

Recovering Sharp's Style

President CEO
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On May 12, we announced our fiscal 2024 financial results and Medium-term Management Plan. Two weeks have past since these announcements, and I believe you have already reviewed its contents, so today, I would like to mention mainly about feedback responses during this time.

1. Feedback from Stakeholders

Last fiscal year we were able to realize our own words, including achieving net surplus for the first time in three years, exceeding announced net sales and each profit forecasts, and completing our most important managerial issue, Asset-light Strategy. This could only be accomplished with the effort of each and every one of you. Thank you all once again.

Media and analysts who attended our announcement gave us strong compliments, such as “I find it extremely positive that Sharp announced it will definitely achieve net surplus in fiscal 2024 and actually realized it,” and “I think it is quite amazing that Sharp actually realized all those accomplishments over the past fiscal year.”

Many positive feedback were also given on our Medium-term Management Plan, such as “Sharp’s direction was well summarized and was easy to follow,” and “the message that structural reform has reached a turning point and the company will start to look forward was extremely positive.” Also, many of our business partners expressed their expectations to us such as “I could feel Sharp’s eagerness for future development” and “I am looking forward to Sharp bringing back its unique perspective.”

Meanwhile, after announcing our Medium-term Management Plan, our stock price is facing a downturn, but I understand this derives from our fiscal 2025 business forecasting expected decrease in revenue and profit. This is mainly because there were special factors to enhance profit in the previous fiscal year, and there is uncertainty in our business environment considering U.S. customs policy issues. Also concerns against our financial base may have impacted such views.

Against this stock market’s response, we will take time to carefully explain the contents of our Medium-time Management Plan to our stakeholders so we can deliver a better understanding of our business status, strengths in competition, and business directions, and also carry out our plans and display our achievements through each quarterly announcements.

As part of such actions, On June 17, we will hold a Business Briefing Session targeting media and analysts to further break down our strategy in our Business Groups and also R&D for their better understanding about us.

2. Our Future Direction

At the timing of our Medium-term Management Plan, we introduced our new guideline based on our business philosophy and business creed as Our Mission “With sincerity, we observe people’s daily live. With creativity, we shape new experiences.”

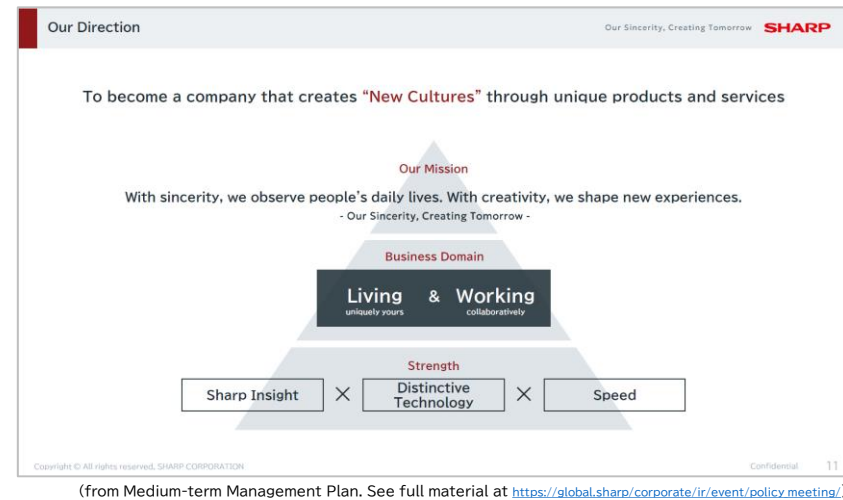
This phrase embeds my desire to have all employees to thoroughly practice our business philosophy and business creed, which I believe will let us return to Sharp’s style once again, when we used to create products that had a different taste from others.

As you all know well, Sharp introduced many unique products in the past, such as LCD TVs, mobile phone with a camera, Plasmacluster, Healsio, Viewcam, and Zaurus. Such products created new experiences to their users, which continues up to today, leading to forming part of our culture in modern society.

Of course, such practices were not created solely by our strength, but it was our Sincerity and Creativity that led people to take one step forward towards such lifestyle, and that is what I observe as Sharp’s style.

From hereon, in addition to our DNA of Sharp Insight and Distinctive Technology, we will further enhance our speediness to win over harsh global competitions, meaning further acceleration in development speed and taking actions first while thinking simultaneously at a high level.

With these three strengths, let us carry out Our Mission “With sincerity, we observe people’s daily live. With creativity, we shape new experiences” over our business domain of Living and Working to create new values in Sharp’s style one after another. And, with such accumulations, let’s make ourselves the ones who creates a new culture.



3. End Note

In relation to our Medium-term Management Plan, we held an internal survey in Japan immediately after its announcement. Despite it was conducted over a short term, we collected over 3,000 responses. The results will be shared on our intranet again separately, but many people accepted our future direction and ideas of our Medium-term Management Plan positively. Meanwhile there were some opinions asking for further breakdown information, which we will hold necessary communication between management and representatives from each layer in order to lead to everyone’s further understanding.

Last but not least, as I mentioned in the beginning, our financial results were positively accepted by our stakeholders, but we have merely taken our first step in recovering our trust. Our current business conditions are still difficult, but let us continue to build up our reputation each quarter, and meet our announced figures for the second consecutive year. With that, let us take strong steps toward our regrowth.