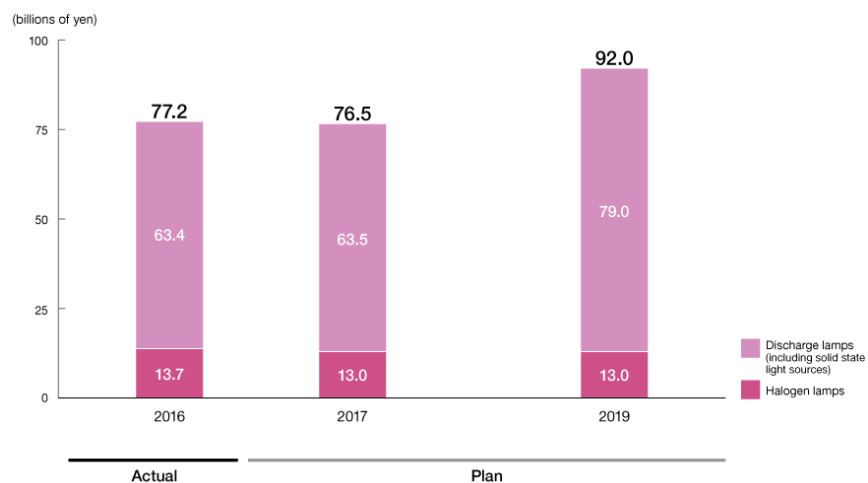


## Strategy

### Light Sources Business

#### Medium-term Management Plan for Light Sources Business



	2016 (actual)	2017 (plan)	2019 (plan)
Discharge lamps (including solid state light sources)	63.4	63.5	79.0
Halogen lamps	13.7	13.0	13.0

#### Business Environment and Measures

Field	Business Environment & Strategy	Measures
UV lamps	+ Promote differentiation (high efficiency, long-life) - Mature market	
Lamps for cinema	+ Increased demand in developing countries - Tougher price competition	Maintain profitability and grow sustainably
Lamps for data projectors	+ Increase share by strengthening low-end position - Low market growth	<ul style="list-style-type: none"> <li>Existing business: Maintain share and improve manufacturing costs</li> <li>New business: Aggressively enter into growth markets</li> </ul>
New business field	+ Participate in growth fields such as environment, hygiene, automotive	
Solid state light sources	+ Strengthen lineup to expand into new fields	

#### Business Domains in the Solid State Light Source Business

We will establish our own unique position in the solid state light source market by specializing in six business domains centering on the Industrial Process domain.

