

SHARP

Be Original.

CEO Media Conference

Robert Wu
CEO, Sharp Corporation

April 12, 2022

Name	Robert Wu (吳柏勳)	
Date of Birth	July 22, 1977	
Biography	Jun. 2001	National Taiwan University of Science and Technology Graduate School of Information Management (MBA)
	Jul. 2001	Joined Hon Hai Precision Industry Co., Ltd
	Apr. 2010	Foxconn Slovakia Managing Director
	Jun. 2012	Sakai Display Products Corporation Management Planning Manager
	Jan. 2015	Sakai Display Products Corporation Board Member (part-time)
	Feb. 2017	Sharp Thai Co., Ltd. President
	Apr. 2018	Sharp Thai Co., Ltd. President, Sharp Electronics (Malaysia) Sdn. Bhd. President
	Nov. 2019	Sharp Corporation Managing Officer, Vice Chairman of Asia and Oceania Business
	Jun. 2020	Executive Managing Officer, Deputy Head of Asian and Oceania Business, Executive Managing Officer
	Apr. 2021	BU President, Global Brand-Products BU Head of North & South American Business, Deputy Head of Asian and Oceania Business
	Apr. 2022	CEO, Deputy Chairman



Hon Hai: 10 years

SDP + Sharp: 10 years

Founder's Spirit is immovable and will continued to be inherited



“Create products others want to imitate”

Business Philosophy

We do not seek merely to expand our business volume. Rather, we are dedicated to the use of our unique, innovative technology to contribute to the culture, benefits and welfare of people throughout the world.

It is the intention of our corporation to grow hand-in-hand with our employees, encouraging and aiding them to reach their full potential and improve their standard of living.

Our future prosperity is directly linked to the prosperity of our customers, dealers and shareholders ...indeed, the entire Sharp family.

Business Creed

Sharp Corporation is dedicated to two principal ideals:

"Sincerity and Creativity"

By committing ourselves to these ideals, we can derive genuine satisfaction from our work, while making a meaningful contribution to society.

Sincerity is a virtue fundamental to humanity ... always be sincere.

Harmony brings strength ... trust each other and work together.

Politeness is a merit ... always be courteous and respectful.

Creativity promotes progress ... remain constantly aware of the need to innovate and improve.

Courage is the basis of a rewarding life ... accept every challenge with a positive attitude.

Basic Management Policy will be succeeded and developed

経営基本方針

【抜本的構造改革によるSHARP再生への道筋】

2016年8月21日

社長 戴 正呉

SHARP

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Confidential

- Standing-out global brand
- Establish strong brand company SHARP
- One SHARP
- Performance based evaluation etc.

3 . ESG Based Management



A Enforce
Healthcare Business



B Contribute
to Carbon Neutral



C HITO Management



D True Global Company



E

nvironmental

Executing SHARP Eco Vision 2050

1. Contribute to Carbon Neutral (B))
(create / conserve / store energy)

【Words of Founder Hayakawa】

“If we could find a way of generating electricity from limitless solar heat and light, that would benefit humankind to an extent we can scarcely imagine”

【Over 60 years in solar energy business】

- 1959: created prototype solar battery
- 1963: started mass production
- Leading the development of solar business ever since

2. Establish Circular Economy
(Strengthening recycle etc.)
3. Management of Chemical Substances

S

ocial

Contribute to solving social issues
centering 8 major business areas

1. Enforce Healthcare Business (A))
(especially Digital Health)

2. Accelerate
Smart Home / Smart Office

3. True global company (D))

G

overnance

Execute and develop
Basic Management Policy

1. HITO Management (C))

2. Efficient Management System
(Innovate process/seamless)

3. Cash Flow Management

4. Permeate One SHARP
(Speed-up One SHARP by enforcing cross liaison)

Support People's Healthy Living with Sharp's Technology

Digital Health



Healthy air, food, water



Daily health check at home



Work with education institutes
to promote education on health

Establish Digital Health Business Promotion Office



1

Further Innovation of Energy Solutions Business

- From selling devices to selling electric power
- From Households (fixed) to Automotive (mobile)
- From Earth to Space
- Utilize new material

2

Strengthen Carbon Management

- Strengthen company-wide control divisions / raise awareness throughout company
- Aggressively use renewable energy
- Expand information disclosure

3

Contribute to Society by Working with Others

- Seek various fields to contribute to environment in collaboration with different industries and global entities

Fully Support the Growth of Employees Based on Own Experience



Cultivate hybrid
personnel with
multiple professions



Create innovation –
cultivating environment



Talent based optimum
personnel stationing



Provide opportunity
for growth

My mission is to lead Sharp to a Truly Global Company based on personal experiences

(1) Enforce Japan Market

- Develop high-end / premium products and services

(2) Expand Global Business

- Further enhance brand image in Europe / Americas / China / ASEAN markets
- Expand product lineup

(3) Management innovation from global perspective

- Review management system and personnel stationing
- Nurture global mind
(CEOメッセージの日英併記等)

“Speed” + “Determination”



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