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# **DOUG ALBREGTS, PRESIDENT**

**SHARP IMAGING AND INFORMATION COMPANY  
JUNE 2013**

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**WHO WE ARE**

# Sharp Electronics Corporation

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- SEC established in 1962 as Sharp's first international sales subsidiary
- Headquartered in Mahwah, NJ
- 1,800+ U.S. Employees



**Sharp Electronics Corporation's Mahwah, NJ Headquarters**



**Toshiyuki Osawa  
Chairman and CEO**

# Sharp Electronics Corporation Facilities

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## Marketing, Sales and Support

- Mahwah, NJ: SEC headquarters
  - Sharp Electronics Marketing Company of America (SEMCA): Video, audio, appliances and LED lighting
  - Sharp Imaging and Information Company of America (SIICA): Copiers, printers, multifunction peripherals (MFPs), display and other business products
- Camas, WA
  - Solar Energy Solutions Group (SESG): Solar electricity systems
  - Sharp Microelectronics of America (SMA): LCD, optoelectronics, RF/IR components
- Romeoville, IL
  - Services and Support Group (SSG)
  - Customer Assistance Center (CAC)
  - National Parts Center
- Miami, FL
  - Latin America Group (LAG)
- Nationwide
  - Sharp Business Systems (SBS): 11 direct local sales branches
- Mexico City, Mexico
  - Marketing and Sales for Mexico



# Sharp Electronics Corporation Facilities

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- Manufacturing

- Memphis, TN

- Sharp Manufacturing Company of America (SMCA): Solar modules and microwave ovens

- Rosarito, Mexico

- Sharp Electronica Mexico (SEMEX, a subsidiary of Sharp Corporation): LCD TVs and Aquos Board

- Research and Development

- Camas, WA

- Sharp Laboratories of America (SLA): R&D in mobile communications, digital imaging, optics, video and display technologies



**Rosarito, Mexico Plant**

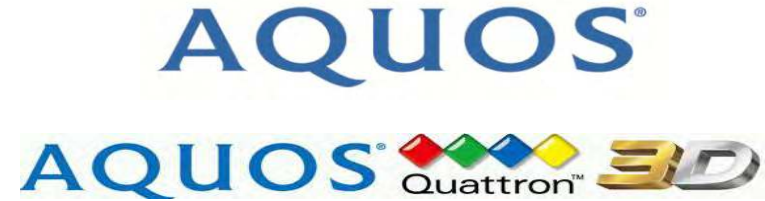


**Memphis, TN Plant**

## Leading Brands

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- AQUOS® LCD televisions
- AQUOS® LED televisions
- Quattron® LCD televisions
- AQUOS® BD Players
- Insight Pro®
- Microwave Drawer® ovens
- SuperSteam™ oven
- Multimedia projectors
- Plasmacluster® air purifiers
- LED Lighting



**SUPERSTEAM**

**INSIGHT·PRO®**

**SHARP®**

# Imaging and Information Systems

Sharp's award-winning business products become the center of workplace productivity

- Multifunction Peripherals and Printers
- AQUOS® Board Interactive Displays
- LCD Monitors/Digital Signage
- LCD and DLP® Professional Projectors
- Electronic Cash Registers and POS products
- Electronic Dictionaries and Calculators



**SHARP**

## Sharp LED Lighting

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In 2010, Sharp entered the U.S. LED lighting market introducing PAR lamps for commercial and industrial use as well as an off-grid Post-top Photovoltaic Pathway Luminaire. The PV luminaire combines two Sharp core competencies: a 40-year history in the mass production of LED devices with a 50 year history in solar cells, to deliver an innovative LED lighting product for eco-conscious customers.

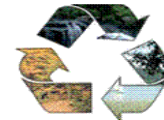




## Industry Leadership

Sharp actively participates in key industry associations. Its executives serve in leadership and board positions, collaborating with peer companies to help steer the industry.

- Consumer Electronics Association (CEA)
- Association of Home Appliance Manufacturers (AHAM)
- Solar Energy Industries Association (SEIA)
- InfoComm International
- National Electronic Service Dealers Association (NESDA)
- Electronics Industry Alliance (EIA)
- Northeast Recycling Council (NERC)
- Information Technology Industry Council (ITI)
- Manufacturers Coalition for Responsible Recycling (EMCRR)
- National Association Of EHM (Environment/Health/Safety) Management (NAEM)



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# PRESENTATION

## The Case for Change

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- Industries and channels change... but end product goal rarely change
  - Coke
  - Chevy
  - Copiers
- Notice how our market ecosystem is evolving, maybe faster than everyone has anticipated
- A great opportunity to change together and embrace the new reality

## Reality Check

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- SMB poised to explode
- Balance of power is changing
- The great land grab
- Decade of channel consolidation
- Manufacturers eyeing direct for margin preservation

How do we stand out, change, and make a difference?

***It's all about working capital!***

## How We Work...

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- Invest everyday, not just the end of the quarter
- Simplified programs and pricing
- Focusing on sell through

***Sell-through approach to help reduce excess and increase flexibility***

**How can you change your  
business?**

## Embracing Social Media?

- Small business use of social media



- Micro business use of social media  65%
- Micro business use of Facebook  49%

***How do you appear on their radar screen?***

## Mismatch?

### *Typical Approach:*

- Piecemeal approach to IT
- A set of isolated systems wired to meet an isolated need

### *Customer Needs:*

IT to become the platform that delivers best-in class operations and strategically focused management decision-making



## Can You Offer...?

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- Cloud vs. “Under my roof”
  - BYOD
  - Mobile devices automation
  - Mobile video-conferencing
  - Content management
  - Document control in BYOD environment
- One throat to choke  
(One invoice for all technology needs)

### Mobile workforce

Distributed organizations average

**15.2 locations**

### IT expertise

*SMBs lack resources and skills  
needed to execute the IT  
environment they want*

# Sharp's role...

## What Can You Do to Differentiate Yourself?

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Stop buying inventory at perceived deals

**What's your Purple  
Cow?**

Thank you