

Let's Take Sharp to the Next Stage

President CEO
Tetsuji (Ted) Kawamura



Good morning, all employees. I am Tetsuji (Ted) Kawamura, and I assumed the role of Sharp's President CEO as of today, April 1 succeeding Mr. Okitsu. Today, as my first assignment as President, I would like to share my background as well as values that guide my approach to management.

Three Strengths

When I joined Sharp in 1984, I was assigned to the Office Equipment Sales Department under the Overseas Business Group. Following, I was assigned to the U.S. sales company in 1991, and ever since, I spent 25 years overseas out of my following 30 years career. During this period, amid diverse global values business environment, I have learned the fundamentals of sales and customer development and have gained broad experience at the forefront of Sharp's global business expansion, serving as head of the European regional headquarters and the U.S. sales company where I handled both business operations and management.

After returning to Japan in 2021, as the business leader of the Business Solutions domain, in the next three and a half years I strengthened competitiveness and transforming business while taking a comprehensive view of operations from upstream to downstream. Recently, I was appointed as Senior Executive Manager CBDO being responsible of cultivating new markets and new businesses to realize items that will lead to our next growth.

Through these experiences, and acting as business representative, I have emphasized on three strengths, being Decisiveness, Execution, and Personality.

In the actual business fields, there are many situations when you must make decisions even if there is not enough information to support your beliefs. What is important at such circumstances is not to stay hesitant but to determine which way to go and be "Decisive" based on your own responsibility. Once you make a decision, it is important to make "Execution" immediately, overcome issues one by one, and achieve results by carrying out your plan to the very end. I believe the accumulation of such actions makes our business stronger.

With that said, no business can be accomplished by just one person. This is precisely why "personality", or the ability to respect diverse perspectives and positions and to build trusting relationships with colleagues and partners is indispensable. I believe these three capabilities are the essential qualities required of a business leader.

With everyone's dedication over the past two years, we are securing a strong foundation toward regrowth. Meanwhile, the business environment is becoming increasingly challenging by the day, and we are facing extremely difficult situations.

Precisely because we are in this situation, it is my responsibility, as the newly appointed President, to transform the foundation we have built together into a driving force for the future, to lead Sharp into its next stage—a full-fledged phase of renewed growth—and, in doing so, to maximize Sharp's corporate value. I am committed to standing at the forefront based on the three strengths I believe in, and move forward together with all of you, united as one company. I sincerely look forward to your continued support and cooperation.

New Business Promotion System

Upon my assignment as President, I have also set a new business promotion structure, and I would like to explain the aim behind this.

With the aim of maximizing Sharp's corporate value, I will further strengthen our efforts to swiftly bring new businesses into concrete form and to expand the Sharp brand globally, making aggressive use of Foxconn's resources in the process, to realize regrowth. Also I will take the lead to communicate openly on our direction and actions through various opportunities.

Based on this philosophy, I have newly established a Business Development function responsible for formalizing new businesses that will serve as future growth drivers, and I will personally be in charge as the take the helm as its overall executive in charge. Under this function will be business development teams related to EV and AI servers, as well as strategic investment and alliance functions. Strategic planning, growth investments, customer development, and collaborations with external partners will be driven here based on a mid- to long-term perspective.

Also, with Mr. Taneya resigning from executive role in accordance with the company's internal age regulations, Mr. Tokuyama, who has led the Smart Business Solutions Group to date, is newly assigned as CTO.

For our future sustainable growth, it is essential to swiftly translate R&D activities aligned with our management strategy into viable businesses. Leveraging his experience as a business leader, CTO Tokuyama will play a key role in connecting management strategy, technology strategy, and business implementation.

Mr. Tokuyama will also act as Deputy Executive of Business Development where he will strongly support start-up of new business technology wise.

Additionally, in order to strengthen outward communications, I have set IR and PR communication functions directly under my control. Yesterday we already held a media event upon my appointment as President, and from here on, through such activities, I plan to aggressively develop the public's understanding and expectations toward our company.

I also plan to work on strengthening our efforts in personnel development and acquisition, enhance the visualization of management issues through the use of AI and IT, and improve operational efficiency. Through this comprehensive set of initiatives, I aim to establish a "strong headquarter" that will powerfully lead the company's growth.

End Note

Sharp is enriched with the founder's spirit "Make products that others want to imitate" along with our Business Philosophy and Business Creed. These are precisely the sources of Sharp's unique values that has allowed us to stay close to people and society and to create distinctive value through constant innovation and ingenuity, regardless of changes in the times or business environment.

Let us continue to respect this DNA and create values "In step with your future." one after another with our full force.

Let's Take Sharp to the Next Stage.

These words will be our common watchword to chart the course of our future. With everyone's efforts, let us further develop Sharp into a company that is widely expected, trusted, and admired by society.