TK Holdings Inc.
“Get the Word Out” Campaign

July 17, 2015
Overview

- This presentation details a phased, scalable and measurable digital advertising campaign by TK Holdings Inc. (“Takata”) designed to maximize airbag recall completion rates.

- Takata has had multiple discussions with OEM representatives on ideas to increase airbag recall completion rates and this campaign is designed to augment and support their efforts.

- Campaign will:
  1. Further raise awareness of the recalls and keep the issue “top of mind” among drivers as media coverage decreases;
  2. Enable vehicle owners to quickly determine if they are affected and, if so, how they can get their airbag inflators replaced; and
  3. Help raise completion rates through a comprehensive outreach plan that addresses all affected vehicle manufacturers.

- Advertisements will drive consumers to a central website where they can click through to individual OEM recall pages or NHTSA’s safercar.gov VIN number lookup page.
  - Results from the initial 30-day test phase will be used to inform and perfect the campaign.
  - Different banner, search engine and mobile ads will be tested.
  - Ads and central website will be in English and Spanish.
  - Strong focus on delivering measurable results.

- The campaign will be supported by an aggressive public relations “earned media” and social media campaign that will help further drive awareness.

- We are seeking to obtain NHTSA’s support for the plan.
  - We would like NHTSA’s approval for use of its logo on ads, which will add creditability to the campaign and increase participation.
  - Coordination with NHTSA and OEMs will be needed to ensure the availability of replacement kits in regions where digital advertising is being targeted at any given time.

- Separately, as discussed with NHTSA, Takata is coordinating with Insurance Institute for Highway Safety on a potential direct mailing to affected vehicle owners. This additional initiative is described on Slide 23.
Digital Campaign Strategy

- Launch “zip code targeted” advertising campaign across multiple digital channels simultaneously in order to generate maximum exposure among impacted drivers across targeted regions.
  - Phase 1 will target the highest risk geographic regions (11 states/territories).
  - Phase 2 of the plan will scale-up the campaign, consistent with Takata’s DIR reports, and expand the advertisements to additional states in the U.S.
  - Phase 3 of the plan will include broader advertising on a national level, additional social media outreach and other communication efforts.

- Takata will leverage opportunities to amplify the message through earned media to further increase awareness and recall efficacy.
  - Takata will drive coverage of the campaign through media outreach.
  - Company is discussing potential mailings with OEMs to further increase awareness of campaign and the recall.

- Broad platform of digital channels will be used, e.g.:
  - Google/Bing/Yahoo!: text ads will appear for certain key search words (“recall”, “Takata airbag”, etc.) and unrelated searches.
  - Online Publications: regional publications in impacted areas will include display ads.
  - Facebook/Social Media: targeted ads to users most likely affected by recall.

- Ads will direct people to centralized recall-website (www.airbagrecall.com), and will include:
  - Links to OEM-specific websites where they can easily find information on their particular vehicle.
  - Link to NHTSA’s safercar.gov website and relevant NHTSA information.
  - A FAQ on the recall and important driver information.
  - The Takata logo clearly displayed on the each page, which was discussed with OEMs.

- Centralized website and ads will be in English and Spanish in order to maximize reach.
**Phased Ad Rollout**

**Phase 1 States:**
Florida, Puerto Rico, U.S. Virgin Islands, Hawaii, the Outlying U.S. Territories, Texas, Louisiana, Georgia, South Carolina, Alabama and Mississippi

**Phase 2 States:**

**Phase 3:**
National
The digital advertising campaign will be simultaneously deployed to reach vehicle owners across a variety of news outlets and other websites in and around the target regions.

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URGENT AIRBAG RECALL NOTICE

Determine if your airbag needs to be replaced.

Click here to determine if your airbag inflator needs to be replaced.
Digital Ad Content and Creative – Version 1 Mockups

Miami Herald

URGENT AIRBAG RECALL NOTICE

Does your airbag inflator need to be replaced?

SBA’s free, intensive Emerging Leaders program opens for applications

New stores blend culture, commerce in

Google

Google search for autos

About 487,000,000 results (0.41 seconds)

URGENT AIRBAG RECALL NOTICE

Click here to determine if your airbag inflator needs to be replaced.

Facebook

5 things we learned about digital’s effect on TV advertisers

URGENT AIRBAG RECALL NOTICE

Click here to determine if your airbag inflator needs to be replaced

TAKATA
Urgent Airbag Recall Notice
www.airbagrecall.com
Click here to determine if your airbag inflator needs to be replaced.
Digital Ad Content and Creative – Version 2 Mockups

Miami Herald

Google

Facebook
Does your Airbag Inflator need to be replaced?

Find out if your vehicle is part of the recent airbag recalls.

Urgent Airbag Recall Notice
www.airbagrecall.com

Click here to determine if your airbag inflator needs to be replaced.
DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED?

FIND OUT IF YOUR VEHICLE IS PART OF THE RECENT AIRBAG RECALLS

DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED?

IS YOUR VEHICLE PART OF THE RECENT AIRBAG RECALLS

Urgent Airbag Recall Notice
www.airbagrecall.com

Click here to determine if your airbag inflator needs to be replaced.
Digital Ad Content and Creative – Version 4 Mockups

Miami Herald

Google

Facebook

TAKATA
URGENT CAR AIRBAG RECALL NOTICE
YOUR CAR AIRBAG INFLATOR NEEDS TO BE REPLACED

Urgent Car Airbag Recall Notice
www.airbagrecall.com
Click here to determine if your car airbag inflator needs to be replaced
Digital Ad Content and Creative – Version 5 Mockups

Miami Herald

Google

Facebook
NOTIFICACIÓN DE LLAMADO URGENTE A REVISIÓN DE BOLSA DE AIRE ¿SU BOLSA DE AIRE NECESITA SER REEMPLAZADA?

Determine si su bolsa de aire necesita ser reemplazada.

Notificación de llamado urgente a revisión de bolsa de aire
www.airbagrecall.com

Haga clic aquí para determinar si su bolsa de aire necesita ser reemplazada.
Digital Ad Content and Creative – Version 6 Mockups

Miami Herald

Google

Facebook
Digital Ad Content and Creative – Mobile Ad Mockups

The World’s Most Powerful People of 2014

The People Running The World

Are Millennials The Money-Conscious Generation?
Maggie McGrath, Forbes Staff

New Partnership Aims To Improve Consumer Lending In China
Laura Shin, Contributor

Why Social Security’s Estimate Might Be Wrong
Jules Wasik, Contributor

URGENT
AIRBAG RECALL NOTICE

DOES YOUR AIRBAG INFLATOR NEED TO BE REPLACED?
IS YOUR VEHICLE PART OF THE RECENT AIRBAG RECALLS?

TAKATA
AIRBAG RECALL

YOUR AIRBAG INFLATOR MAY NEED TO BE REPLACED

Recently, the National Highway Traffic Safety Administration (NHTSA) announced it had reached an agreement with Takata Corporation regarding U.S. national recalls of vehicles with certain types of driver and passenger frontal airbag inflators.

While the recall is U.S.-national in scope, the immediate focus will be on replacing airbag inflators located in geographic areas with persistent heat and high absolute humidity. We will make absolutely sure all of these are replaced immediately.

IF YOU HAVE A RECALLED VEHICLE, THE AIRBAG INFLATOR WILL BE REPLACED FREE OF CHARGE.

We strongly urge drivers to use this website to check if your airbag inflator needs to be replaced, and if so, immediately bring your vehicle to your local dealership.

Click here to find out if your vehicle has been recalled.

CONFIDENTIAL

CONFIDENTIAL

CONFIDENTIAL

FAQ

1. HOW CAN I TELL IF MY VEHICLE HAS BEEN RECALLED IN THIS RECALL?

To determine if your vehicle is impacted by this recall, you can visit the Takata Corporation website (www.takatacorp.com) and search for your vehicle model and year.

2. HOW MUCH DOES IT COST TO REPLACE MY AIRBAG INFLATOR?

If your vehicle is subject to this recall, the airbag inflator will be replaced free of charge at your local dealership.

3. WHAT IS A VIN NUMBER AND WHERE DO I FIND IT?

Your VIN is the unique identifier for your vehicle and contains 17 alphanumeric characters. It may be found on your vehicle registration, on your insurance, or in the section where you register your vehicle's license plate. The first two characters are the country of manufacture, and the seventh character is the year of manufacture. For more information, visit the Takata Corporation website or contact your local dealership.

4. WHAT KIND OF AIRBAG INFLATOR MAY BE IMPACTED?

Please contact your automotive supplier, who will be able to provide a list of vehicles that may be impacted by the recall.
Measurable Results

- The ad campaign will be regularly monitored, and will be optimized, enhanced, and modified to ensure that we are reaching the target audience.
- We will provide monthly reports that will summarize key data, findings, and proposed adjustments to strategy if needed.
- Digital campaign will continually track visitors to our website.
- Ad diagnostics will help capture as many drivers as possible by shifting budgets to top performing markets and demographics.
- Metrics used to assess effectiveness include, but are not limited to:
  1. Number of impressions by platform and location (banner ads, Google, Facebook, etc.);
  2. Number of people who have clicked ads, including various versions, on multiple platforms;
  3. Most effective ad at generating clicks;
  4. Websites driving the most traffic to airbagrecall.com;
  5. Number of people who clicked NHTSA logo directing users to enter their VIN; and
  6. Which car logo is generating the most “click-throughs”.

TAKATA
Additional Initiative: Auto Insurance Mailing

- Takata has reached out to the Insurance Institute for Highway Safety ("IIHS") to propose a direct mailing to affected auto insurance customers. We understand that IIHS auto insurance members cover approximately 85% of the U.S. market.

- Under the proposal, IIHS would assist in coordinating a mailing by insurers that would encourage affected policyholders to respond to the recalls.

- With NHTSA’s approval and possible involvement, IIHS or its members would need access to the relevant 17-digit VINs for vehicles covered by each applicable stage of the remedy program.

- Takata will seek to work with State DMVs in Zone 1 States to see if a similar direct mailing from DMVs is possible.
APPENDIX
Digital Marketing Campaign
August 1 – August 31

1,749,392
Total Impressions

34,987
Click Throughs

0.20%
Click Through Rate

Industry Standard: [XX]

Visitors by Platform

85%
DESKTOP

15%
MOBILE

Airbagrecall.com
August 1 – August 31

45,005
Unique Visitors

9,578
Total Clicks to NHTSA

4,722
Total OEM Clicks

• CNN was the most effective at driving users to airbagrecall.com
• 30,000 users have clicked the NHTSA logo vs. 20,000 for the most clicked OEM logo