

Marketing Strategies

Mission of Creating Value

To resolve social issues, through proposal activities that help customers resolve their technological issues, we create new business and contribute to Resonac's sustainable growth. Moreover, we promote Companywide standardization of activities to offer problem-solving value propositions to make them Resonac marketing processes. Furthermore, we will promote construction and operation of digital tools throughout the Company to improve the efficiency of marketing-related operations.

Policies and Management

Our marketing divisions (the CMO organization), comprising the Corporate Marketing Department, Regional Account Planning Department, and the Innovation Center, are executing marketing efforts in collaboration with business units, sales departments, and site oversight departments in Japan and overseas.

In addition to planning of Companywide marketing strategies, the Corporate Marketing Department formulates and implements market-specific or application-specific cross-divisional marketing plans and also constructs and operates the marketing platform common throughout the Company. The Regional Account Planning Department is planning and building a system to promote growth strategies based on regions and customers. The Innovation Center serves as a venue for triggering co-creation and relationship building with stakeholders. Hands-on exhibits enable visitors to experience some of our core technologies, thus facilitating achievement of our goal of engaging in co-creation with customers, business partners, and all of our other stakeholders.

Strategy for Realizing the Long-Term Vision

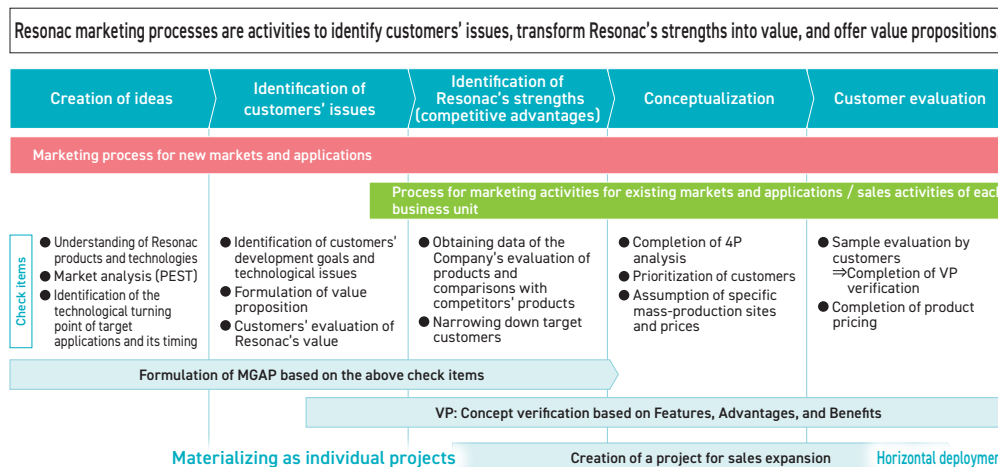
We have collectively defined our activities for offering problem-solving value propositions to customers as Resonac marketing processes, and utilize frameworks such as MGAP^{*1} and VP^{*2} when considering new businesses. We use MGAP to identify technological issues faced by customers, organize VPs in relation to the features of our products (Features), differentiation from competing technologies (Advantages), and benefits to be gained by customers (Benefits), and repeatedly verify product concepts in order to promote marketing. We are promoting Companywide standardization of marketing activities, using the common frameworks in cooperation with the R&D and intellectual property departments (the CTO organization) in the early phase of marketing, and with sales divisions in a later phase once customer evaluation has progressed.

*1 MGAP: Multi Generation Application Planning
*2 VP: Value Proposition
*3 CRM: Customer Relationship Management

Roadmap for realizing the long-term vision



Resonac marketing processes



Promote marketing in cooperation with the CTO organization and business units, using the above processes

Marketing Strategies

Targets and results of KPIs on material issues

P58 / Material Issues and Non-financial KPIs

KPIs and 2025 targets	Results in 2022
Vitalization of customer- and market-driven activities ● Enhancement of product pipelines that contribute to customer value	● Execution of marketing based on MGAP and VP
Promotion of digitalization ● Strengthening of overseas and regional information dissemination using digital marketing ● Centralized Companywide pipeline management	● Execution of digital marketing activities mainly by principal business headquarters ● Identification of business issues for companywide application of CRM
Enhancement of customer database ● Strengthening of customer strategies of businesses, utilizing customer database	● Identification of key customers and clarification of issues for establishment of a visualization system

Co-Creation Initiatives to Resolve Social Issues

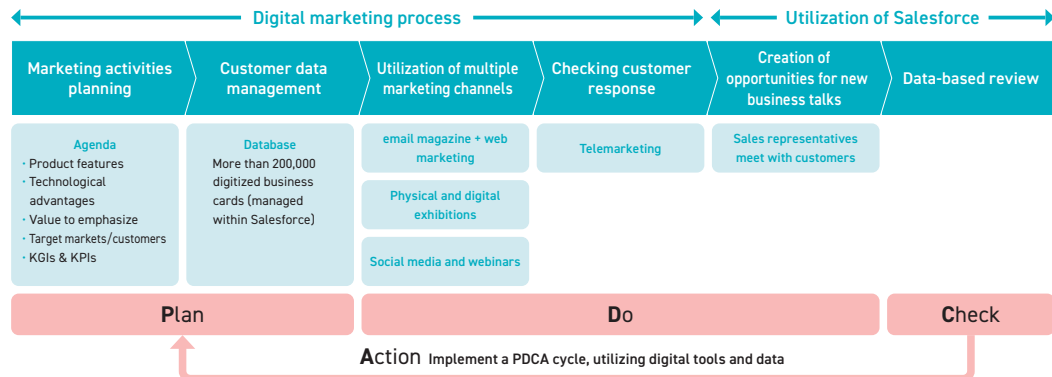
Promotion of Digital Marketing

DX

The use of digital platforms is indispensable for efficiently and comprehensively promoting value propositions in the market. The Corporate Marketing Department, in cooperation with the CDO organization and the related parties in each business unit, is promoting digital marketing utilizing the Web, email magazines, webinars, etc., and promoting the use of CRM systems to visualize and share the results of marketing activities.

Overview of Activities of the Digital Marketing Team and the CRM Team

Supporting Companywide marketing activities based on the processes below



Marketing Activities in the Automotive Market

While promoting entrenchment of Resonac marketing processes throughout the Company, we are promoting marketing activities in markets with sustainable growth potential in cooperation with R&D and intellectual property departments (the CTO organization) and business units. Specifically, we are focusing on value propositions for batteries for EVs and motor-related materials, demand for which is expected to grow rapidly in the automotive market, and for power module-related materials for the electronics market.

In line with the global expansion of the EV market, power modules are attracting attention as a stable power source for driving the motors used in EVs and for charging the batteries. Resonac has established a Companywide project organization, the Power Module Cluster, to address this market, and is offering value propositions through the combination of multiple products, rather than creation of a business through provision of standalone products.

P16 / Co-creation with Customers Started for Evaluation of Power Module Materials

Overview of the power module cluster concept

