

## Top Message

# We Will Create Innovation with 8K and AIoT and Contribute to the Improvement of People's Lifestyles and the Sustainable Development of Society



**J. W. Tai**  
President & CEO



Ever since the introduction of the new company organization in August last year, we have been forcing through structural reforms in quick succession. We were able to achieve a positive operating income in the second quarter and a net profit in the second half of the year. In the future, in line with our Fiscal 2017–2019 Medium-Term Management Plan formulated in May 2017, we will review all manner of transformations—namely businesses, target markets, and operations—and shift our focus from defense to offense and from structural reform to business expansion.

## Changing the World with 8K and AIoT

Our slogan for this business expansion is Sharp's new business policy of "Changing the world with 8K and AIoT," which was stated in our Medium-Term Management Plan.

With AIoT, which combines AI (artificial intelligence) with IoT (Internet of things), Sharp will enrich people's lives with personal devices that will serve as their new familiar partners. In other words, we will realize "people-oriented IoT." Furthermore, with our 8K ultra-high-definition imaging technology as the core, we will build an 8K Ecosystem that will create new industries and generate innovation, not only in the area of broadcasting, but also in various other fields such as medical care and security. Through these initiatives, Sharp aims to deliver a better lifestyle to the people of the world.

## Corporate Social Responsibility

Sharp is also committed to fulfilling its social and environmental responsibilities (SER) in such corporate activities, and we enacted our SER Policy in December 2016. Sharp has established three principles—value the rights of our employees and ensure their health and safety, fulfill our environmental responsibilities in our business activities and manufacturing processes, and build and operate an SER management system based on international standards, regulations, and client requests. We will work to realize them through the activities of the SER Committee and fulfill our corporate social responsibility.

We will continue to support the 10 principles of the United Nations Global Compact\*, which covers areas such as human rights, labor, the environment, and anti-corruption.

\* Sharp joined the UN Global Compact in June 2009.

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### Towards the Next 100 Years

Ever since its establishment, throughout its over 100-year history, Sharp has produced various highly original world-first and Japan-first products, and it has contributed to the creation of new markets, technological advancements, and social development. This is because the corporate creed of “Sincerity and Creativity” and the wishes of our founder—with regard to manufacturing that we “make products that others want to imitate”—have been passed down through the years. This spirit will remain unchanged for the future, and this determination is underscored in our corporate motto “Be Original.,” which we unveiled last November.

Sharp will once again return to this starting point as we look towards the next 100 years. Through the steady implementation of our Medium-Term Management Plan, we will aim to contribute to the improvement of people’s lives and the further development of society and to be a company that can continue to achieve sustained growth into the future.