

Growth Strategies by Segment

Energy Segment



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Division

The division manufactures and sells primary and secondary batteries such as lithium primary batteries, silver oxide batteries, coin-type lithium secondary batteries, and prismatic-type lithium-ion batteries, and manufactures and sells battery-related products such as chargers and electrode-applied products. We are also engaged in the business of selling electricity through solar power generation.

Vision	Continue to contribute to the development, safety, and security of society by innovating batteries and systems through original, unique technologies
Business strategy	Strengthen and expand small battery businesses in the healthcare, 5G/IoT and automotive areas

Product List

Classification	Major Products
Primary battery	Heat-resistant coin-type lithium battery
	Coin-type lithium battery
	Cylindrical-type lithium battery
	Silver oxide battery
	Air Patch™ Battery
Secondary battery	Prismatic-type lithium-ion battery
	Coin-type lithium rechargeable battery
Battery-related products, etc.	Charger
	Battery pack
	Electrode application products (oxygen sensors, hydrogen gas generators)
Solar power generation	Power Sales Business



Coin-type lithium battery

Coin-type lithium rechargeable battery

Heat-resistant coin-type lithium battery

Cylindrical-type lithium battery

Prismatic-type lithium-ion battery

Oxygen sensor

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Healthcare



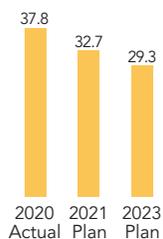
5G/IoT



Mobility

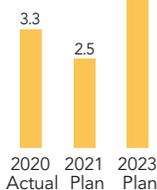
Net Sales

(billions of yen)



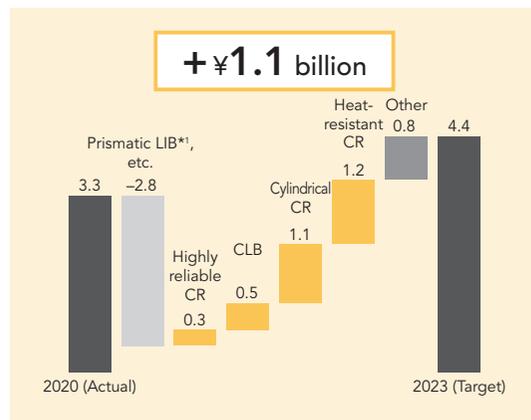
Operating Profit

(billions of yen)



Operating Profit Change (FY2020 to FY2023)

(billions of yen)



*1 LIB: Lithium ion battery

Situation in Fiscal 2020

Sales of prismatic-type lithium-ion batteries increased more than expected due to continued Stay-at-Home demand due to the impact of the Novel Coronavirus infectious disease.

On the other hand, sales of heat-resistant coin-type lithium batteries were significantly affected by the sluggish automotive market, and the net sales of the Energy segment were ¥37.8 billion.

Operating profit was ¥3.3 billion, mainly due to an increase in profits from prismatic lithium-ion batteries.

Growing Businesses that Drive MEX23

Growth Businesses	Market Position	Strengths	Future Development
Coin-type lithium battery (highly reliable CR) 	"Market Expansion in the Healthcare area" • Blood glucose meters market expands as the number of patients with diabetes increases	• Materials and sealing technologies cultivated in heat-resistant CR ensure safety and high reliability	• Build cooperative relationships with medical device manufacturers • Build a product management system for batteries
Coin-type lithium rechargeable battery (CLB) 	"Increase our share in the wearable market" • Responding to accelerated conversion of hearing aids market to secondary batteries	• Contribute to longer product life by high charge/discharge cycle characteristics with original stacked electrode structure	• Expansion of sales channels in the hearing aid market • Cost reduction by improving production processes and increasing production
Cylindrical-type lithium batteries (cylindrical CR) 	"Increase market share in the expanding smart meter market" • Acceleration of IoT feature of smart meters • Providing high-capacity batteries in response to an increase in demand power accompanying the adoption of IoT feature for automated meter reading systems	• Realize high energy density in batteries by original electrode technology. Contributing to miniaturization of products.	• Leverage the strengths cultivated in overseas markets to expand market share in the smart meter market • Expansion into sensors and IoT areas
Heat-resistant coin-type lithium battery (heat-resistant CR) 	"Global Top Share in TPMS Market*2" • While market expansion will moderate, maintain market position by leveraging long-term track record as a strength. • Maintain a strong relationship with major manufacturers of the tire pressure monitoring system (TPMS)	• Realize miniaturization and ensure high performance in harsh environments by using original material and sealing technologies	• Maintain and strengthen partnerships with TPMS manufacturers • Cost reductions in line with market conditions • Expansion of applications other than TPMS

*2 Top share of the global market: as of September 2021. According to research by Maxell.