

# Creating New Value

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*Nitto Denko Corporation is all about "Creating New Value." A consistent dedication to the development and continual improvement of technologies in ways that dovetail with the needs of customers has been, is and always will be the source of our strength.*

*Incorporated in 1918, we were Japan's first manufacturer of electrical insulation materials. Building on our core skills in the fields of polymer synthesis, processing and application development, we quickly assumed a leading role in the industry. Guided by our vision of "Creating New Value," we have always striven to ensure that our technological diversification is quickly reflected in products that allow customers to add value to their own products.*

*Nitto Denko's fundamental business strategy is to aim to be the "Global Niche Top." That is to say, we work to gain the global top share in a variety of niche fields in emerging markets by providing unique and sophisticated products.*

*The advent of the 21st century and the remarkable speed of change in all aspects of life that it symbolically heralds has served to make us more conscious than ever of our responsibilities as a corporate citizen of the world. In producing first-class products, the Nitto Denko Group, with 102 companies around the world, seeks to enhance the quality of life in ways that respect the natural environment and its inhabitants. That is a total commitment.*

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