



2015/3 1H Presentation

Note: This document is a translation of the 2015/3 1H Presentation written in Japanese. In the event of any discrepancies in words, accounts, figures, or the like between this report and the original, the original Japanese version shall govern.

AGENDA

■ 2015/3 1H Financial Results

■ 2015/3 Plan

■ ROHM's Strategy

1. Market reform
2. Product reform
3. Structural reform

■ CAPEX

■ Net Income, Depreciation and CAPEX

■ Return to Shareholders

■ ICs Business Strategy

■ Discrete Semiconductors Business Strategy

2015/3 1H Financial Results (YOY)

(¥million)

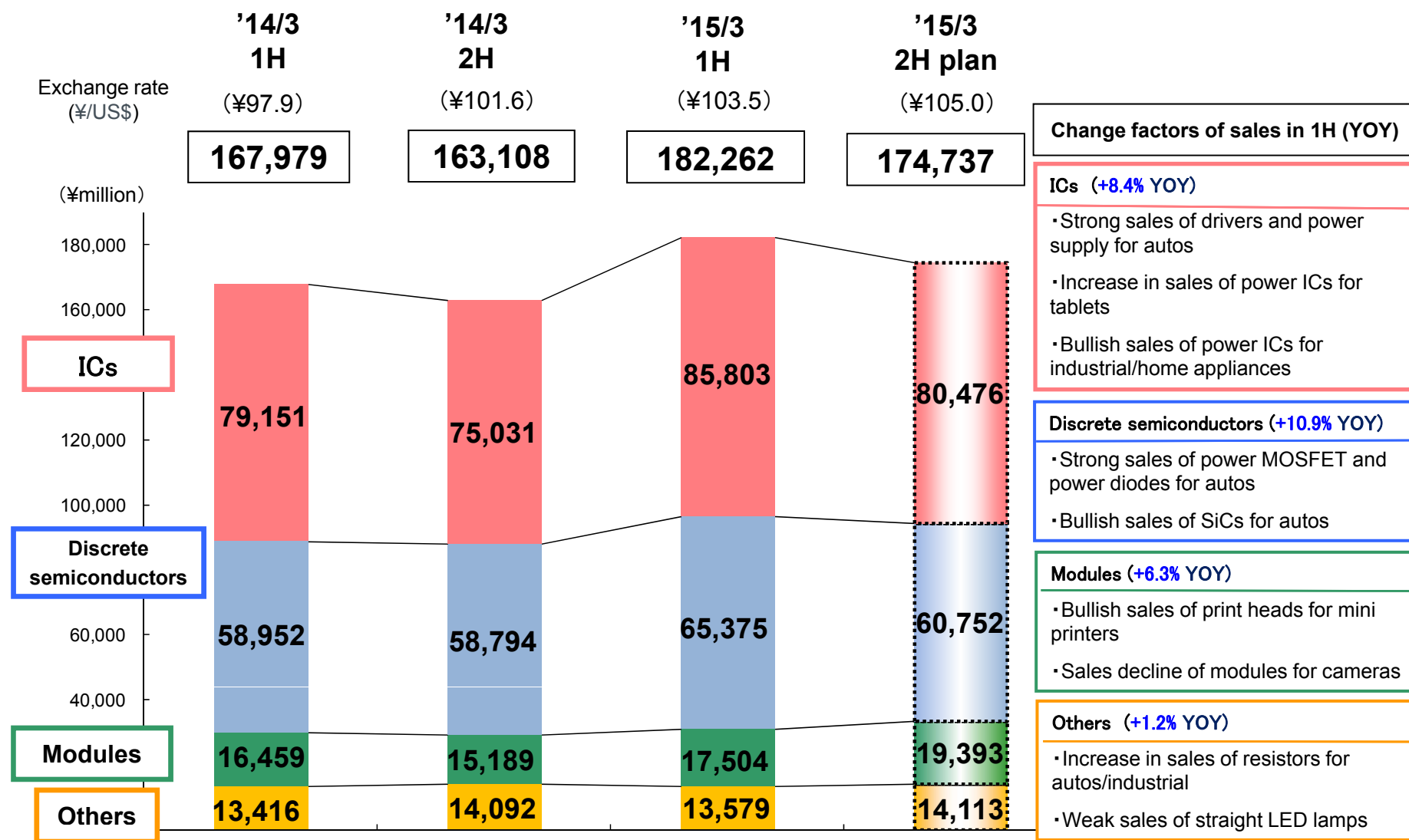
	2015/3 1H	2014/3 1H	Amount of increase	YOY
Sales	182,262	167,979	+14,283	+8.5%
Operating income	21,233	10,338	+10,895	+105.4%
(Ratio)	(11.7%)	(6.2%)	—	—
Ordinary income	28,440	16,743	+11,697	+69.9%
(Ratio)	(15.6%)	(10.0%)	—	—
Net income	21,521	12,244	+9,277	+75.8%
(Ratio)	(11.8%)	(7.3%)	—	—
EBITDA	36,019	21,808	+14,211	+65.2%
(Ratio)	(19.8%)	(13.0%)	—	—

Average rate (¥/US\$)

(103.5)

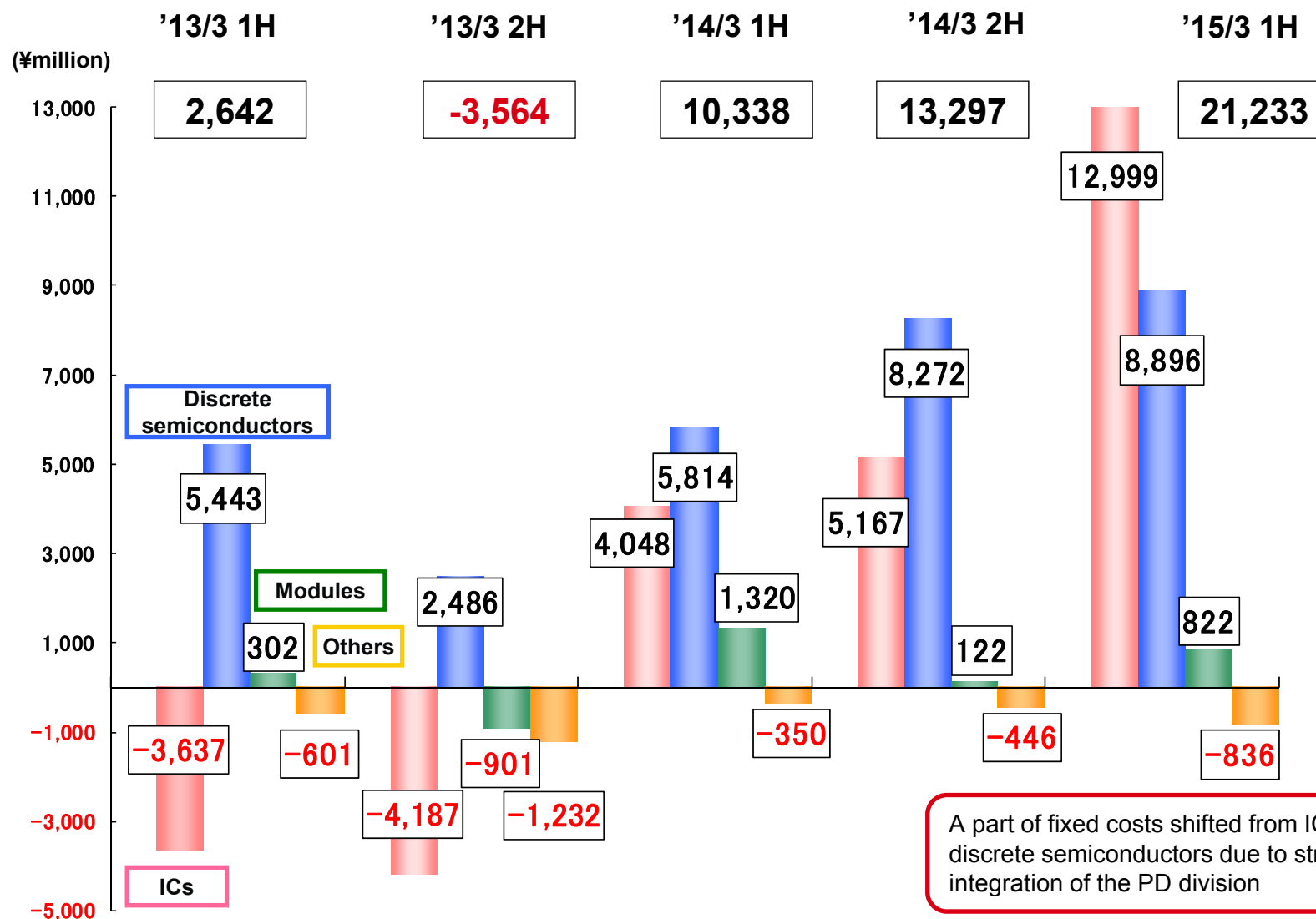
(98.0)

2015/3 1H Financial Results -Sales by Products (HOH)-



2015/3 1H Financial Results

- Trend of Profits by Segment -



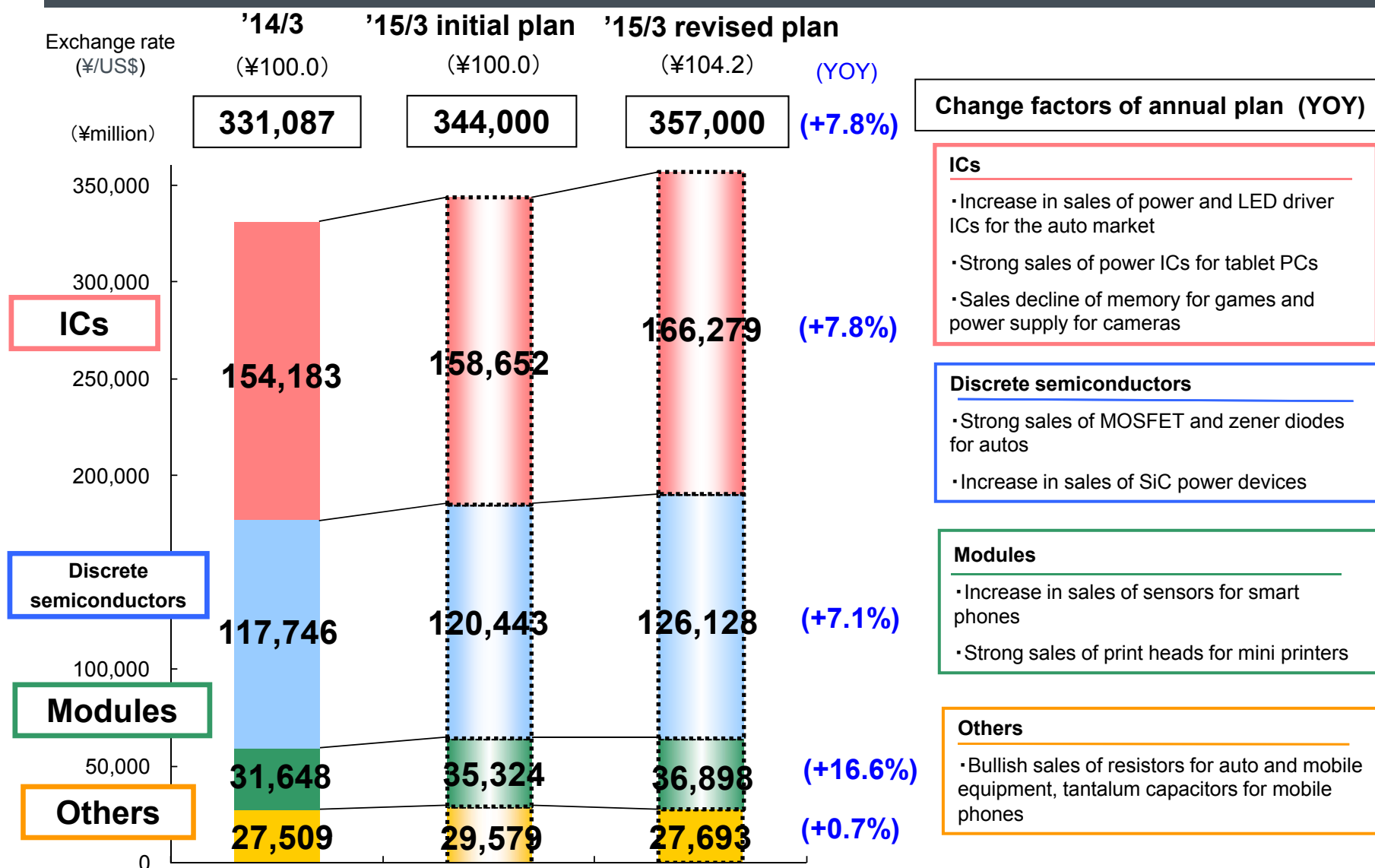
2015/3 Plan (YOY)

(¥million)

	2015/3 plan	2014/3 results	Amount of increase	YOY
Sales	357,000	331,087	+25,913	+7.8%
Operating income	34,000	23,635	+10,365	+43.8%
(Ratio)	(9.5%)	(7.1%)	—	—
Ordinary income	38,000	35,915	+2,085	+5.8%
(Ratio)	(10.6%)	(10.8%)	—	—
Net income	30,000	32,091	▲ 2,091	▲ 6.5%
(Ratio)	(8.4%)	(9.7%)	—	—
EBITDA	68,600	49,194	+19,406	+39.4%
(Ratio)	(19.2%)	(14.9%)	—	—

Average rate (¥/US\$) **2H ¥105** (Entire FY **104.20**) (100.0)

2015/3 Plan - Plan of Sales by Products -



ROHM's Strategy

1. Market reform

- Focusing on the auto market
- Developing the industrial market
- Increasing share of overseas customers

2. Product reform

- Aiming to be the world's No.1 in analog power
- Enhancing competitiveness of discretes by new technology and process method
- Focusing on the four growth engines

3. Structural reform

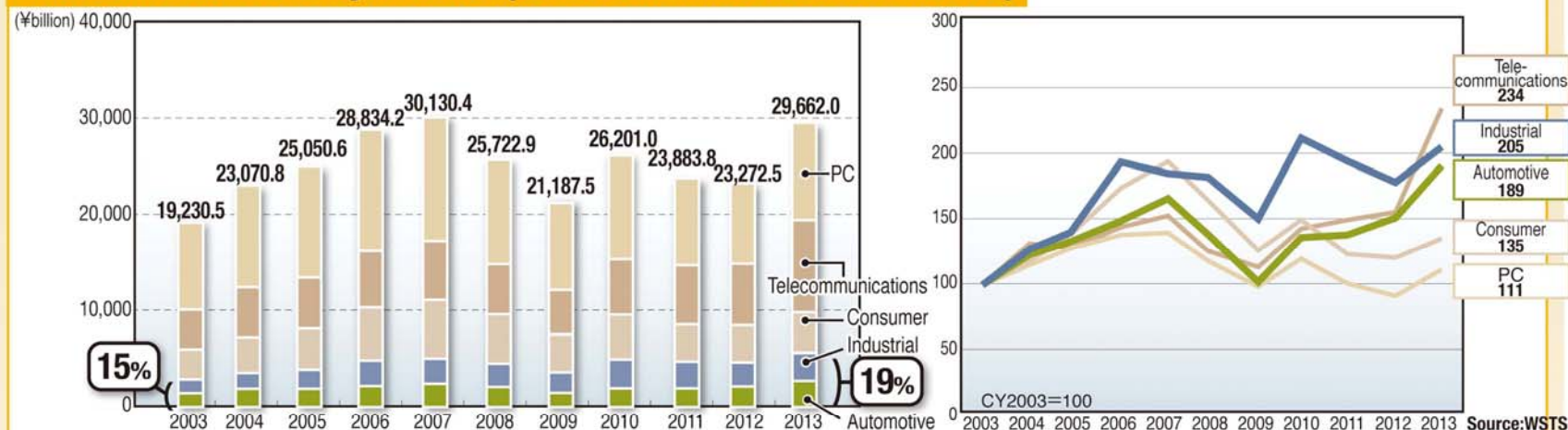
- Restarting RPS (ROHM Production System)
- Reorganizing our production system for mid to long term sustainable growth

ROHM's Strategy

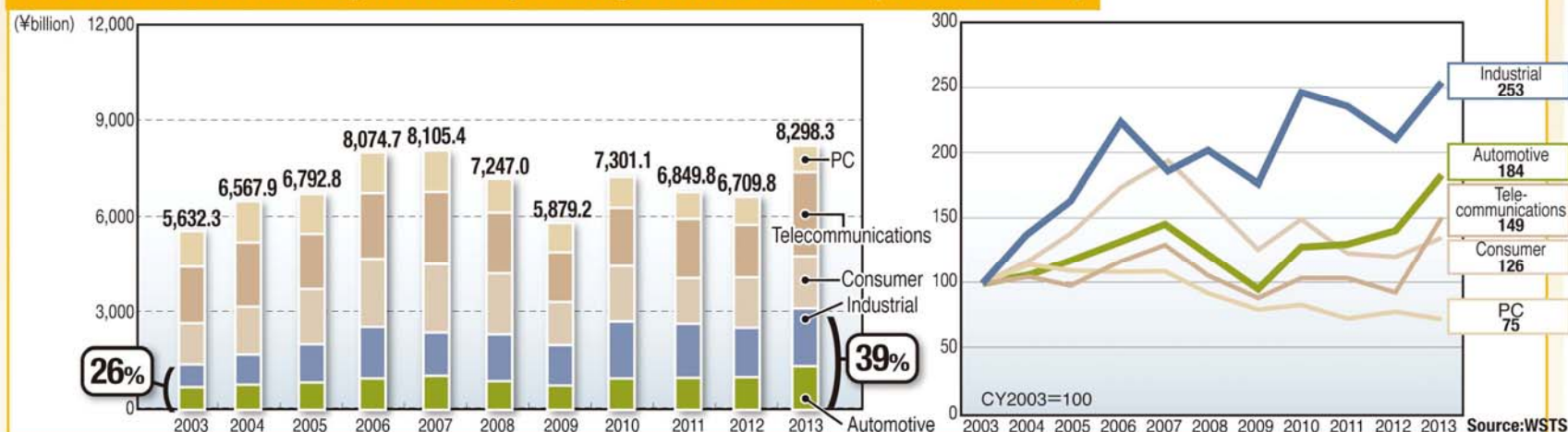
1. Market Reform ① Changes in Demand

(Reasons for ROHM to focus on the auto & industrial markets)

Trends in demand by market (Entire Semiconductor Market)

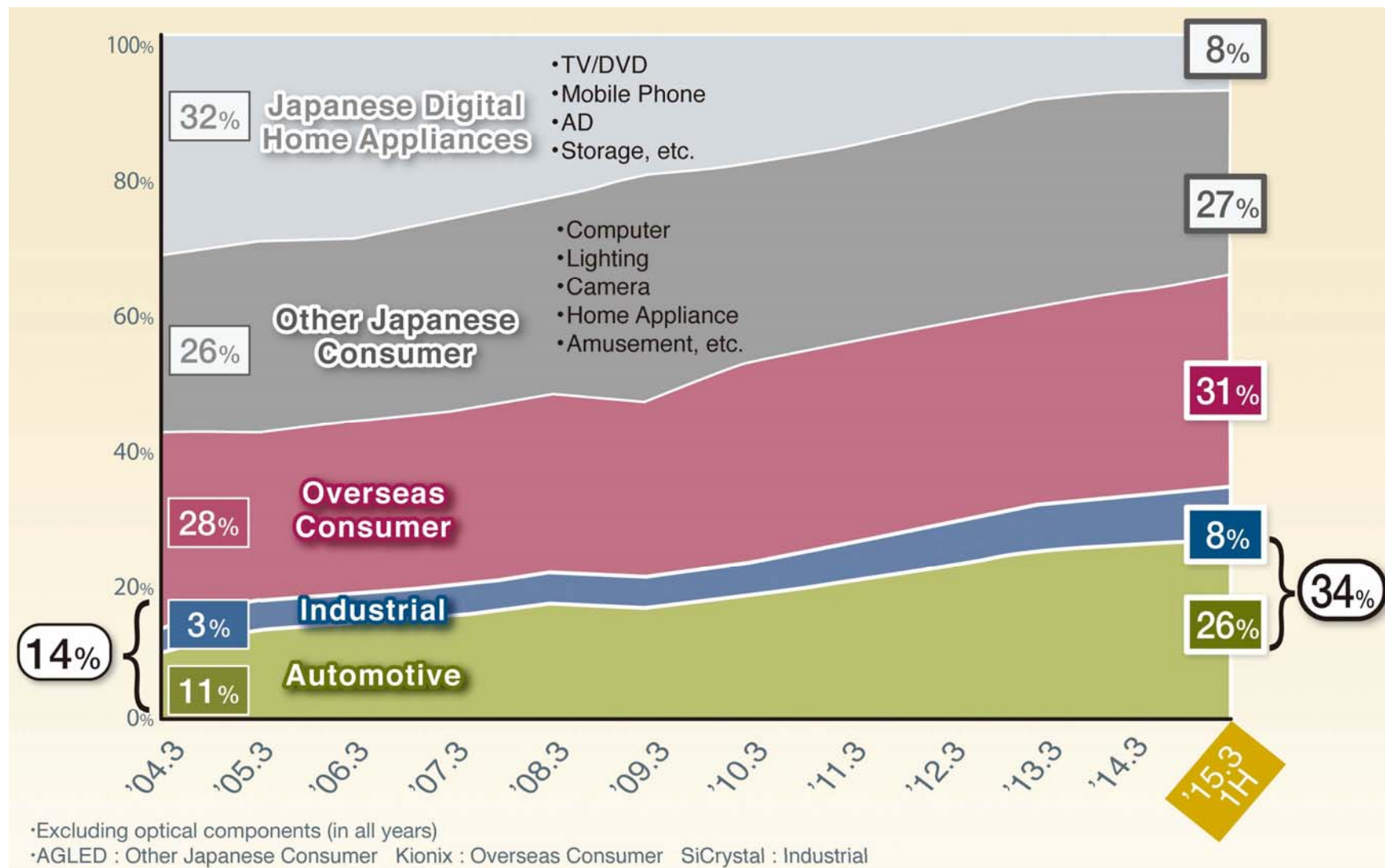


Trends in demand by market (Analog / Discretes / Opto Markets)



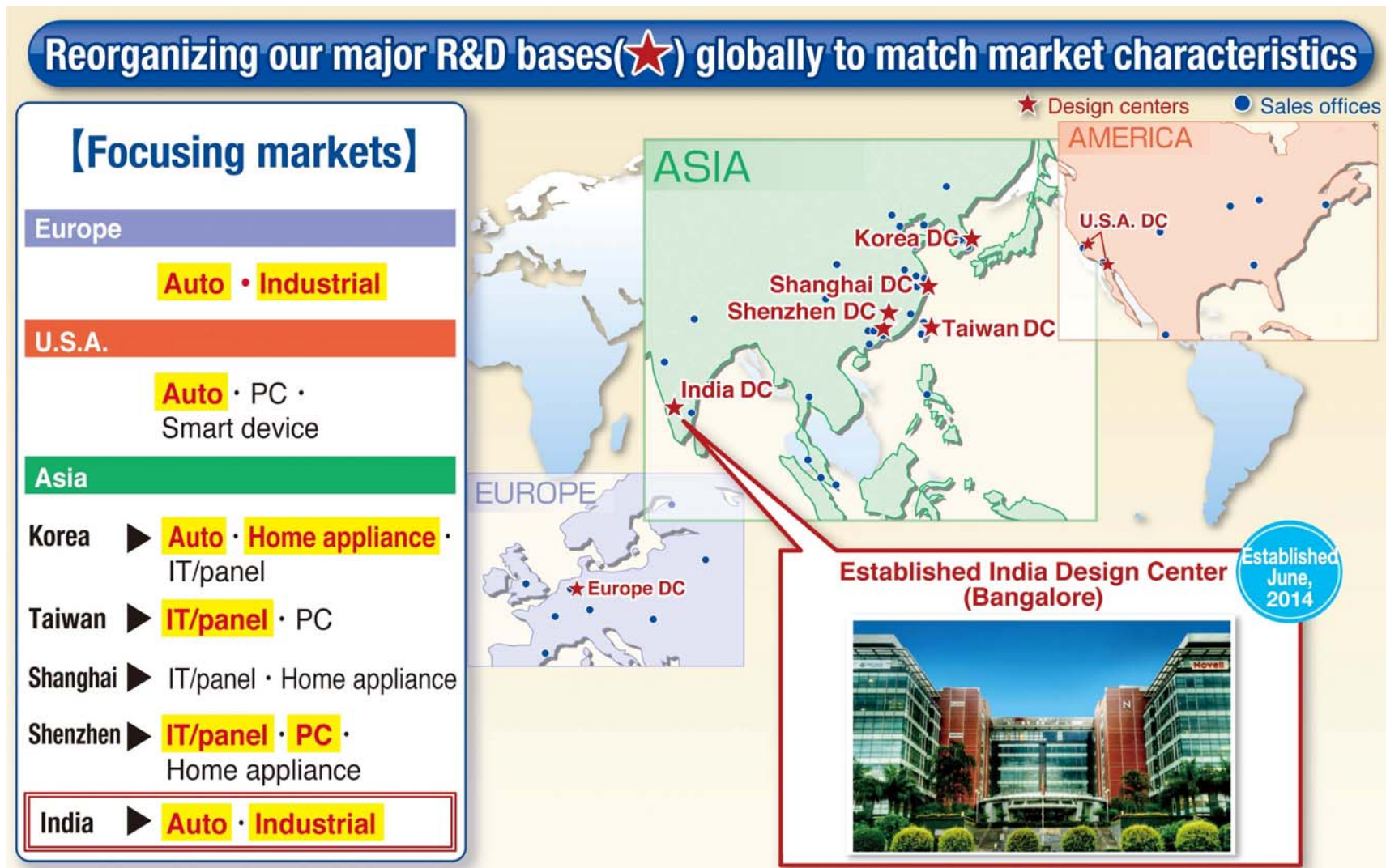
ROHM's Strategy

1. Market Reform ② 11 years trend of sales ratio by market



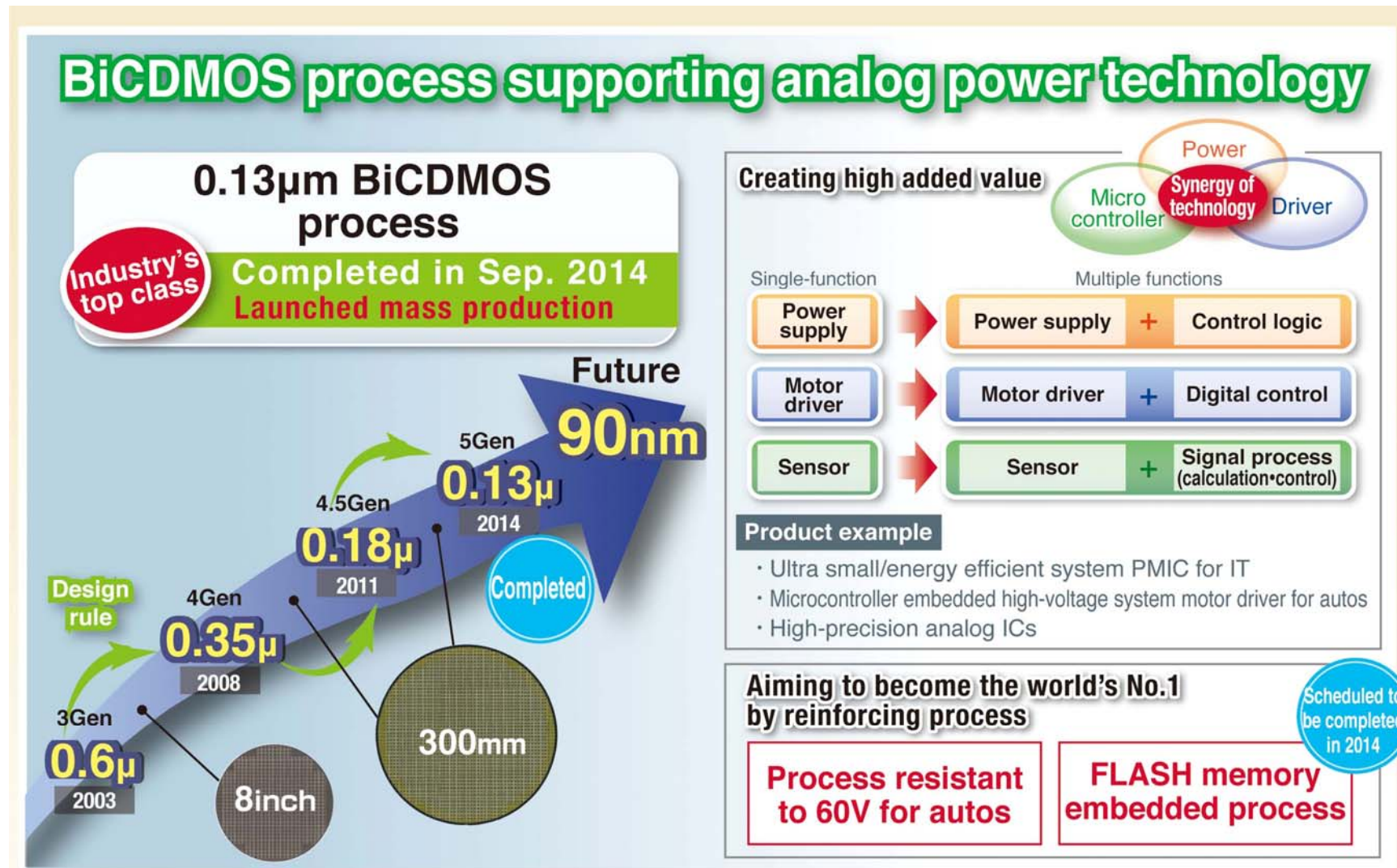
ROHM's Strategy

1. Market Reform ③ Enhancing technical support for overseas customers



ROHM's Strategy : Aiming to be the world's No.1 in analog power

2.Product Reform ①Launch of BiCDMOS 0.13μm process (ICs synergy strategy)



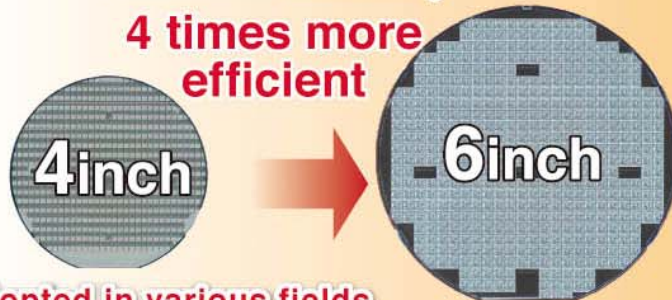
ROHM's Strategy : Aiming to be the world's No.1 in analog power

2.Product Reform ②Rapid expansion of possibilities of SiC (Power device products)

Increasing competitiveness by 6 inch

Production efficiency

4 times more efficient



Adopted in various fields

Rapid battery charger
for EV/HEV

Inverter for
trains

High quality
audio

Power conditioner
for solar

World-leading R&D

SiC-MOS

Realized world's top driving voltage by serialization



$$1,200V \times 7 = 8,400V$$

Innovative application of SiC

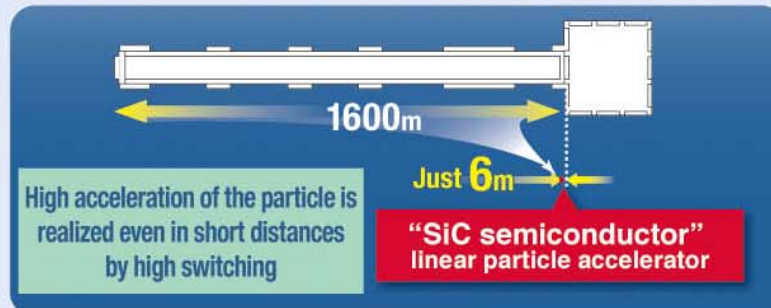
Industry's 1st*!

Fukushima SiC Applied Engineering



High voltage pulse generator using SiC made it possible to downsize linear particle accelerator which uses klystron tube amp.

*Research by ROHM in Oct. 2014



	Tube amp.	SiC
High voltage resistance	⊙	⊙
Speed	△	⊙
Equipment size	1,600m ×	6m ⊙

Future applications

Medical X-ray

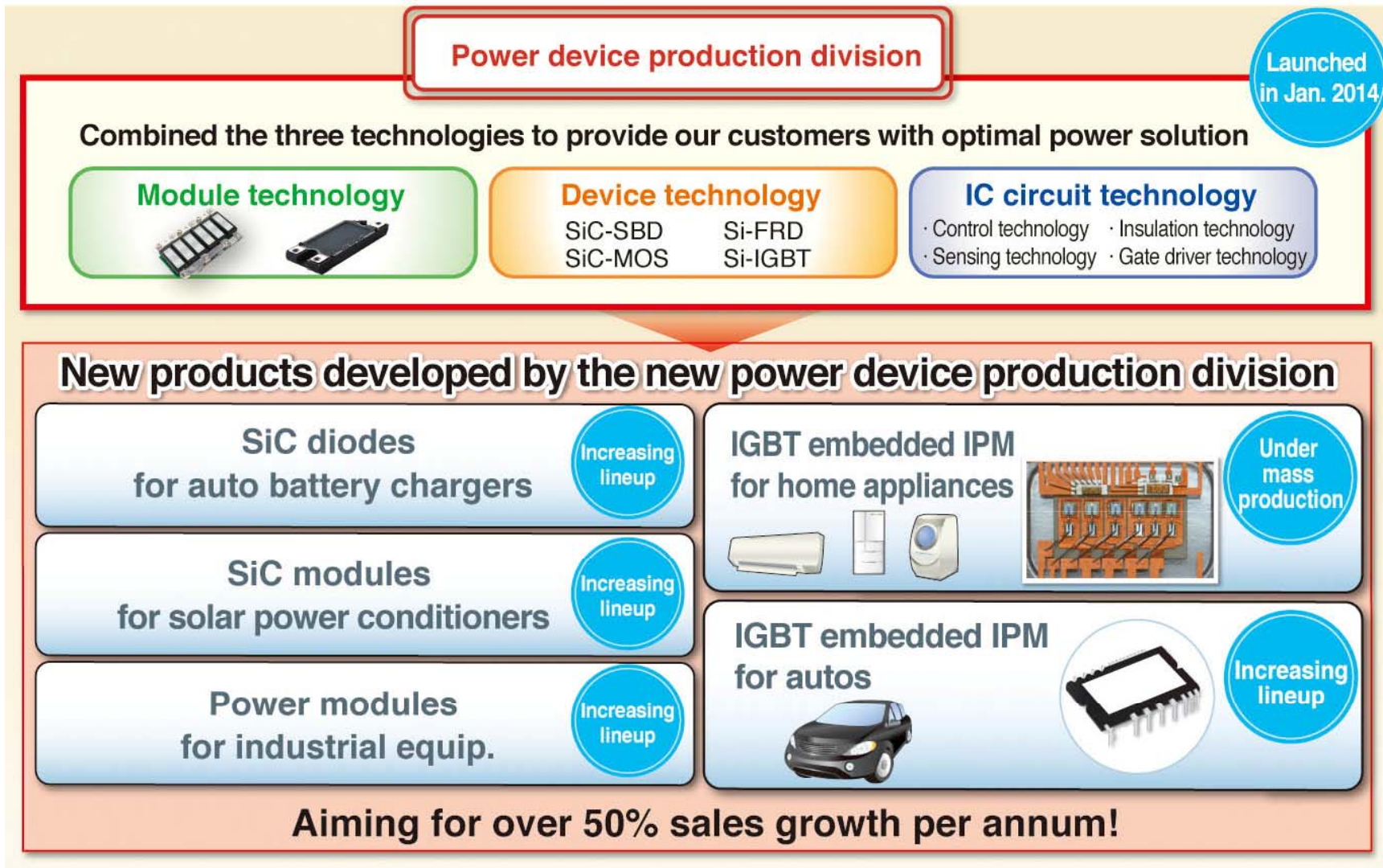
Plasma generator

Medical analysis
equipment

Heavy ion radiotherapy
equipment

ROHM's Strategy : Aiming to be the world's No.1 in analog power

2.Product Reform ③Enhancement of power device products



ROHM's Strategy : Increasing competitiveness of discrete semiconductors by new technology and process method

2.Product Reform ④No.1 world share of small signal transistors and diodes

Enhancing ROHM's strengths

■ Leading the world by our miniaturization technology

Breakthrough levels of miniaturization utilizing ROHM's new and original process method

Development of the RASMID™ series [Rohm Advanced Smart Micro Device]

The world's smallest chip resistor

SMR003



0.3×0.15mm
t=0.1mm

World's smallest

Launched mass production in 2014

TVS diode

SMD0402



0.4×0.2mm
t=0.12mm

World's smallest

Launched mass production in 2014

■ Introducing new products such as TVS (protection diodes), and others

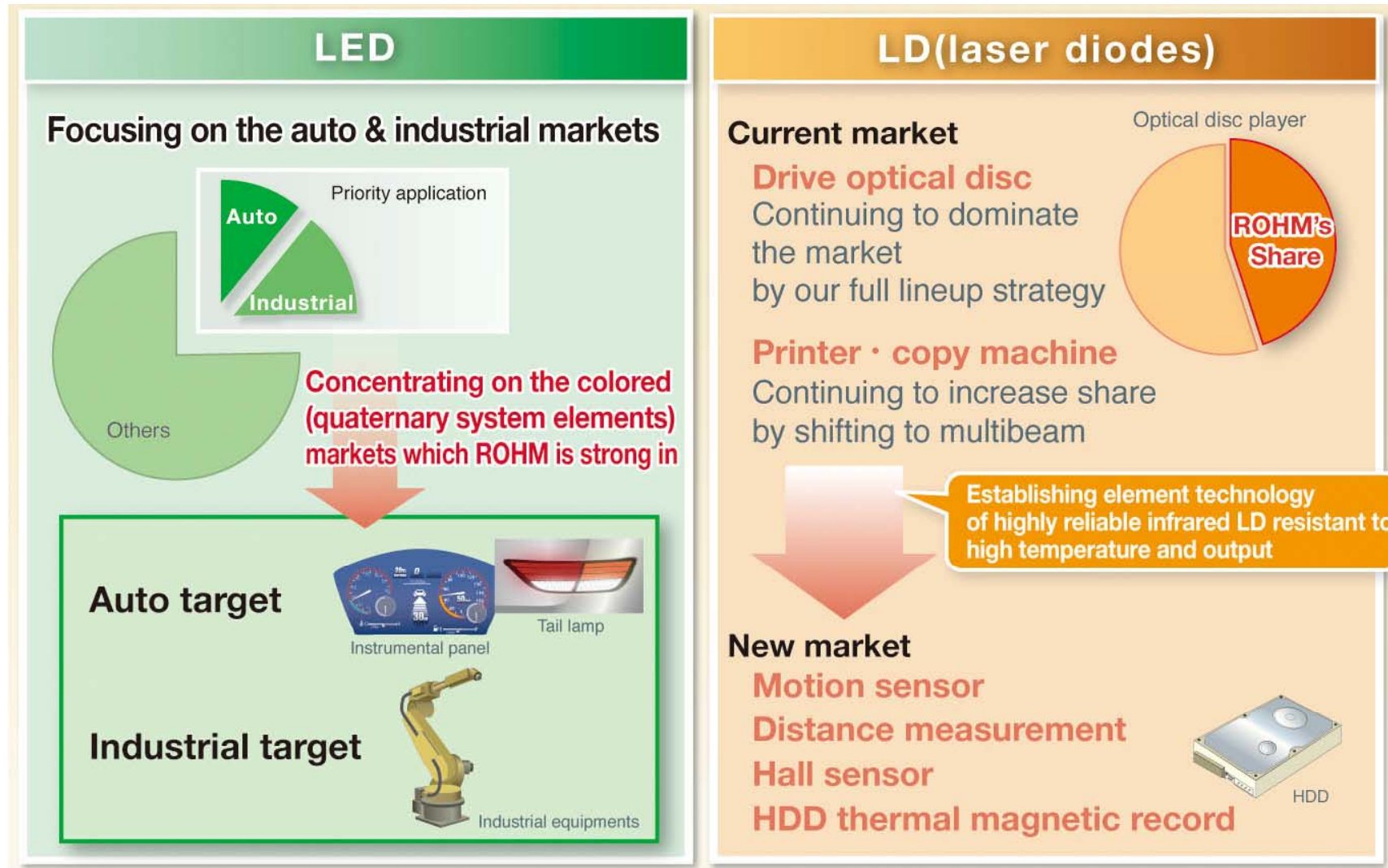
■ Maintaining and enhancing our world's top quality

Expanding out top share in the domestic auto market to overseas auto and industrial customers

■ Improving supply capability by our cutting-edge manufacturing line

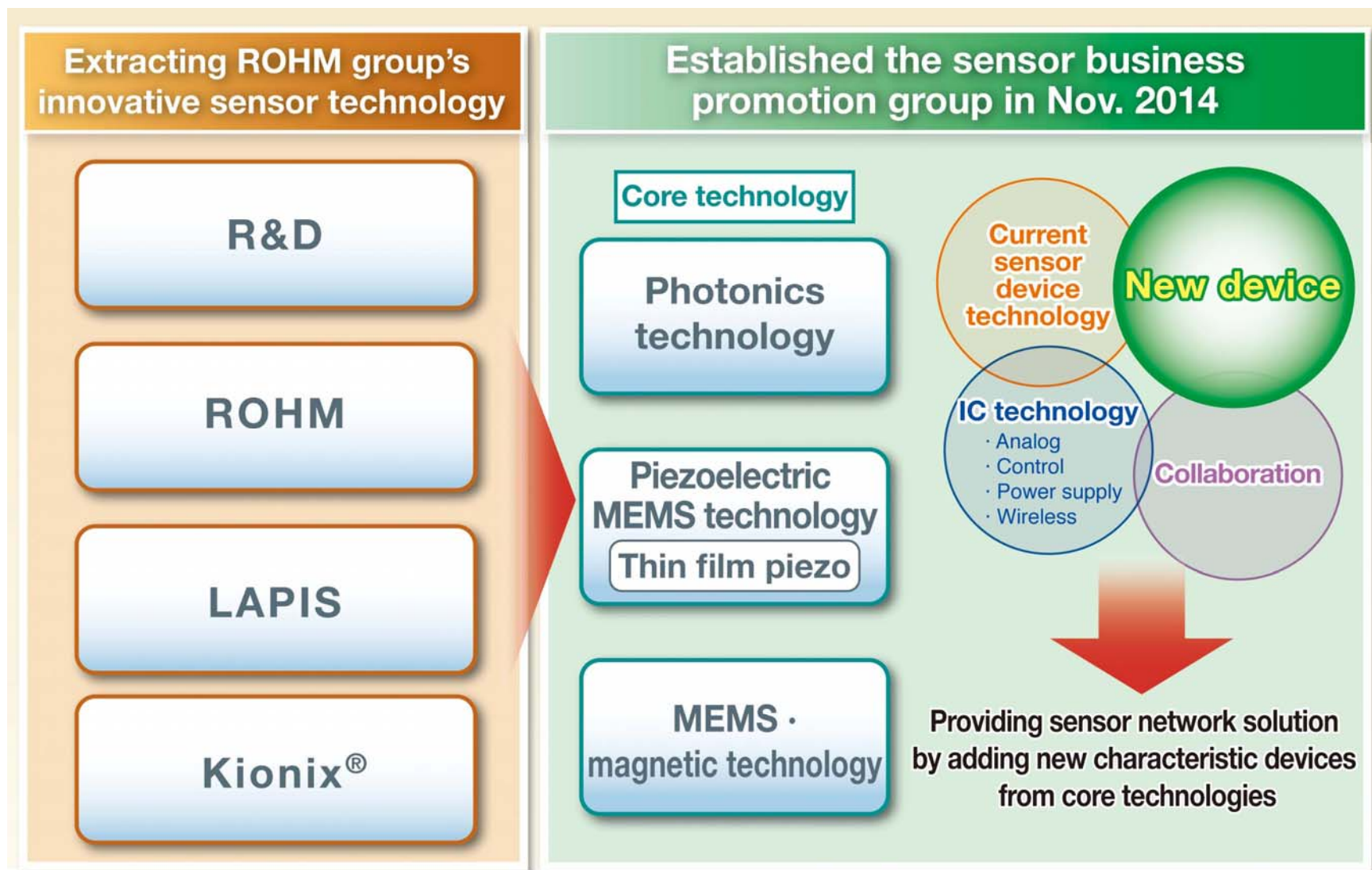
ROHM's Strategy

2.Product Reform ⑤Development of optical devices



ROHM's Strategy

2.Product Reform ⑥Enhancing sensor devices



ROHM's Strategy

3. Structural Reform - Aiming for stronger corporate culture and ensuring high profits -

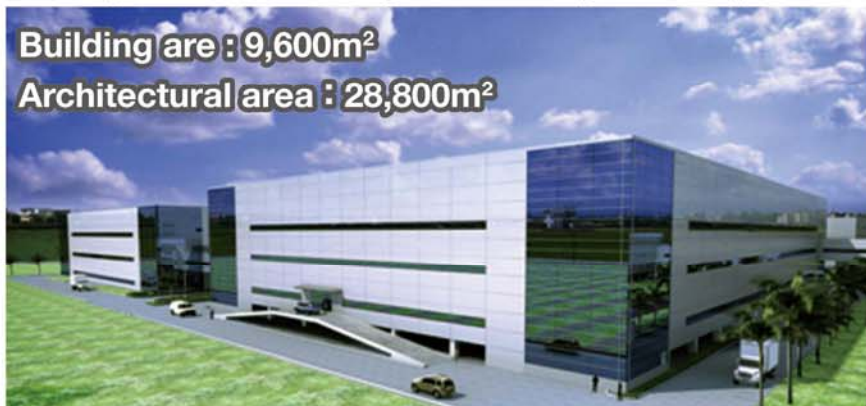
Restarting RPS (Rohm Production System)

- Thoroughly eliminating waste
- Shortening production lead time
- Improving production efficiency

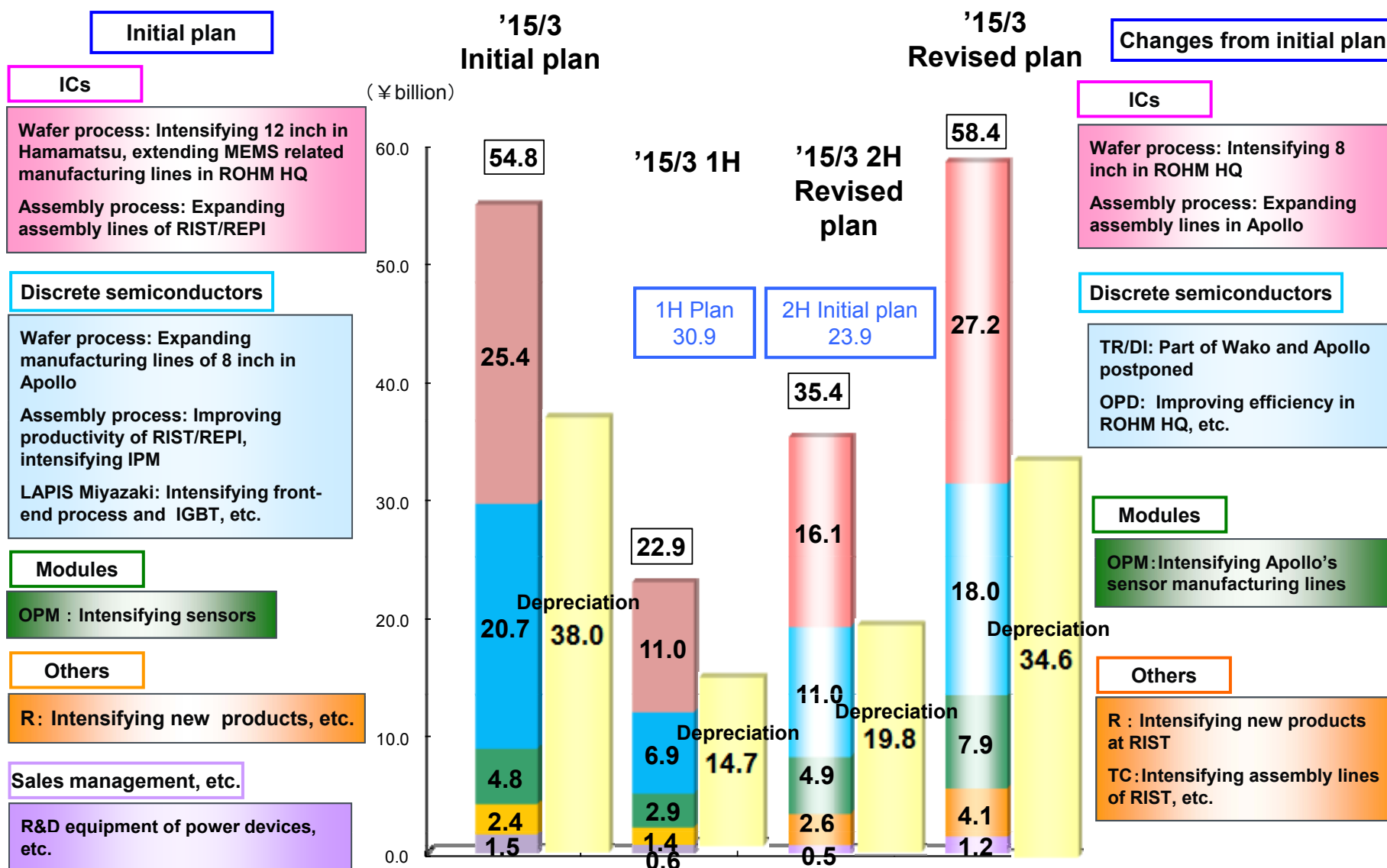
Reorganizing our production system for mid to long term sustainable growth

- **Establishing a new building for ICs in our Thailand factory**
- Intensifying capacity in each process and renewal of manufacturing equipments

RIST(ROHM Integrated System(Thailand)Co.,Ltd.

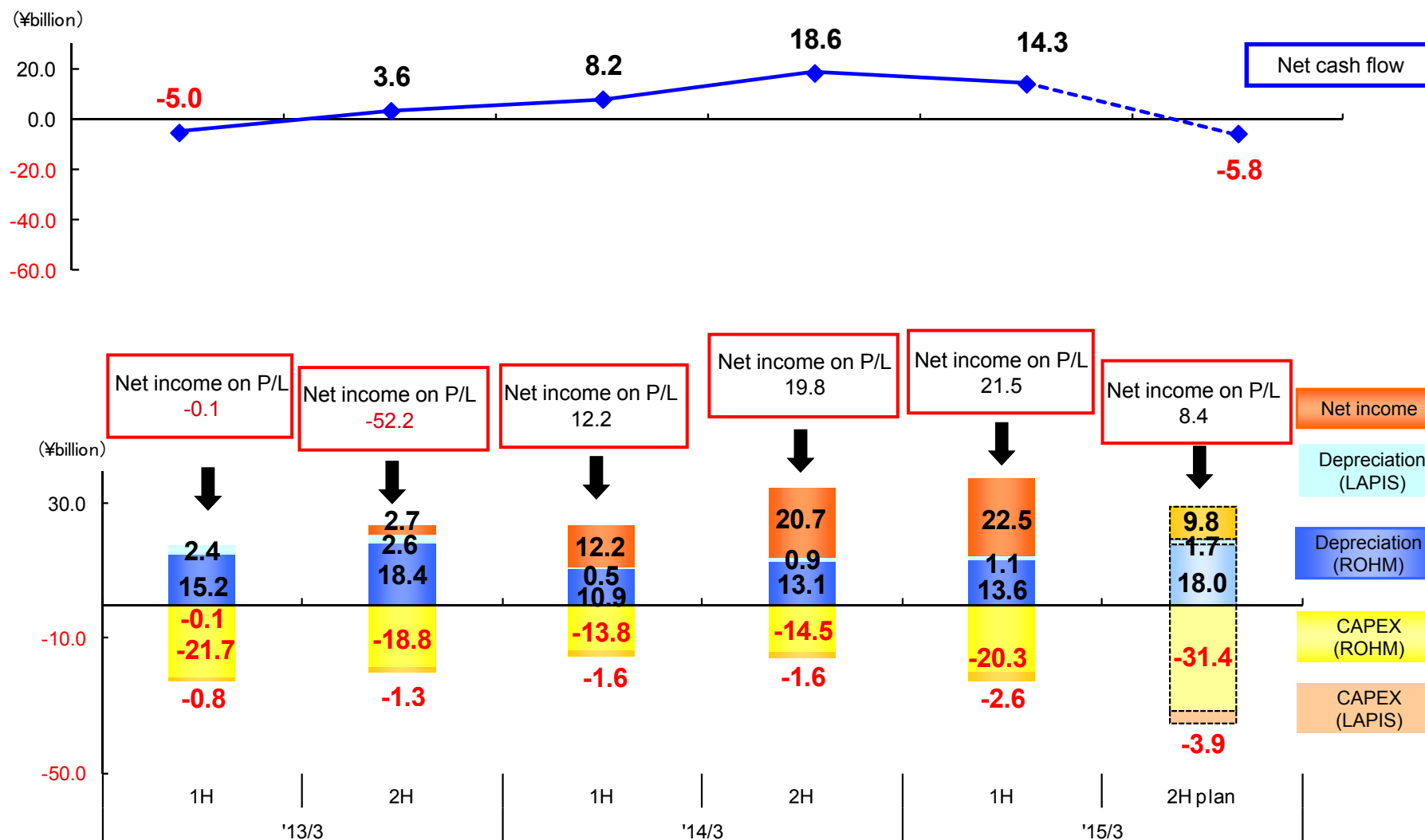


CAPEX



Net Income, Depreciation and CAPEX

(Impairment loss excluded)



Return to Shareholders

Return to shareholders policy

1. ROHM will make business investment such as CAPEX and M&A the first priority, and endeavor to improve business performance in medium to long term.
2. We increased our dividend of 2015/3 from ¥60 to ¥90 given the upward revision of our annual plan.
3. We will continue to make efforts to maintain over 30% of payout ratio and enhance our return to shareholders.



ICs Business Strategy

① Established analog IC technology base for autos and industrial

Ensuring high quality and performance of our products enabled by vertical integration to achieve competitive edge

② Started mass production of BiCDMOS process 0.13μm analog IC

Continuing to intensify and renew our manufacturing lines of both front and back-end process to improve quality

Reestablishing the RPS(ROHM Production Sysytem), and upgrading all our products to match auto quality

③ Out major themes are

Auto: Expanding to power train, safety device

Platform business: Strengthening relationship with customers and increasing product lineup

Home appliance: Increasing lineup of high-voltage tolerant motor drivers and power ICs
(Combining highly reliable process + digital control circuit for system ICs)

ICs Business Strategy -IC Business for Automotives-

Under development for 2016 models

Infotainment

Acquired stable share in Japan and overseas

Power supply·LED driver for clusters
Car audio·navigation system
In-car network
(Driver power supply for LIN)
Back monitor camera system
Direction·state control sensor
Beamforming directional microphone
Communication IC for panels
Power IC for panels
Capacitive touch switch



Car body

Adopted by Japanese and a few overseas manufacturers

HVAC (Air conditioners)
Door·window control
Keyless entry
LED lamp control
LED driver for headlamp
Multiple interface IC
Communications IC
Dot matrix driver
Seat fan motor driver
LED headlight cooling fan



Power train

Begun to be adopted by Japanese manufacturers

Engine control·control sensor
Transmission
Throttle control

HEV, EV, FCV

Secondary battery control technology
Motor·inverter technology
Multiple interface IC
Isolated gate driver
Smart switch
Temperature monitor



Safety device

Under mass production for Japanese manufacturers

Electric power steering (EPS)
Suspension control
Antiskid brake
(Accelerometer·gyro sensor)
ABS
(Revolution control)
Anti-slip control
(Accelerometer)
Tire pressure
(Pressure sensor)
Environment surveillance
Ultrasonic detecting sensor



Discrete Semiconductors Business Strategy

① Enhancing development and deployment of products for the power market

- Development and deployment of SiC power devices
- Providing a wider range of power product lineup than competitors

② Acquiring No.1 worldwide market share of small signal semiconductor devices

- Leading the world by ROHM's original microminiature devices "RASMID™ series"
- Continuing investment to switch to highly efficient manufacturing lines

③ Sustaining efforts targeting a wide range of markets for further future growth

Discrete Semiconductors Business Strategy

- Developing product lineup for the auto market -

From “small signal devices” to “power devices”

**Aiming to expand sales by
car body • power train • safety device!**

Power device

Infotainment

- Tr** Small signal MOSFET
Small signal bipolar transistor
Digital transistor
- Di** Switching diode
Schottky diode
Zener diode
- R** Square shape resistor
Shunt resistor

Car body

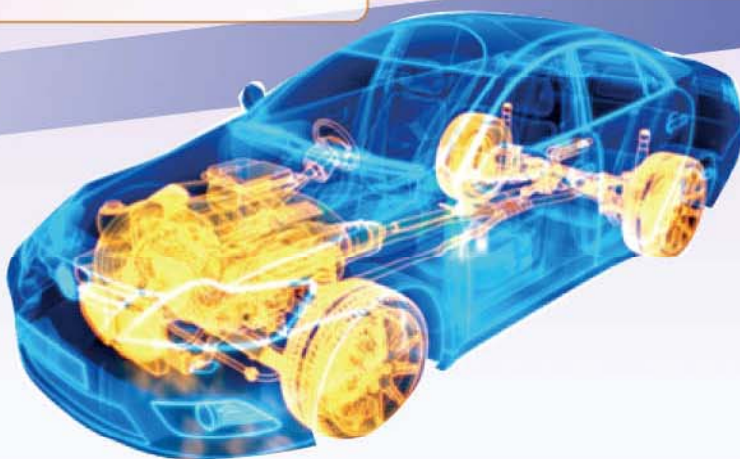
- Tr** Power MOSFET
- Tr** Small signal MOSFET
Small signal bipolar transistor
Digital transistor
- Di** Ultra-low I_R schottky diode
Fast recovery diode
- Di** Switching diode
Schottky diode
Zener diode
- R** Square shape resistor
Shunt resistor

Power train

- Tr** Power MOSFET
- Sc** SiC schottky diode
SiC module
- IGBT** IGBT module
- Di** Ultra-low I_R schottky diode
Fast recovery diode
- R** Square shape resistor
Power shunt resistor

Safety device

- Tr** Power MOSFET
- Tr** Small signal MOSFET
Small signal bipolar transistor
Digital transistor
- Di** Ultra-low I_R schottky diode
Fast recovery diode
- Di** Switching diode
Schottky diode
Zener diode
- R** Square shape resistor
Power shunt resistor



Sales estimate for autos



Note Regarding Future Forecasts

The forecast statements in this report are based on information currently available and deemed by ROHM Group as reasonable, and therefore, are not intended to guarantee to be achieved by ROHM Group, and actual results may differ materially by various factors. ROHM Group does not bear responsibility to update and disclose any future forecasts in this report.

Also, since the purpose of this report is to provide an outline of business performance, many figures are shown in unit of a billion yen, therefore, totals and differences of figures may appear inaccurate. Please refer to our Financial Report for detailed figures.



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