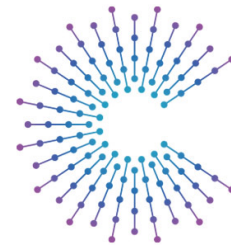# Changing Business Models & IP Rights

DENSO CORPORATION

19 October 2022
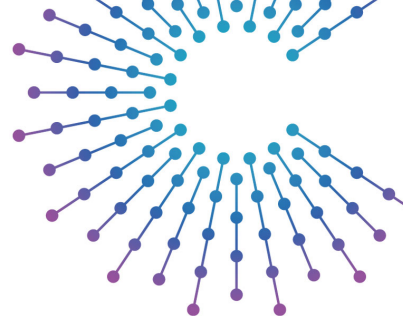
COVESA

Accelerating the future of connected vehicles

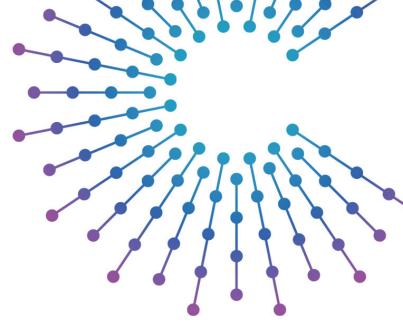# Agenda

- Introduction
    - What is DENSO?
    - Who am I?

Introduction

COVESA
Accelerating the future of connected vehicles

What is DENSO?

DENSO at a Glance

A Quick Guide to DENSO

Present *DENSO in figures*

Employees

170,000

Consolidated Revenue

¥5.5 trillion

World-First Products

over 130

Patents Held

41,500

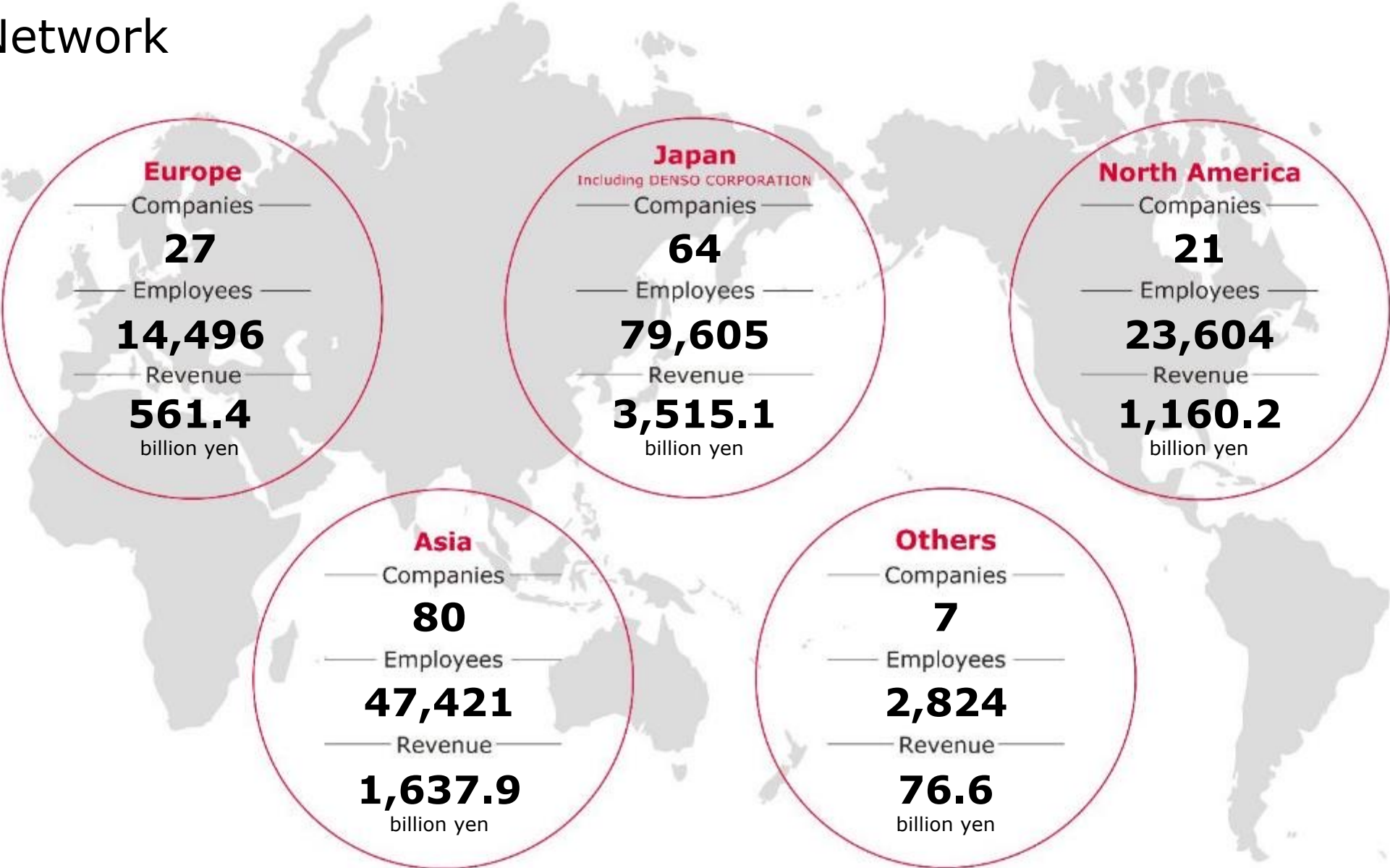Medals at the WorldSkills Competition

69

Global Network

35 countries and regions

Overseas Revenue Ratio

57%

As of March 31, 2022

DENSO
Crafting the Core

Global Network

Europe
Companies
27
Employees
14,496
Revenue
561.4
billion yen

Japan
Including DENSO CORPORATION
Companies
64
Employees
79,605
Revenue
3,515.1
billion yen

North America
Companies
21
Employees
23,604
Revenue
1,160.2
billion yen

Asia
Companies
80
Employees
47,421
Revenue
1,637.9
billion yen

Others
Companies
7
Employees
2,824
Revenue
76.6
billion yen

The figures for revenue include adjustments between segments.

As of March 31, 2022

Who am I?

Ken Yaguchi

Project Director in Software Engineering Dev.1 @DENSO CORPORATION

Software Career

- Born in Kariya-city at 1965

- Self learning about MC68000 instruction code from 13 years old.

- The arcade game was my hobby like "Packman".

- First commercial software development is office application in Golf Club at 17 years old.

- Join DENSO CORPORATION at 1990

- Write many software from low level drivers to HMI applications for Navigation system from 1991 to 2013

- Strong for computer architecture, write code and agile process

- ADIT president/EVP from 2016 to 2022

- Back to DENSO / DENSO TEN from 1st/April

COVESA

Accelerating the future of connected vehicles