

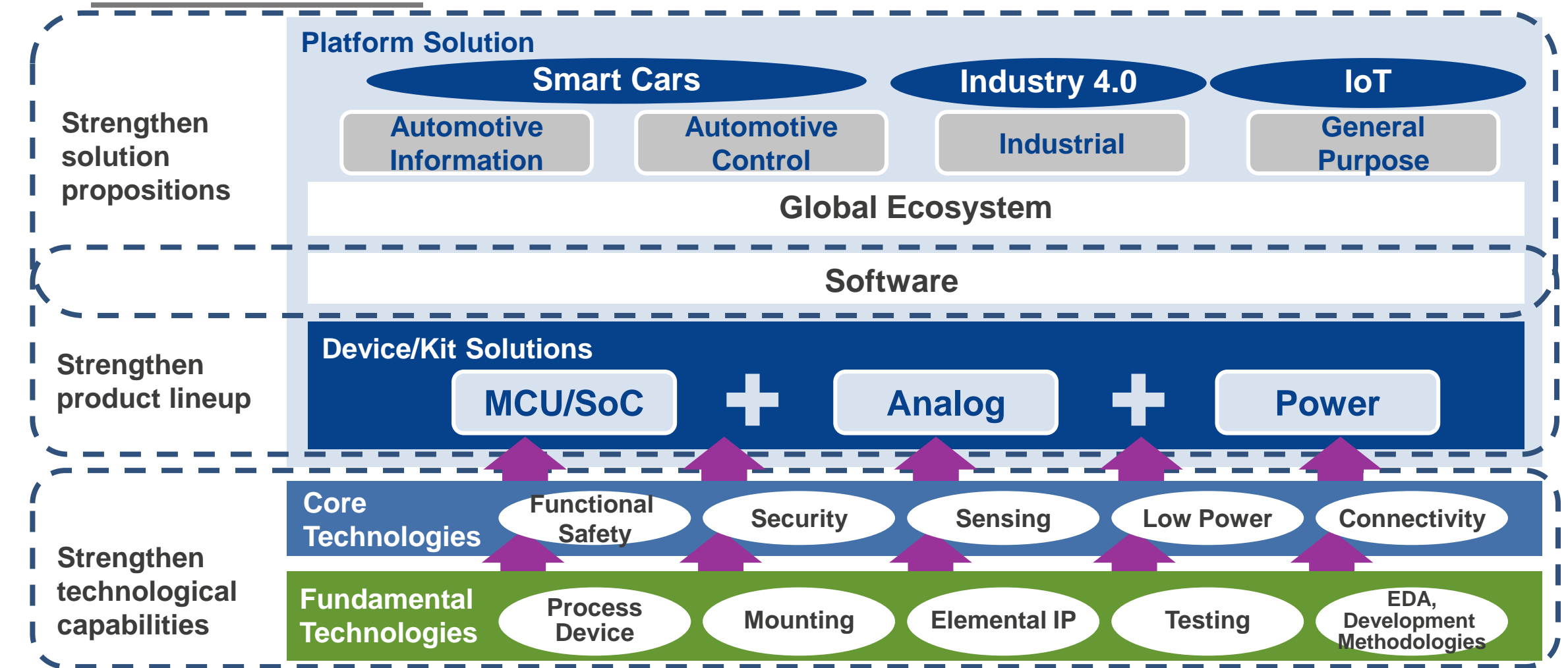
The background of the slide is a photograph of a road with a yellow center line, receding into the distance. The image has a strong motion blur effect, particularly on the trees and foliage on the right side, which are rendered as streaks of green and yellow. A bright light source, likely the sun, is visible through the trees on the right, creating a lens flare and illuminating the scene. In the distance, a few figures can be seen walking on the right side of the road. A solid blue rectangular box is positioned in the upper left corner, containing the title text. Below this box, a grey rectangular box contains the company name and date.

# Towards Renesas' Future Growth

Renesas Electronics Corporation  
October 30, 2015

# Enhance Renesas' Value to Support Customer Competitiveness

Enforce devices and technologies that underpin the evolution of Renesas solutions



# Established Role of CTO to Further Strengthen Technological Capabilities

## Members of the Board

Takao Endo  
Chairman & CEO

Tetsuya Tsurumaru  
President & COO

Hidetoshi Shibata  
EVP & CFO

Nobuyuki Nakano  
Outside Director

Tetsuro Toyoda  
Outside director

### Corporate

#### Corporate Planning Unit

■ Hidetoshi Shibata  
EVP & CFO

### Sales/Marketing

#### Global Sales & Marketing Unit

■ Tsuneo Takahashi  
EVP & CSMO

■ Manabu Kawashima  
SVP (Japan & Asia)

■ Ali Sebt  
SVP & President of  
Renesas Electronics America

■ Gerd Look  
SVP & President of  
Renesas Electronics Europe

### Design/Development

#### 1<sup>st</sup> Solution Business Unit (Automotive)

■ Ryuji Omura  
EVP

#### 2<sup>nd</sup> Solution Business Unit (General Purpose)

■ Yoshikazu Yokota  
EVP

### Manufacturing

#### Production and Technology Unit

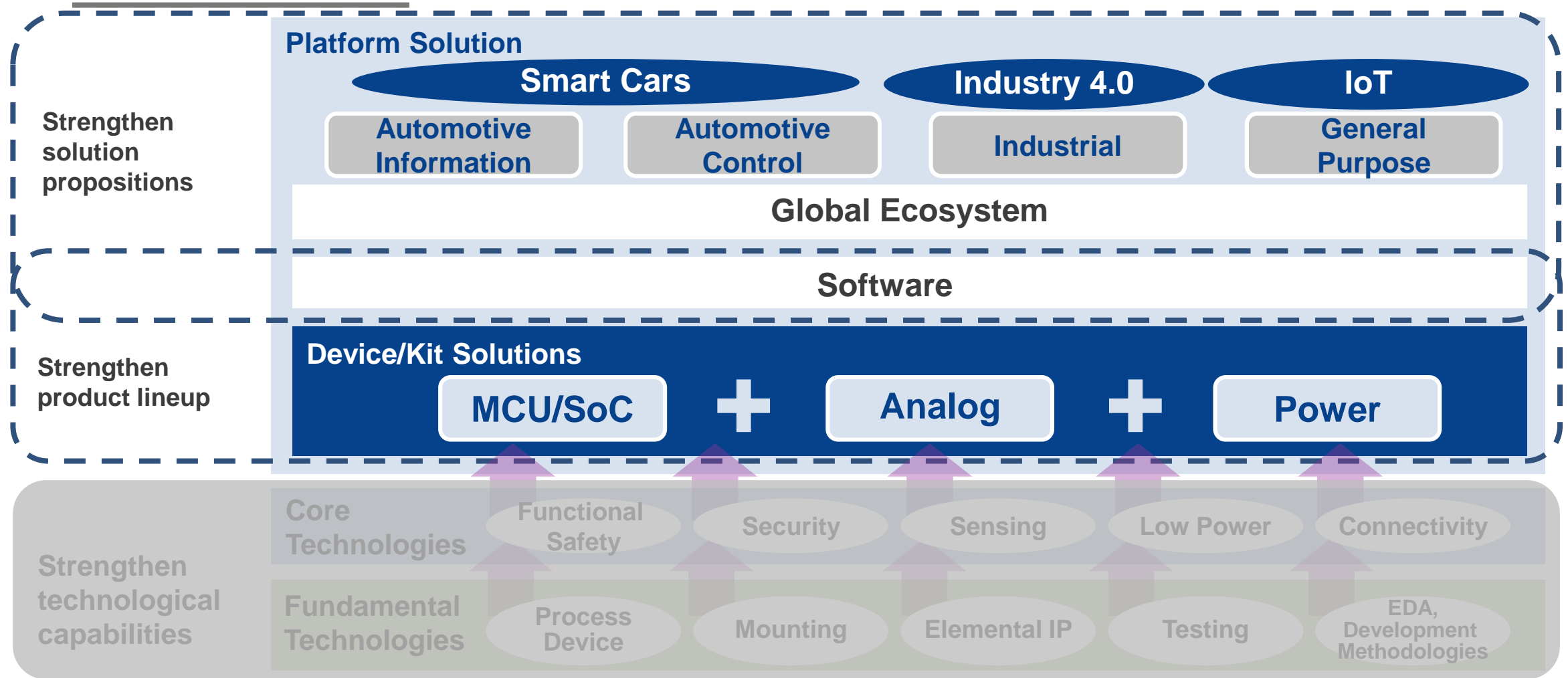
■ Masahiko Nozaki  
EVP

### Development of Core/Fundamental Technologies

■ Hideto Hidaka, SVP & CTO

**[Mission]** ·To plan technological strategies ·To establish  
core technologies ·To train and recruit technical talent

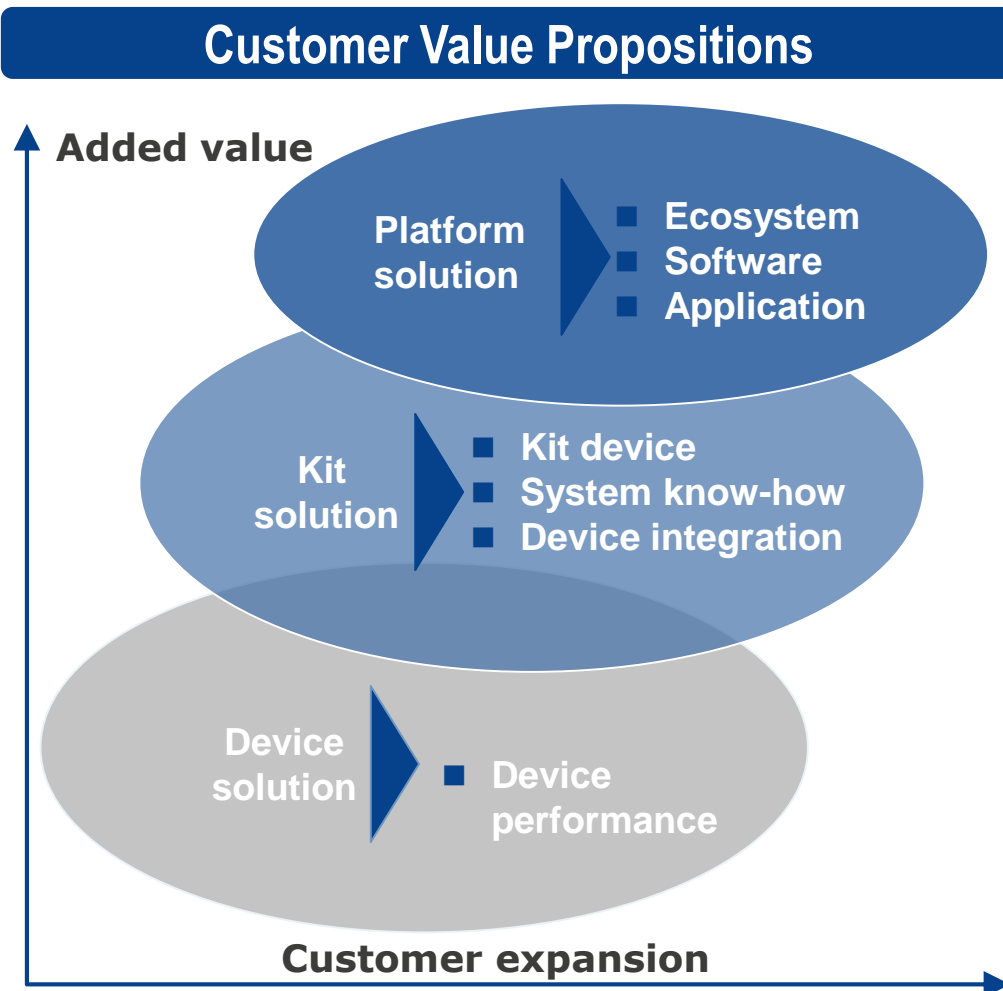
# Strengthen Product Lineups and Solution Propositions











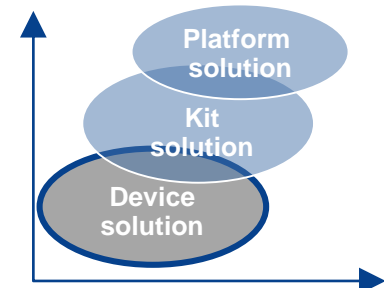
# Delivering Devices, Kits and Platforms

Provide enhanced value propositions to customers with solutions based on Renesas' technological capabilities

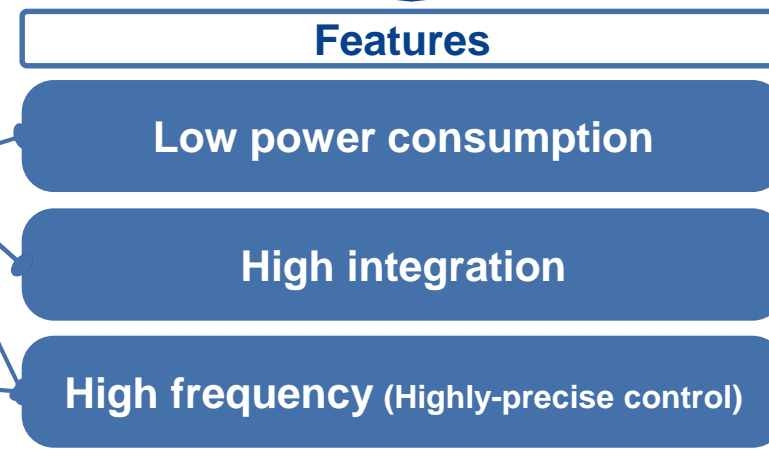
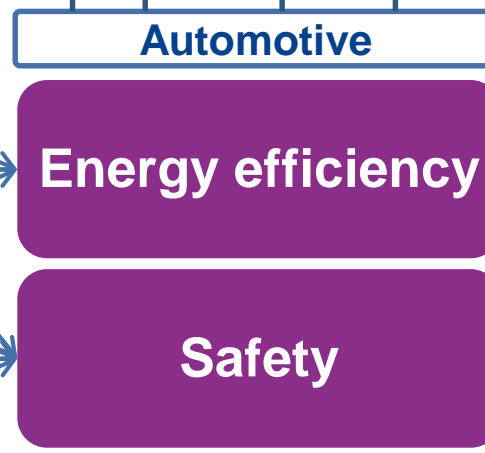
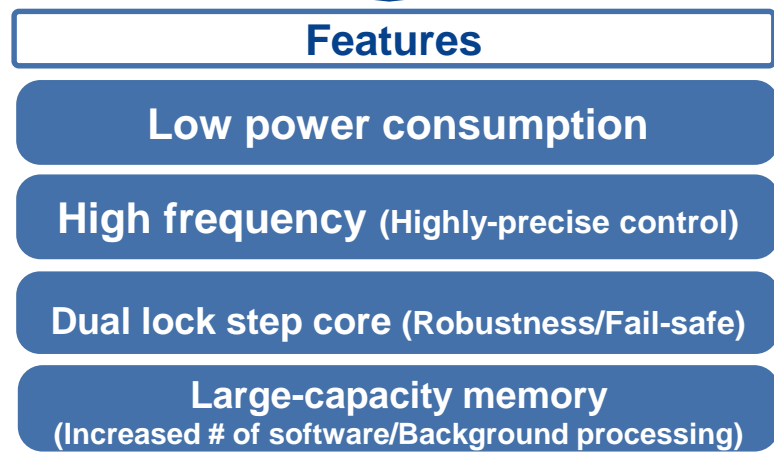
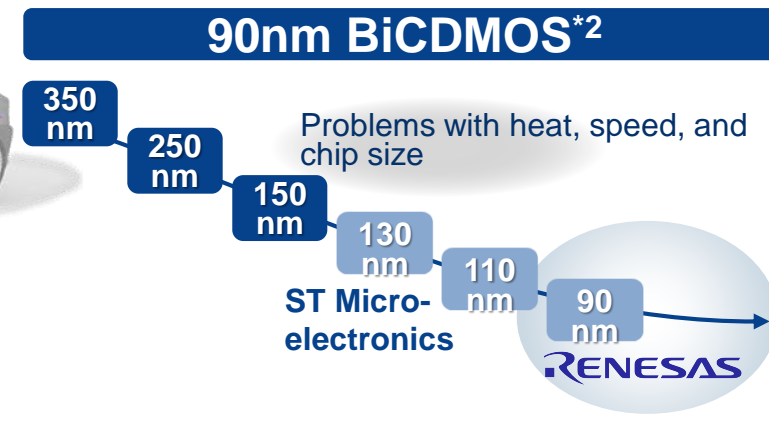
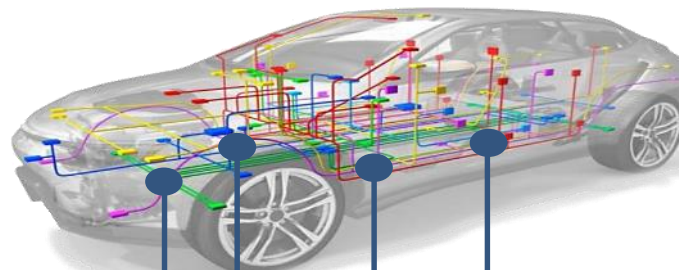
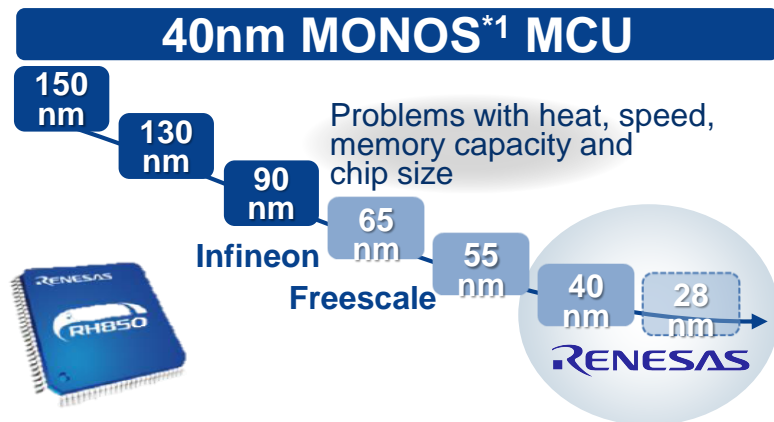
\*1 ADAS: Advanced Driver Assistance System, \*2 HMI : Human Machine Interface



| Renesas' Added Value |   |  |
|----------------------|---|--|
|                      | Automotive  | General Purpose  |
| Platform             | Cockpit & ADAS *1<br>  | Industrial <br>IoT <br>High-end IoT devices (under development)<br> |
| Kit                  | <ul style="list-style-type: none"><li>■ MCU + Analog + Power</li><li>■ Ideal solution for HEV/EV</li></ul>  | <ul style="list-style-type: none"><li>■ Industrial inverter control solutions</li><li>■ Reduced size and power consumption</li></ul>   |
| Device               | <ul style="list-style-type: none"><li>■ High performance</li><li>■ Energy efficiency</li><li>■ Safety</li></ul>   | <ul style="list-style-type: none"><li>■ IT networking</li><li>■ HMI*2 display</li><li>■ High-speed data processing</li></ul>                       |



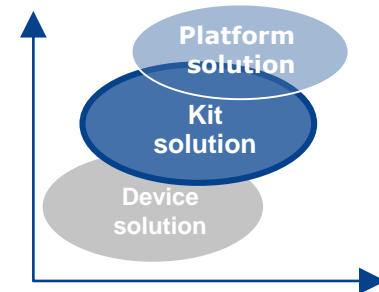
# Strengthen Product Lineup with Advanced Devices



\*1 Metal Oxide Nitride Oxide Silicon

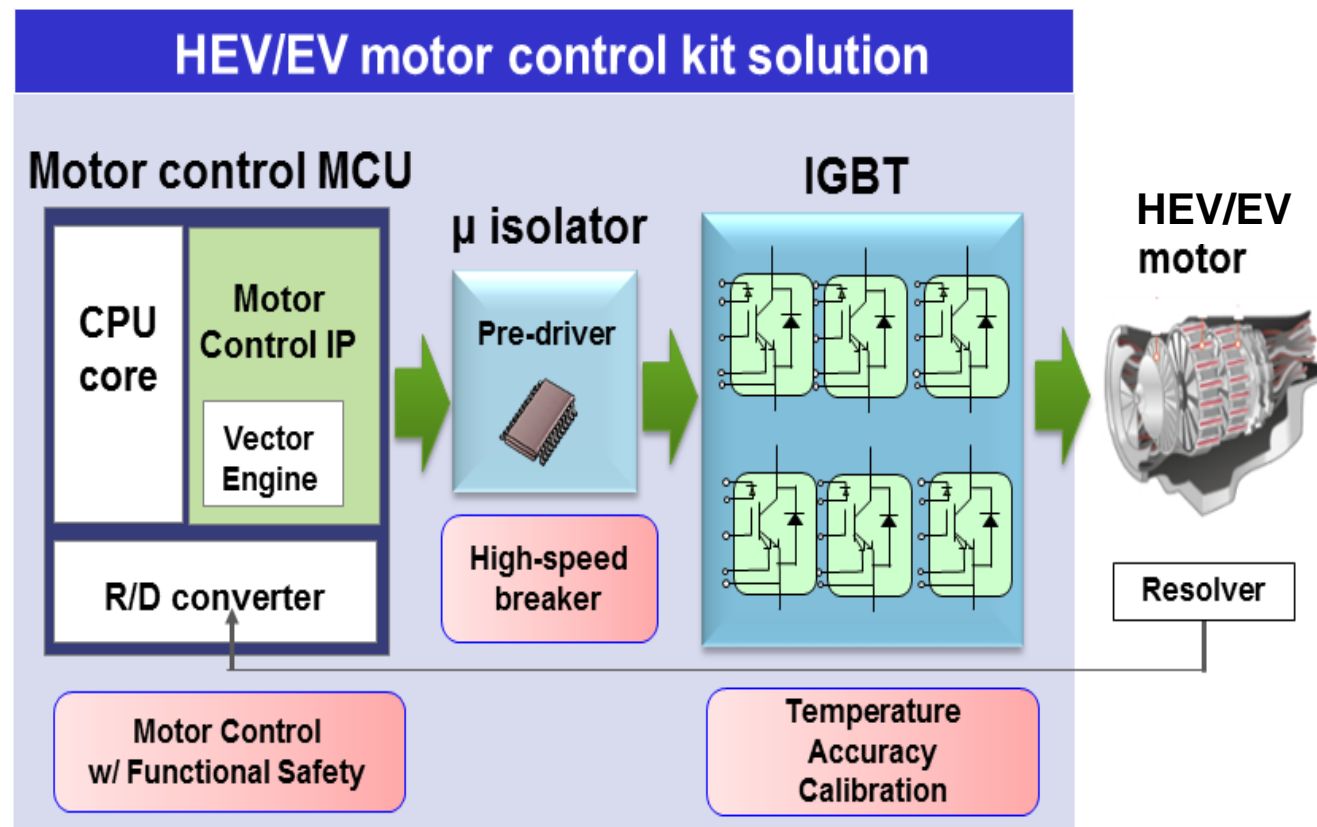
\*2 BiCDMOS integrates 3 different IC functions in one chip (Bipolar (Linear IC) + CMOS (Logic IC) + DMOS (Power IC))





# Develop the Emerging Markets with Kit Solutions

Cooperation targeting the HEV/EV market

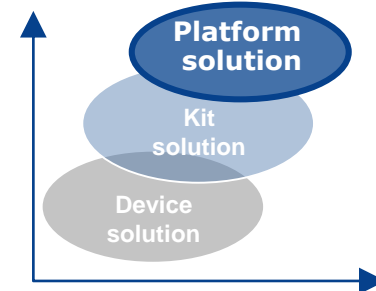


- ✓ Increasing the ratios of HEV/EV at carmakers are inevitable in markets where the need for fuel consumption control continues
- ✓ Began cooperation with local carmakers



# Platform Solutions for Growing Markets

Strengthening offerings and becoming the de facto standard in the industry by expanding global ecosystems



## Smart Cars (ADAS)

### Automotive Information

Integrated cockpit / Car navigation +  
Safe driving support system



- ✓ # of participating companies of the consortium founded in 2005 grew to approx. 170
- ✓ Jointly-developed advanced applications including ADAS



## Industry 4.0

### Industrial

High speed and low power industrial  
Ethernet communication



- ✓ Established a consortium in April 2015 that currently consists of approx. 40 participating companies
- ✓ Jointly-developed solutions to promote smart factory



## IoT

### General-Purpose

General-purpose MCUs that simplify  
the development process of IoT devices



- ✓ Introduced the Renesas Synergy VSA Program\*1 in October 2015 with 11 participating companies
- ✓ Rich software library fully-verified as compatible with Renesas Synergy MCUs

\*1 VSA Program : Verified Software Add-on Program



## First to introduce IoT platform for embedded system designers

A complete and qualified platform that **accelerates** embedded development, inspiring **innovation** and enabling **differentiation**

### Our Three Values



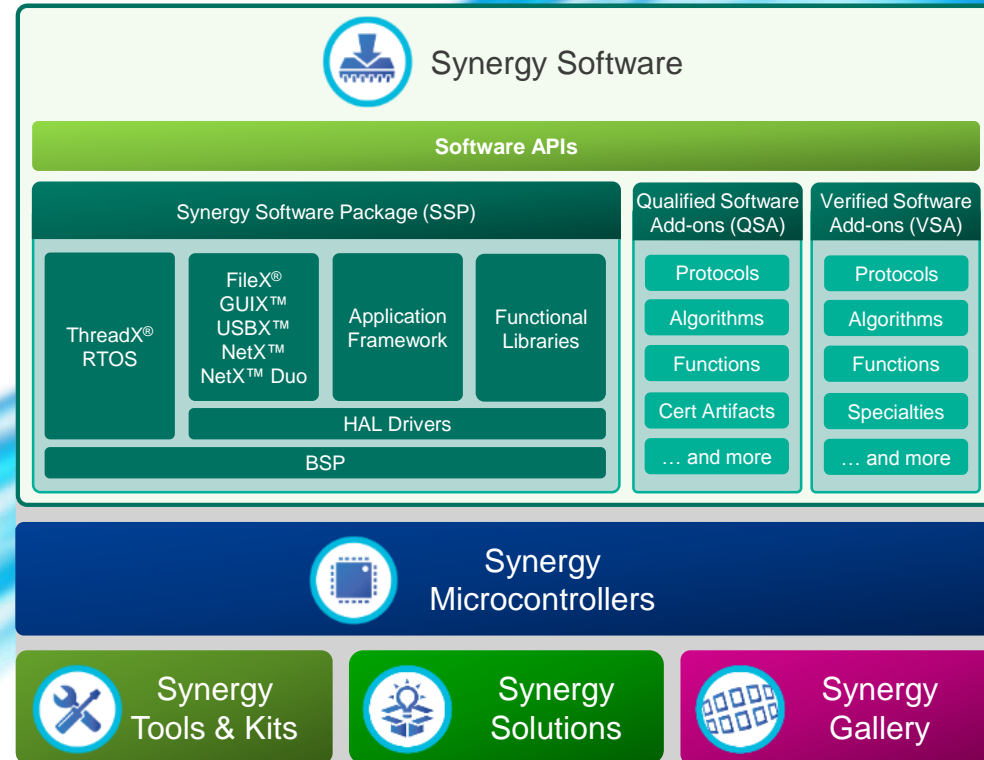
**Faster  
Time to Market**



**Reduce  
Total Cost  
of Ownership**



**Lower  
Barriers to Entry**



# Partnership Activities

Renesas DevCon 2015 held in the US



- ✓ Private event showcasing Renesas products and technologies for customers and partners
- ✓ Held from Oct 12-15, 2015 in West Coast with approximately 1,400 visitors



## Smart Car (ADAS)

Renesas  
**R-Car**



- ✓ In collaboration with 5 partners, incl. software companies,, demonstrated smart cars integrating technologies that realize ADAS and facilitate early development

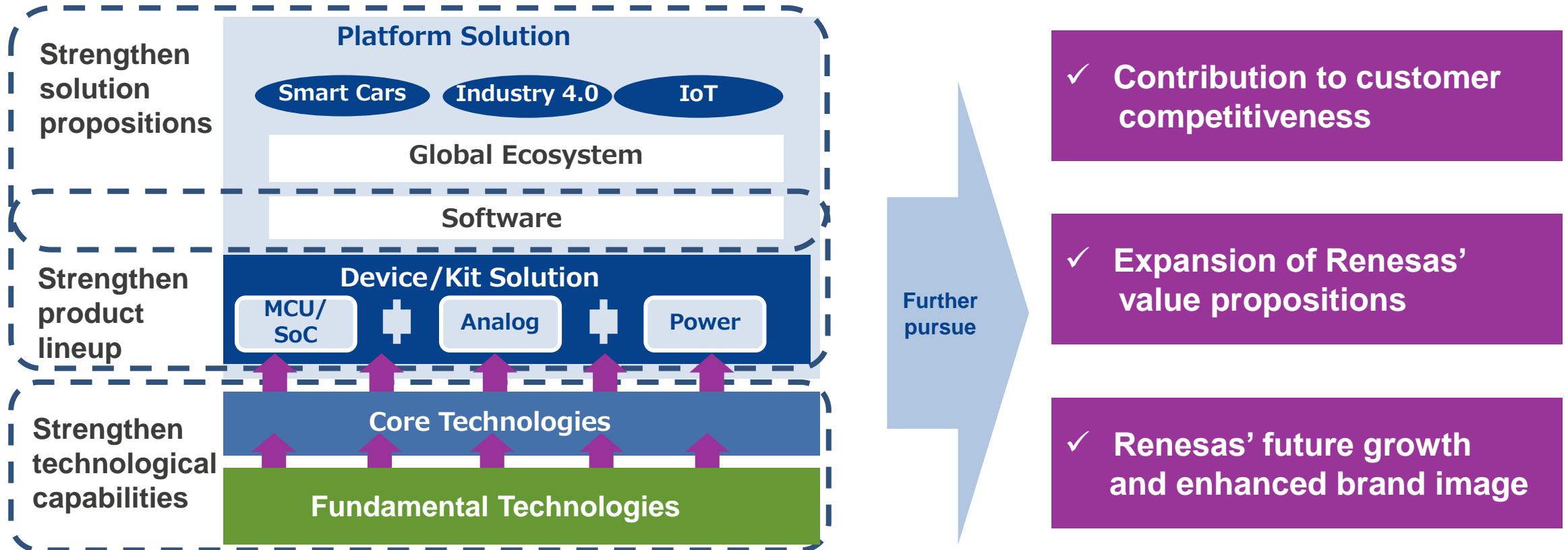
## IoT



- ✓ Collaboration with Verizon, an American major telecommunications company, to facilitate the connections between Renesas Synergy-based devices and the cloud

# Executive Summary

Towards Renesas' future growth and enhanced brand image



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#### (FOREWARD-LOOKING STATEMENTS)

The statements in this presentation with respect to the plans, strategies and forecasts of Renesas Electronics and its consolidated subsidiaries (collectively “we”) are forward-looking statements involving risks and uncertainties. We caution you in advance that actual results could differ materially from such forward-looking statements due to several factors. The important factors that could cause actual results to differ materially from such statements include, but are not limited to: general economic conditions in our markets, which are primarily Japan, North America, Asia and Europe; demand for, and competitive pricing pressure on, our products and services in the marketplace; our ability to continue to win acceptance of its products and services in these highly competitive markets; and movements in currency exchange rates, particularly the rate between the yen and the U.S. dollar. Among other factors, a worsening of the world economy; a worsening of financial conditions in the world markets, and a deterioration in the domestic and overseas stock markets, would cause actual results to differ from the projected results forecast.