

Let Us Overcome this Crucial Stage and Unleash the True Value of Sharp

President & CEO
Masahiro Okitsu



I am Masahiro Okitsu, appointed President & CEO of SHARP as of June 27. I look forward to working with you all. Currently, SHARP is in the midst of a grand innovation for future development, and I humbly accept the heavy responsibility as President and CEO at this timing.

1. Three words I cherish

After joining SHARP in 1980, I developed my career centering home appliances businesses in Japan and overseas, and following my assignment as Executive Vice President two years ago, now, I have assumed the responsibility as President and CEO. I have been with SHARP for all of my 44-years of working career, and I take pride in my strong belief in this company and the desire to grow it into a standing out global company.

Through my career, there are three words unique to SHARP that I learned from my seniors and cherish to this day. Today I would like to introduce these words to you all as my first message.

First is our Business Philosophy and Business Creed that describe the spirit of our founder Tokuji Hayakawa. Our Business Philosophy expresses the ideal figure we should aim for, and our Business Creed explains the thoughts and beliefs we should all hold in order to realize that Philosophy. I believe only by cherishing both of these words we can unleash our true uniqueness as SHARP, creating products that others want to imitate from different perspectives than others. I would like all employees to look back at our Business Philosophy and Business Creed once again, and strive to create new values that resemble our company.

Second is make efforts every day and never give up. This expresses the spirit of founder Hayakawa who overcame countless challenges, and I myself have also faced many difficulties ever since I joined SHARP, but each time I encouraged myself with these words. This moment is exactly when we all need to refer to this spirit. I will lead the way with the spirit to never give up, so let us all work together.

Third is “Quality First In Heart and Mind,” our slogan in quality control. When I was a manager, I caused a quality issue in components.

Although monetary damages were solved quickly, I experienced it takes an extremely long time to recover our once lost trust as a company. Ever since, I renewed my determination to bring quality first, and set the trust of our customers as the most important factor. To this day, I still have a poster of this slogan set up in my office to remind myself at all times.

In this means, “Quality” does not simply refer to products. Providing high quality experience in various touch points with our customers creates our brand. Let us build up our trust with our customers one by one in order to establish a strong brand company SHARP.

2. Future Management Direction and New Business Promotion System

On May 14, we announced our Medium-term Management Direction, and being involved with full responsibility upon establishing this direction, I will make full efforts to realize these at an early stage.

Also from April to May, we conducted an engagement survey to our employees in Japan to understand your thoughts toward the company once again. The results revealed issues with a root cause in our management, and I am planning to solve such issues together with all our management team.

Regarding our new business promotion system, first, I will take final business responsibility of as President and CEO. Also I will be in charge of our Brand business. Deputy Chairman Robert Wu will be in charge of our Device business and other major issues including the promotion of our Asset-light strategy.

Also as of June 27, we welcomed Foxconn’s Chairman Young Liu as our Chairman. Our aim is to receive his advice to improve our corporate value and support to strengthen our collaboration with Foxconn for our mid-to-long term growth.

Meanwhile, another extremely important managerial issue for us right now is to establish a more fair, impartial and transparent corporate governance. Based on this requirement, we have newly appointed Mr. Kiyota, Mr. Chang, Mr. Nagatsuka and Ms. Kajiwara as independent outside directors to enforce the supervision of our business execution.

The above is a summary of our new system. Let us continue work together as one under this new system.

3. End Note

Our new management team is structured with many members who have been working over long years at SHARP, and I feel the true value of our company is being questioned.

I will take the lead of management as President and CEO, but the cooperation of all employees is inevitable in order for us to recover and strive into the future.

I will continue to express my thoughts and consciousness through my messages, so I would like you to make sure to read through the contents each time. I will make efforts to deliver my words as understandable as possible, but if there are any points that may be unclear, please discuss with your seniors and colleagues to have a better understanding.

With management executives, BG heads, BU heads, and all employees facing the same direction, let us unite together as One SHARP, and continue to work to improve our business. Let us overcome this crucial stage together, and develop our company, SHARP, as a proud global entity.

Once again, I look forward to working with you. Let’s make our best efforts!