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Major Operating Officer

Technical Developments in 2008

The environment we currently find ourselves in is changing far more quickly than ever before.

The progress of globalization is steadily speeding up. Macro trends in the global economy have a quick and direct impact on our business.

Opportunities for opening new overseas markets, creating new customers and competing for orders in existing overseas markets have all increased. Luck and competition have both been globalized in dramatic fashion.

In addition, the fields of next-generation communication, energy businesses, and the appearance of new home electronics are all generating new markets rooted in new technology. This is an expansion and a much greater scale than we have experienced before, opening up opportunities for us to expand our business to new markets and new corners of the world.

We undertake all of these ventures with our corporate philosophy, “We at Sanyo Denki work together to realize dreams and make people happy,” in mind. Thus, starting in April, 2007, the goal of our 5th medium-term management plan has been to

make Sanyo a top brand throughout the world, and we have been working toward this goal.

Our goal to be a top brand is not to increase sales or market share. Our goal is to make Sanyo the brand most desired by our customers.

On a technical front, Sanyo is rooted in 3 ideals: “technology to protect the environment of earth,” “technology to promote new energy sources and energy saving,” and “technology to promote human health and safety.” We strive to develop high performance, reliable, energy-saving technologies and products that meet these ideals.

This document outlines the multiple products we developed in 2008, each a world leader.

Our new products, with features and functionality approved by our customers, are entering the new markets in our globalizing world.

Sanyo Denki is continuing to develop products that are one step ahead of the market in its commitment to be the world’s leading brand.