

2024 Frost & Sullivan Institute Enlightened Growth Leadership Best Practices Recognition



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BEST PRACTICES
AWARDS

Advantest



Congratulations!

Frost & Sullivan Institute, in partnership with Frost & Sullivan, is proud to present Advantest with the Enlightened Growth Leadership Best Practices Recognition for the third year.

Frost & Sullivan's global team of growth pipeline experts continuously identifies and evaluates growth opportunities across multiple industries, technologies, and regions of the world. As the world emerges into the new norm disrupted and accelerated by the COVID-19 pandemic, it is becoming increasingly important for companies to leverage opportunities to shed old ways of thinking, build value chains that leave no stakeholders behind, and create foundations for stable growth to thrive in these new environments. We identify companies that demonstrate the commitment to embrace emerging technologies and protocols and generate opportunities for all while sustaining continued growth and highlighting best practices for sustainable development. This approach involves deep strategic deliberation around best practices and the development of core analytics across the entire value chain of specific products and services. Against the backdrop of these analytics, Frost & Sullivan Institute, in partnership with Frost & Sullivan, recognizes Advantest for its valuable achievement.

Frost & Sullivan strictly reserves this recognition to companies at the innovation to zero and growth forefront in their respective industries. These companies demonstrate proactivity in utilizing business practices to 'innovate to zero' and address global priorities while securing sustainable growth. These companies also uniquely leverage technology and boost their industry partner ecosystem to serve ever-evolving customer needs in a way that facilitates environmental initiatives and supports the planet's well-being. Moreover, by combining business sense with a moral imperative, these companies demonstrate aspirational ideals beyond the simple goal of generating profits.

Moreover, this recognition is the result of many individuals (employees, customers, partners, and investors), making critical decisions every single day to support the organization and meaningfully contribute to its own future in a sustainable and socially responsible way. Frost & Sullivan in partnership with Frost & Sullivan Institute enthusiastically acknowledges and celebrates their contributions.

Once again, congratulations on your accomplishments, and we wish you great success in the future.

Sincerely,

David Frigstad

Chairman, Frost & Sullivan and Executive Director, Frost & Sullivan Institute



Best Practices Criteria for World-Class Performance

Frost & Sullivan Institute leverages Frost & Sullivan's rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recipient. The process involves a detailed evaluation of best practices criteria for each nominated company. Advantest excels in multiple criteria.



Why Now?

The world is at a tipping point, with climate change, AI advancements, and geopolitical instability transforming our reality. As we face record heat, melting icebergs, and job disruption due to AI, the need for innovative solutions has never been greater. Companies must now rise to the challenge, pioneering bold and transformative solutions that not only tackle these global crises but also pave the way for a resilient and sustainable future.

The Frost & Sullivan Institute's Enlightened Growth Leadership Best Practices Recognition celebrates organizations committed to tackling these pressing global challenges. By aligning their business practices with sustainable growth, companies like Advantest have demonstrated leadership in innovation and long-term success. Advantest is a global leader in test and measurement solutions, specializing in semiconductor testing equipment. The company develops innovative technologies for ensuring the quality and performance of electronic devices, including memory, logic, and wireless communication chips. Advantest serves a wide range of industries, including automotive, telecommunications, and consumer electronics, providing advanced testing systems for efficient production and development.



Why You?

'Innovating to Zero' on Global Priorities

Advantest's approach to sustainability and social responsibility is rooted in its core mission to empower next-generation technologies that lead to a more sustainable world. The company's leadership in semiconductor testing which is critical for industries such as electric vehicles (EVs), renewable energy, and next-gen communication networks aligns directly with global sustainability goals, positioning Advantest as a key enabler of low-carbon, high-performance technologies.

Advantest's ESG (Environmental, Social, and Governance) strategy has made remarkable strides in 2023,

"Over the years, Advantest has rolled out new products to transform industries such as automotive, healthcare, and telecommunications, with a special focus on AI-driven semiconductor applications. Advantest's innovative solutions enable faster, more efficient, and more accurate testing of next-generation semiconductors used in a wide range of products from smartphones to electric vehicles."

-Shreya Ghimire, Research Analyst, Frost & Sullivan Institute

surpassing its goals in areas like greenhouse gas emissions reduction and renewable energy usage. The company achieved a 40% reduction in greenhouse gas emissions and reached a 55% renewable energy coverage rate, surpassing its initial targets outlined in its 2021-2023 ESG plan. Looking ahead, Advantest is committed to an even more ambitious sustainability target: reducing emissions by 60% by 2030 (compared to FY2018) and increasing renewable energy usage to 70%.

The Frost & Sullivan Institute commends Advantest for its exemplary adherence to sustainability and social regulations. By integrating environmental responsibility

into its business practices, Advantest not only meets industry standards but sets new benchmarks for sustainable innovation. In addition to its environmental impact, Advantest's dedication to enhancing employee well-being and contributing to the broader community underscores its strong commitment to social responsibility.

Growth Excellence

Advantest's ability to achieve growth excellence in the semiconductor testing and measurement sector is evidenced by its continuous investments in R&D and global expansion. In recent years, the company has rolled out new products to transform industries such as automotive, healthcare, and telecommunications, with a special focus on AI-driven semiconductor applications. Advantest's innovative solutions enable faster, more efficient, and accurate testing of next-generation semiconductors used in a wide range of products from smartphones to electric vehicles.

In FY 2023, Advantest reported strong revenue growth, particularly in its Semiconductor Test Systems division, as the demand for advanced semiconductor technologies surged across industries. In Apr 2023, Advantest Corporation announced that it received all necessary regulatory approvals related to its previously announced acquisition of Shin Puu Technology Co., Ltd. and that the acquisition is completed on April 28, 2023 (TST). Going forward, both companies will implement integrated business activities based on Advantest's corporate vision of "Adding Customer Value in an Evolving Semiconductor Value



Chain". The company's dedication to R&D spending a significant portion of its revenue on new product development—ensures its leadership in the market. Advantest's proactive expansion into high-growth markets, such as China and Southeast Asia, has also played a key role in the company's sustained success, allowing it to capture new opportunities in rapidly evolving technological sectors.

Frost & Sullivan Institute applauds the growth excellence of Advantest, evident in its strategic expansion, innovative acquisitions, and a remarkable increase in profits. The company's ability to scale its operations globally, as seen in its significant investments points to its leadership in the digital business services sector.

Integrated Coopetition - Industry Partner Ecosystem

Through strategic partnerships with leading semiconductor manufacturers, technology providers, and R&D institutions, Advantest has been able to enhance its testing solutions and extend its reach into emerging sectors.

In December 2023, Advantest collaborated with Amarisoft to integrate its MLT software with AMARI Callboxes, offering users enhanced testing capabilities and automated features. The Advantest software, available in three modes, addresses troubleshooting and conformance testing needs. Additionally, Advantest has forged partnerships with industry giants such as Intel and Qualcomm, further bolstering its ability to stay ahead in the competitive semiconductor market. Similarly, in June 2023, Advantest Corporation and Arizona State University collaborated with NXP Semiconductors to establish a first-of-its-kind test engineering course at ASU, addressing the growing demand for semiconductor test engineers in Arizona.

Through these alliances, Advantest integrates technology and knowledge, creating a robust ecosystem that benefits both the company and its partners. The ability to collaborate with other leaders in the semiconductor industry while simultaneously pushing the boundaries of its product offerings has positioned Advantest as a leader in innovation and operational excellence

Frost & Sullivan Institute applauds Advantest's ability to seamlessly integrate complementary businesses, driving growth and innovation across its global operations.

Conclusion

Advantest exemplifies true leadership in innovation, sustainability, and global market impact. Through its strategic expansion into high-growth markets, innovative partnerships, and unwavering commitment to environmental stewardship, Advantest continues to define the future of semiconductor testing and measurement. The company's commitment to driving the development of next-gen technologies while adhering to global sustainability goals sets a high bar for other industry players to follow.

The Frost & Sullivan Institute awards Advantest the "Enlightened Growth Leadership Best Practices Recognition", 2024, for its ability to combine technical innovation with sustainable business practices, positioning it as a global leader in the semiconductor industry. Advantest's leadership not only ensures its



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continued growth but also makes a lasting contribution to advancing technologies that will power a more sustainable and technologically advanced world for generations to come.



What You Need to Know about the Enlightened Growth Leadership Recognition

Frost & Sullivan Institute's Enlightened Growth Leadership Best Practices Recognition identifies the company that addresses the global priorities as identified by the Institute and demonstrates sustainable growth in the industry.

Best Practices Recognition Analysis

For the Enlightened Growth Leadership Best Practices Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

'Innovating to Zero' on Global Priorities: The company demonstrates proactivity in 'Innovating to Zero' in terms of one or more of the following global priorities that form the seven pillars of the Frost & Sullivan Institute:

- i) **Environment:** Environmental initiatives can include climate change, vulnerable groups, behavioral change, international governance, waste management, or others.
- ii) **Education:** Education can encompass equal access, gender parity, EdTech, quality education, education resources, vocational training, or others.
- iii) **Infrastructure:** Infrastructure can incorporate infrastructure as a basic right, technology and infrastructure, environment and infrastructure, urban infrastructure, and financing models, among others.
- iv) **Healthcare:** Healthcare can comprise healthcare crisis, mental health, finance, healthcare systems, advanced healthcare, and technology and healthcare, among others.
- v) **Security:** Human security can refer to transnational governance, human security, food security, or others.
- vi) **Human Rights:** Human rights can involve governance, special group rights, justice, or other such elements.
- vii) **Economics:** Economics can pertain to inequality, new economic regime, FinTech, behavioral change, or others.

Growth Excellence: The company demonstrates healthy growth over a span of 10 years. It focuses on short-term and long-term growth strategies to maintain a superior industry position. The executive team's vision aligns with the company's growth strategy, effectively translating this vision into growth. The socially responsible organization enforces strategies to increase its share of the customer wallet, successfully differentiating itself from competitors and positively impacting its market share. It also adopts strategies to build upon achieved growth and sustain continued growth while highlighting best practices for sustainable development.

Customer Value Chain: The company pays heed to the planet's well-being and addresses environmental initiatives such as climate change, carbon footprint reduction and elimination, waste management, or clean energy production. Its key value proposition is refined by building on client feedback and continuously improving products and services. The organization prioritizes its customers' needs and



provides significantly greater value for the price. It offers exceptional customer value by providing the best purchase experience to customers, placing importance on providing a high degree of satisfaction amongst existing and potential clients, or ensuring the best and differentiated service experience.

Integrated Coopetition - Industry Partner Ecosystem: The company makes use of unique business models such as corporate partnerships and public-private collaborations to boost the industry partner ecosystem. By combining business sense with a moral imperative, the company demonstrates aspirational ideals beyond the simple goal of generating profits. The organization's efforts to cooperate with competitors reveal its cognizance of a broader vision and endeavors towards positively impacting the overall industry.

Technology Leverage/Innovation: The company incorporates or uniquely leverages technology, standing out among the competition. The technology addresses key future needs and applications and is disruptive to or supersedes existing technologies. The company's technology or technology leverage can be diversely applicable or has created new markets or applications where none existed before. It has introduced creative features and functionality by jumping through hoops to convert its vision into a reality. The organization has a structured process or best practices to incubate new technologies developed internally or through strategic partnerships. The company's innovations or technology incorporation has the potential to become an industry standard.



About Frost & Sullivan Institute

Frost & Sullivan Institute (FSI) is a non-profit organization dedicated to utilizing business practices to address global priorities. The genesis of the institute goes back to our vision of either creating or becoming part of a solution that addresses threats to humanity. Frost & Sullivan Institute has identified strategic imperatives for transformation and believes that by using a Socratic approach, we can truly accelerate innovation to zero. The Institute works in collaboration with leading analyst teams, its internal research team, industry experts, and other partners. It works closely with Frost & Sullivan Inc. to leverage in-house thought leadership in order to identify opportunities for transformation that will arise from innovation, disruptive technologies, and overarching megatrends that will alter the world as we know it today. To learn more about FSI, visit <https://www.frostandullivaninstitute.org/>.

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™



Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.



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Key Impacts:

- **Growth Pipeline:** Continuous flow of Growth opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)





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