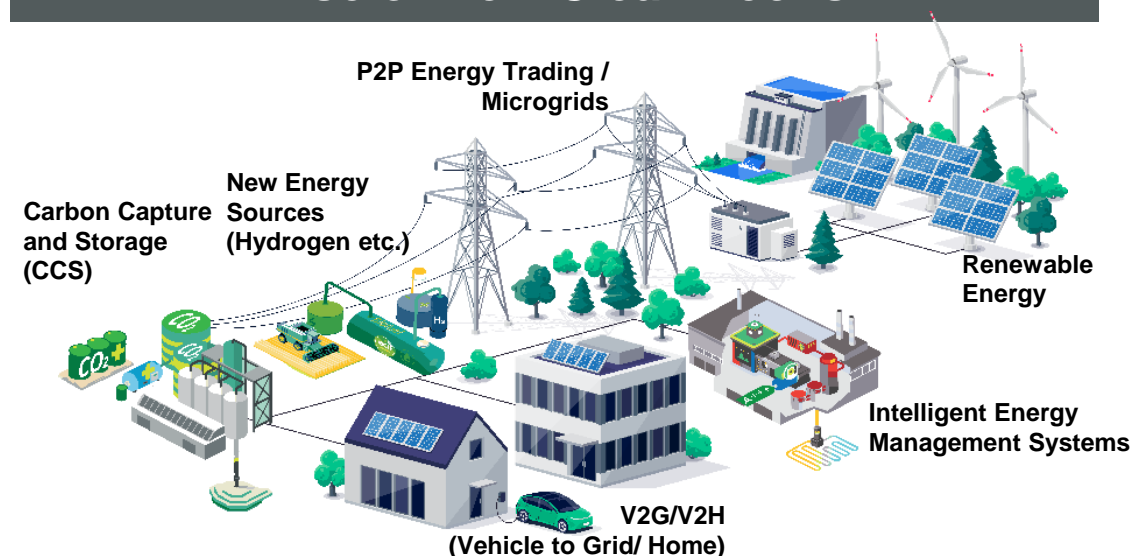
## Increasing importance of energy security



## Transition to a sustainable society

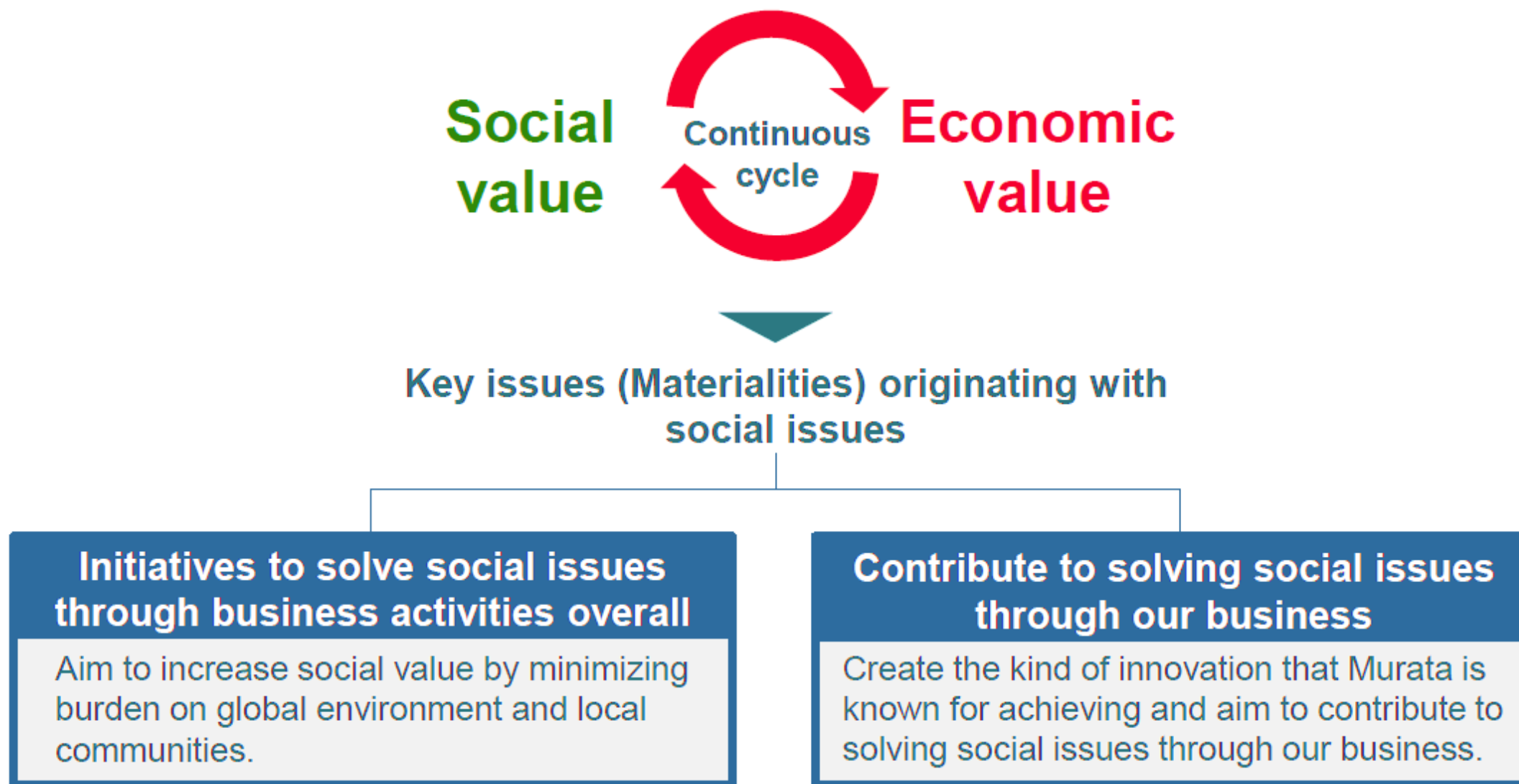


## Rise of New Clean-Techs





# Continuous Cycle of Social and Economic Value





# Key Issues (Materiality)

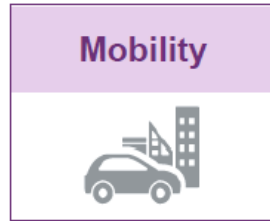
## Business Opportunities

Contribute to solving social issues through our business



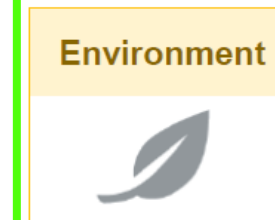
### Communications

Contribute to building the social infrastructure that the advancement of communications technology is causing to expand



### Mobility

Contribute to achieving the formation of a safe transportation society and new cities



### Environment

Create businesses to solve climate change and resource & energy shortages, thereby contributing to improving global environmental problems



### Wellness

Contribute to a society where all people can live healthy, prosperous lives



×

## Social Responsibility & Risk Management

Initiatives to solve social issues through business activities overall

### Environmental

E

Strengthening to climate change

Use of sustainable resources

Preventing pollution and managing chemical substances

S

### Social

Safe and worry-free workplaces and health management

Respect for human rights and diversity

Coexistence with local communities

G

### Governance

Appropriate Business Transactions

Business continuity management (BCM) initiatives

Information security



# Green Transformation Target and Milestones

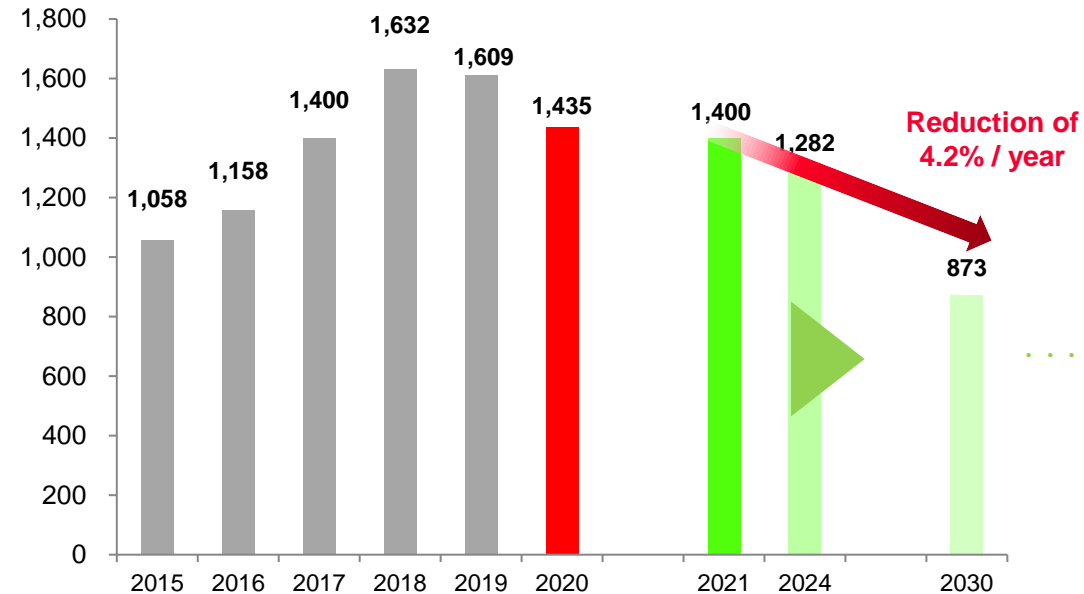
## Amount of GHG emissions (vs fiscal 2019)

FY2024: 20% reduction  
FY2030: 46% reduction



## Trend in GHG emissions

(1,000 t-CO<sub>2</sub> / year)



## Renewable energy implementation rate

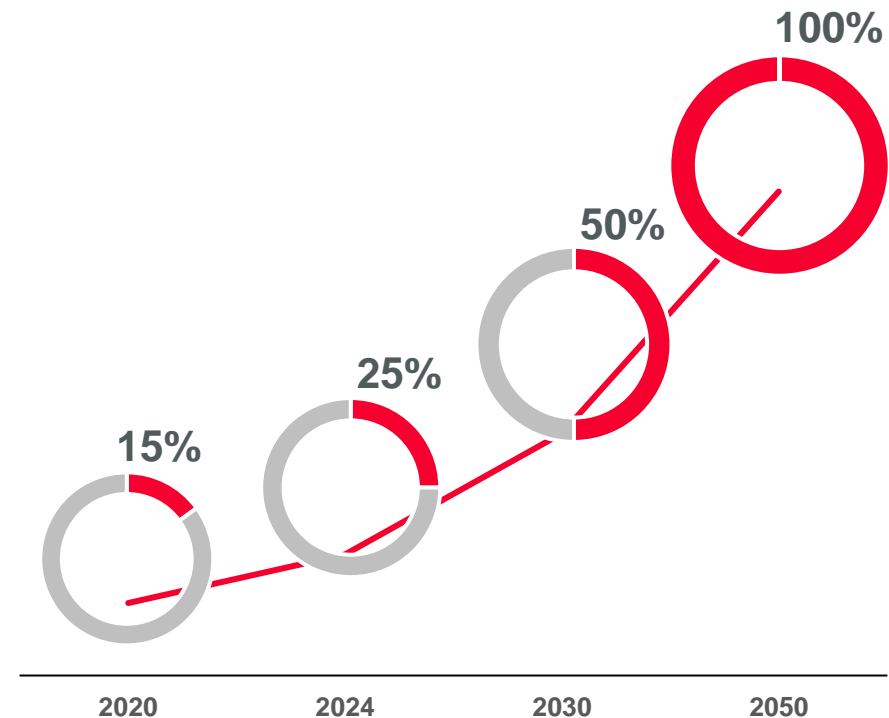
FY2024: 25%  
FY2030: 50%  
FY2050: 100%

**RE100**

**CLIMATE  
GROUP**



## Renewable energy implementation rate





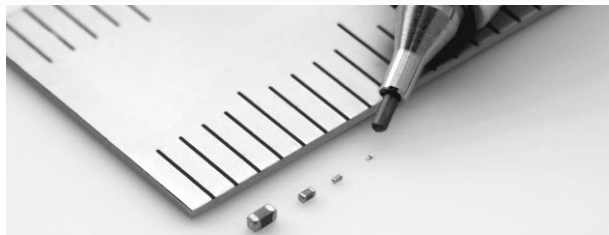
# Response to Climate Change: Energy Saving Activities



- Continuous miniaturization of our components to reduce energy consumption in the process and energy loss of electronic devices
- Executing hundreds of energy saving measures every year for our operations
- Introduced in-house “Carbon Pricing” scheme to encourage sustainable investment

## Examples of Initiative

### Miniaturization of Components



#### Murata Global Market Share

MLCCs overall

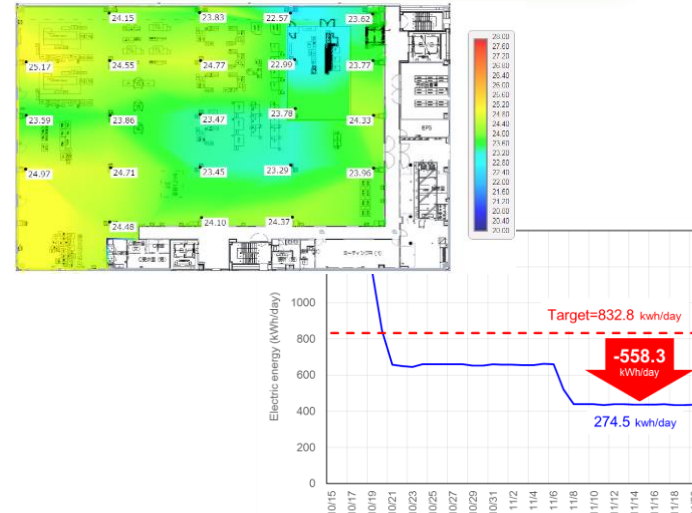
0603M size or under

40%

45%



### Energy Conservation



### Carbon Pricing Scheme





# Response to Climate Change: Transforming to Renewables

## Achieving RE 50% in Chugoku

### Developing new solar plants to reach RE50 by 2030

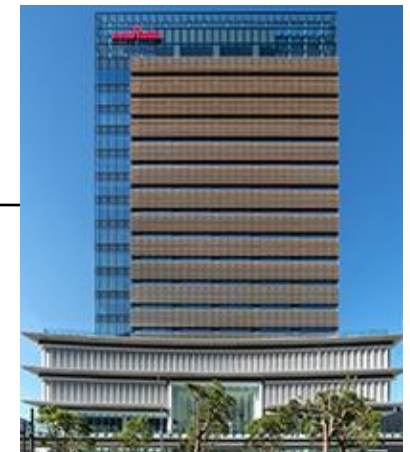


## Achieving RE100 + ESS



**Murata Battery Energy Storage System**

## Achieving RE100

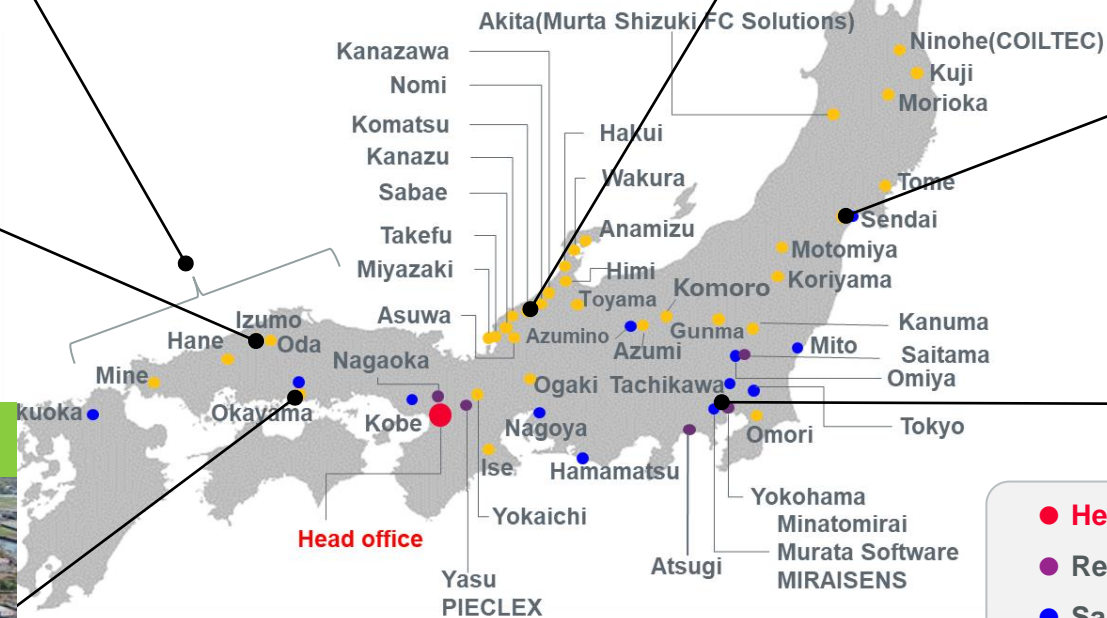


**Achieving RE100**



**EV trucks for logistics**

## 3.7MWp Solar Carpark





# Climate Issues in the Region

Heat waves in India



Droughts around Mekong



Air Pollution



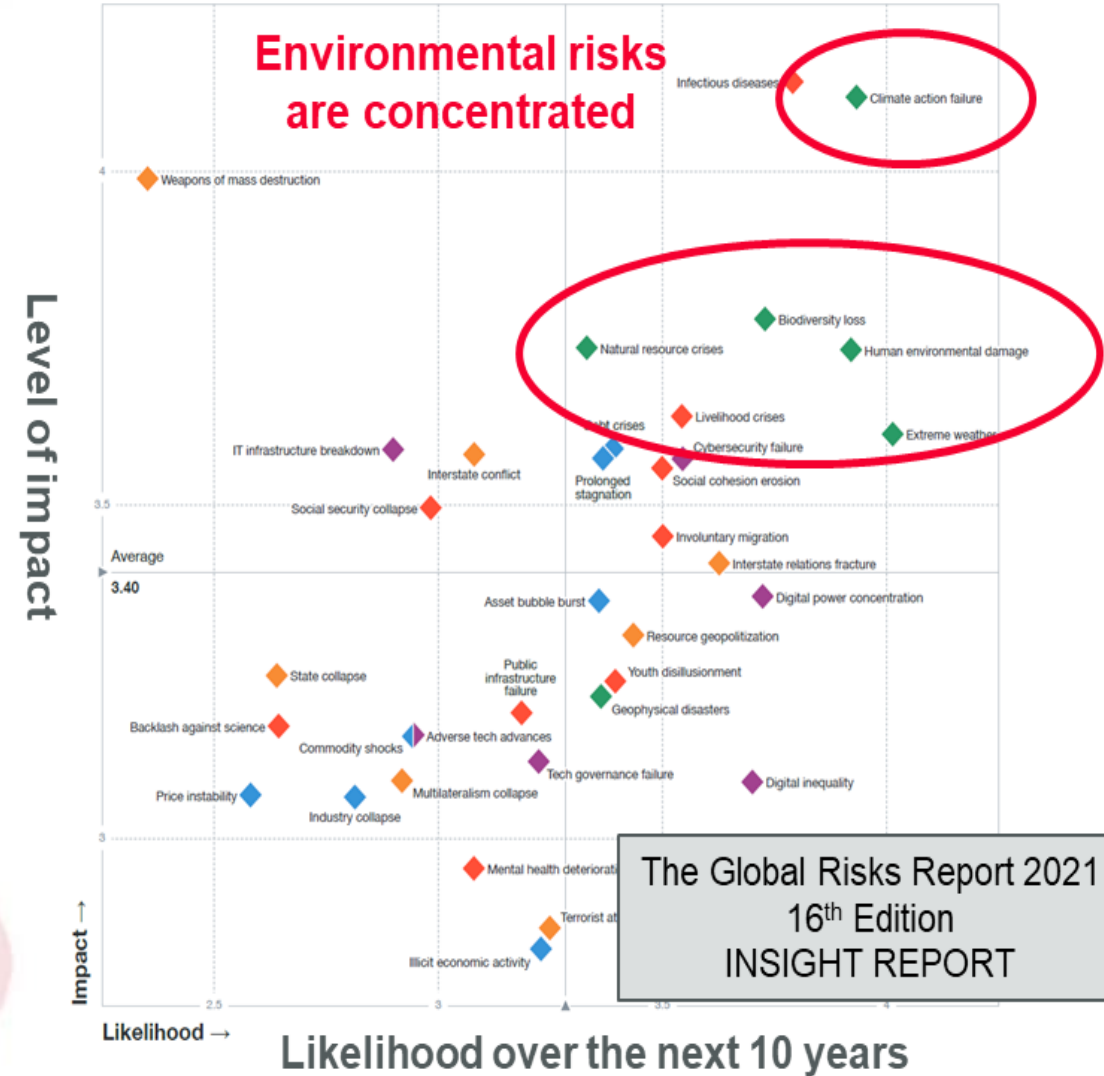
Floods in Thailand



Sinking land in Jakarta

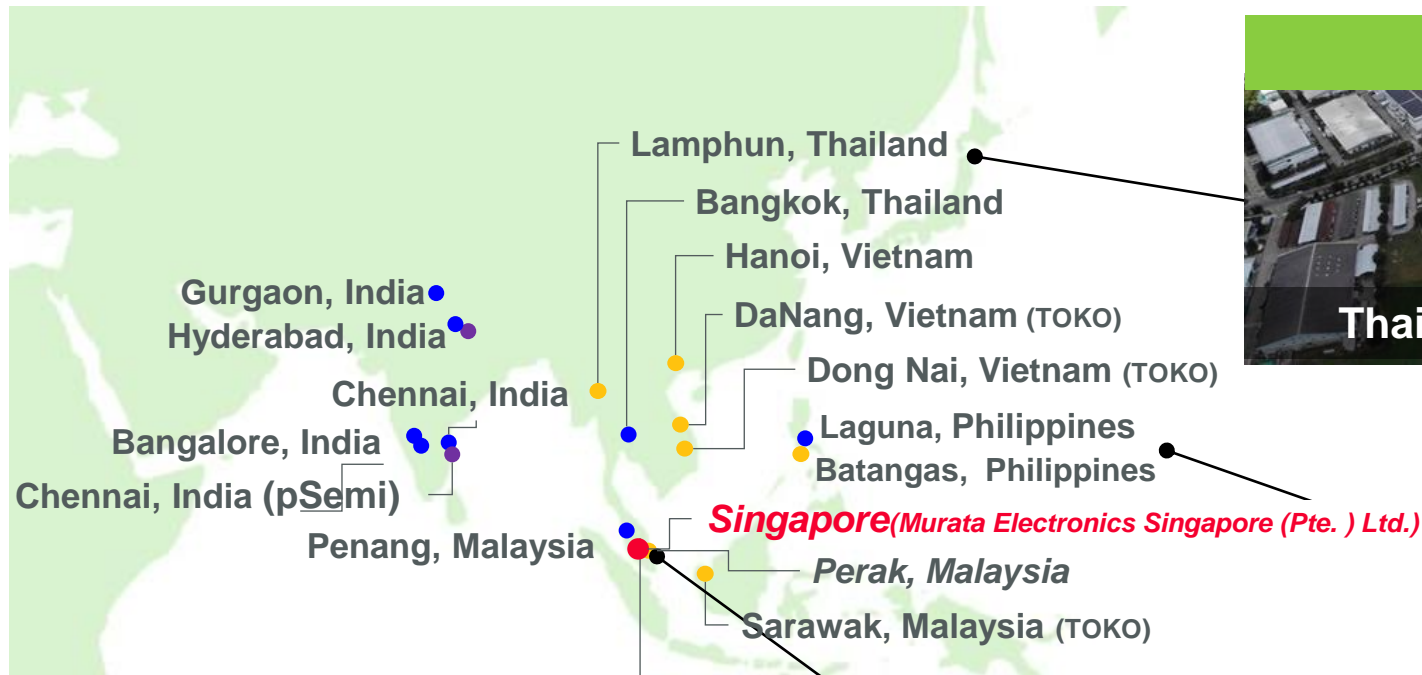


Bushfire in Australia





# Murata Operations in Southeast and South Asia and Renewable Transition



**MPS:** Murata Power Solutions  
**pSemi:** pSemi Corporation  
**TOKO:** Toko Electronic Manufacturing Co., Ltd.)

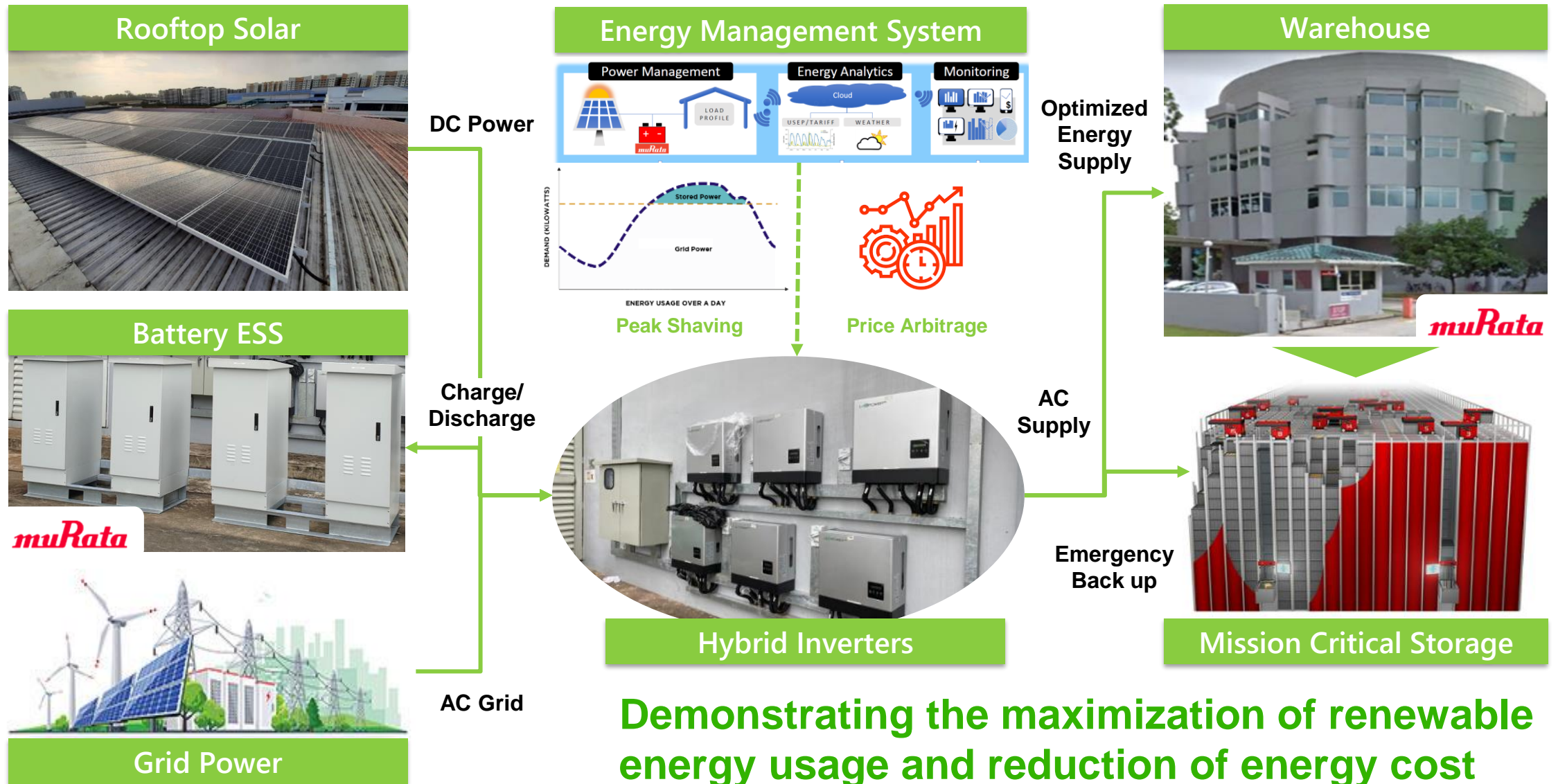
- **Regional Head Office**
- **Research Center**
- **Sales & Marketing Office**
- **Production Plant**



**RE100**



# Energy Management System Demo in Singapore





# New Business Challenges: Contributing to a Sustainable Society

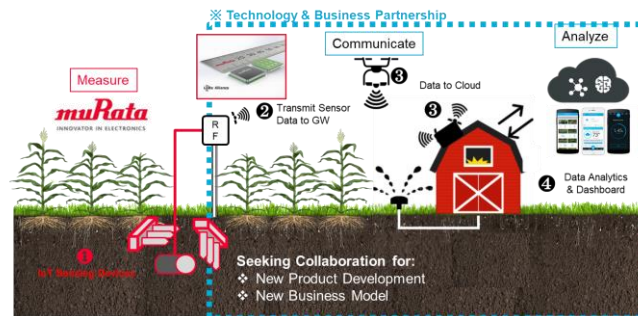
## Traffic Counter

Providing high-quality data to take effective measures against social issues such as traffic jams



## Soil Monitoring

Digital transformation of farming to reduce climate impact and improve productivity



## Microgrids

Provision of clean and affordable energy to remote communities and develop future energy architecture





An aerial photograph of the Kanazu Murata facility. The main building is a large, light-colored industrial structure with a flat roof covered in solar panels. The 'muRata' logo is visible on the side of the building. In front of the building is a large parking lot filled with cars. To the right of the parking lot, there are several long, covered carports, each also covered with solar panels. The facility is surrounded by green grass and trees. In the background, there are more buildings and a tall tower.

***We need partners to achieve the goals –  
Let's make our planet better together***

Picture: Kanazu Murata – the 1<sup>st</sup> Murata Site Achieved RE100



# Thank You

We will email you with the On-Demand video for today's webinar.

[www.murata.com](http://www.murata.com)

***muRata***

INNOVATOR IN ELECTRONICS



# stay tuned

# ...for our upcoming events!



**UNITING BRIGHT MINDS FOR IOT**

Supercharge your IoT initiatives with Murata-Spark-NNNCo-Actility's turn-key LoRaWAN® solution for better productivity and sustainability

**Register now**

19th May 2022, Thursday  
1.30pm (SYD)

In partnership with Spark NNN Activity muRata

## Uniting Bright Minds for IoT

19<sup>th</sup> May 2022, Thursday



- **Largest LoRaWAN® Telecomm and Network Providers** in Australia & New Zealand
- **Global Provider** of scalable IoT connectivity solutions for the Internet of Things



**HYBRID EXHIBITION**

22 - 25 JUNE 2022  
MALAYSIA INTERNATIONAL TRADE & EXHIBITION CENTRE (MITEC), KUALA LUMPUR, MALAYSIA

## MetalTech & Automex 2022

22<sup>nd</sup> – 25<sup>th</sup> June 2022



- Malaysia International Trade & Exhibition Centre (MITEC) @ Hall 4, **Booth 4373**
- 30-mins **LIVE** TechTalk
- **NEW!** Product Showcase & Demo





The world relies on technology. Technology relies on Murata.

CONTACT US





# *muRata* SPEAKS

TECHNOLOGY | SOLUTIONS | INNOVATIONS



Please take a moment to share with us your experience so that we can do better at future events.

<https://bit.ly/3LgjYIJ>

## We would love to hear from you!

