

## TDK subsidiary Micronas renamed "TDK-Micronas"

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- Renaming underpins the affiliation with the parent company TDK and, at the same time, preserves the name "Micronas".
- TDK's strategy to grow its sensor business will be implemented by Micronas as TDK's magnetic sensor competence center and is complemented by Micronas' expertise in sensing and control with a focus on the Automotive and Industrial markets.

**December 19, 2016** – TDK Corporation announces the renaming of its group company "Micronas" to "TDK-Micronas".

TDK-Micronas is a leading supplier of Hall-effect sensors with more than 40 years' experience in the Automotive industry. The company today offers the world's broadest range of Hall-effect sensors and embedded motor controllers for the Automotive and Industrial markets.

As already disclosed, with the acquisition of Micronas, completed in March 2016, TDK plans to further expand its sensor business by combining its magnetic sensor business, with strengths in magnetic materials, and Micronas' products, technologies, and expertise particular in Hall sensors. By fully harnessing synergies of the two companies, TDK will be able to provide a more detailed response to customers and aims to increase its competitiveness in the global market and to expand its business.

"From a marketing point of view, it is particularly important to retain the product trade name as the company has established a high level of recognition on the Automotive market over many years", states Matthias Bopp, CEO of TDK-Micronas. "Our semiconductor products have an excellent reputation for good quality and we will continue to use this market advantage. This reputation in combination with a strong parent company will provide our customers with long-term stability and help to consolidate our position within the TDK Group".

Due to the renaming, the following new company names arise:

- TDK-Micronas GmbH, Freiburg, Germany
- TDK-Micronas New Technologies GmbH, Munich, Germany
- TDK-Micronas Ltd., Glenrothes, Scotland
- TDK-Micronas K.K, Tokyo, Japan

TDK is accelerating its expansion of strategic growth products by business collaboration with strategic partners and M&A. One of the company's top strategies is business growth in the field of sensors.

TDK's complete range of sensors, marketed under the product brands TDK, EPCOS, and Micronas includes temperature sensors, pressure sensors, angle sensors, current sensors, and Hall sensors. TDK has identified sensor products as one important element of its future growth strategy. TDK will be able to provide a more detailed response to customers and aims to increase its competitiveness in the global market and to expand its business.

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#### About TDK Corporation

TDK Corporation is a leading electronics company based in Tokyo, Japan. It was established in 1935 to commercialize ferrite, a key material in electronic and magnetic products. TDK's portfolio includes electronic components, modules and systems\* marketed under the product brands TDK and EPCOS, power supplies, magnetic application products as well as energy devices, flash memory application devices, and others. TDK focuses on demanding markets in the areas of information and communication technology and consumer, automotive and industrial electronics. The company has a network of design and manufacturing locations and sales offices in Asia, Europe, and in North and South America. In fiscal 2016, TDK posted total sales of USD 10.2 billion and employed about 92,000 people worldwide.

\* The product portfolio includes ceramic, aluminum electrolytic and film capacitors, ferrites, inductors, high- frequency components such as surface acoustic wave (SAW) filter products and modules, piezo and protection components, and sensors.

#### About TDK-Micronas

TDK-Micronas, a TDK group company, is the most preferred partner for sensing and control. TDK-Micronas serves all major automotive electronics customers worldwide, many of them in long-term partnerships for lasting success. While the holding company is headquartered in Zurich (Switzerland), operational headquarters are based in Freiburg (Germany). Currently, the Micronas Group employs around 900 persons. For more information about Micronas and its products, please visit [www.micronas.com](http://www.micronas.com).

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You can download this text and associated images from: [www.micronas.com/pressreleases](http://www.micronas.com/pressreleases).

Further information on the company renaming can be found under: [www.micronas.com](http://www.micronas.com)

Please forward reader inquiries to [media@micronas.com](mailto:media@micronas.com).

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