ROHM's Strengths

As a manufacturer of semiconductors and electronic components, ROHM has expanded its business domain by building up its design and manufacturing technologies, quality assurance technologies, and solution proposal capabilities for more than 60 years since its establishment. These technologies and capabilities accumulated over its long history carry four main features: integral technologies, IDM (vertical integration as an integrated device manufacturer), a wide range of products, and customer orientation.

By focusing on power and analog technology solutions where we can maximally leverage these strengths, we will provide high added value to our customers and contribute to solving social issues.

Development capability to maximize value by integrating elemental technologies

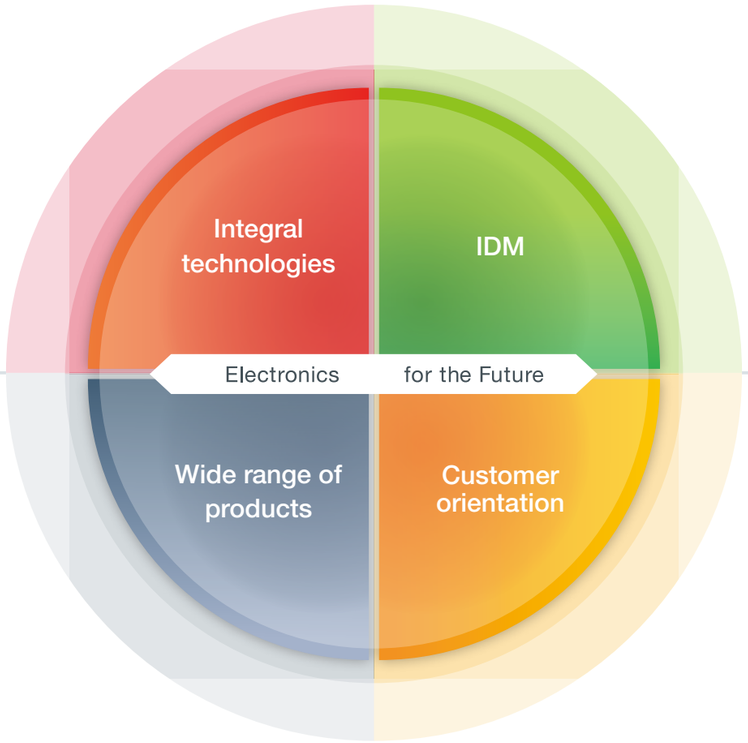
In ROHM's focus areas of power and analog, the source of our competitiveness is understanding the features of our own manufacturing processes and optimizing our designs based on customer needs. In addition to integral technologies with semiconductor manufacturing, consisting of circuit design, layout, and manufacturing processes, we also have significant strength in assembly, like optimization of comprehensive technologies such as heat dissipation design, package technology, and measurement technology.

ROHM integrates elemental technologies accumulated over many years and utilizes integral technologies to provide products and solutions that maximize customer value.

Comprehensive capabilities; from passive components to ICs and power devices

ROHM launched its business with resistors as its founding product, entered the discrete semiconductor device and IC markets, and subsequently expanded its business domain to optical devices and modules. In recent years, it has focused on the power device field, best known for SiCs.

This wide range of products and trove of accumulated technical expertise, which support a wide range of electronics equipment, enable us to propose the right solutions and provide comprehensive technical support to our customers.



Rigorous quality control, stable supply, and cost competitiveness

ROHM has been pursuing "quality first" manufacturing for more than 60 years. This pursuit is supported by the vertically-integrated IDM business model.

By providing a complete production process from materials to finished products within the Group, we have established a one-stop system for quality assurance and stable supply, as well as a business continuity management (BCM) system offering uninterrupted product supply even in disasters and other unforeseen circumstances. We also promote production efficiency improvement and cost reduction through advanced production technology, including in-house development of production equipment.

Solution proposals from the customer's point of view

ROHM values communication with its customers in all business processes.

When determining a product's development specification, engineers who are well-versed in technologies related to electronic equipment and in the Company's own design and manufacturing capabilities examine elements such as optimal circuit configuration, characteristics, and reliability before specification design in order to achieve the performance required by customers. This examination includes product functions, characteristics, and peripheral circuit configuration. In addition, by matching characteristics based on the results of verification at the customer's side during the prototype stage, we can swiftly provide the best product possible and optimize electronic equipment characteristics.

ROHM has earned high praise from customers for its rigorous customer support system and solution proposals, optimally combining ROHM's technologies and products with a thorough understanding of customer needs.

Power and Analog Technologies: ROHM's Focus Areas

■ Power

SiC power devices can achieve significantly lower loss and miniaturization compared to conventional silicon (Si) semiconductors. Amid ever-growing needs for energy savings, ROHM has been a global pioneer in the development and enhancement of its SiC product lineup, which has been broadly adopted in a range of applications, especially in the automotive and industrial equipment-related markets.

We will continue to propose optimal power solutions to our customers by integrating our element development and module technologies, not only for SiC power devices, but also for conventional Si power devices and other electronic components.

■ Analog

Analog technologies are elemental technologies processing continuously changing information into electrical signals. These are widely applied to power supply control circuits that support the stable operation of electronic equipment, motors, and more. Electronic equipment demand will continue its dramatic growth, including the use of data through IoT and artificial intelligence (AI) and the expansion of autonomous driving. The analog semiconductors used in this equipment are expected to achieve even higher performance, energy savings, and miniaturization. ROHM is able to meet customer needs through its engineers' in-depth familiarity of analog technologies and optimal designs, and its advanced elemental and integral technologies cultivated over many years.

Our Ability to Plan and Propose Products that Anticipate Customer Needs

In areas with notable growth, such as electric vehicles (xEVs), our strategy is to develop application specific standard products (ASSPs) already equipped with the functions required by markets. It is important to determine how best to incorporate functions based on market needs, and our Product Marketing Engineers (PMEs) investigate the performance and functions required by markets worldwide and refine product planning accordingly. Field Application Engineers (FAEs), who are well-versed in customers' development trends and other technical information, are responsible for proposing optimal solutions sought by customers and providing them with detailed technical support. With this dual structure of PMEs and FAEs, we are strengthening our ability to propose solutions on a global basis.