

# CREATING NEW VALUE

*Nitto Denko Corporation is a company with an unchanging vision: creating new value precisely matched to the evolving needs of customers and the community.*

*The Company was founded in 1918 as Japan's first manufacturer of electrical insulation materials. Capitalizing particularly on our Group strengths in polymer synthesis, application and processing technologies, Nitto Denko has constantly stayed at the leading edge in the development and implementation of an expanding range of advanced technologies that enable us to offer customers in countless fields the products they need when they need them.*

*A basic Nitto Denko strategy, called Global Niche Top, is to establish overwhelming world dominance in carefully selected global niche businesses sought out in high-growth market sectors. Once the Company focuses on a niche business, it immediately aims for top market share by offering unique, sophisticated products that cannot be matched by the competition.*

*The statement, "Breaking the Rules to Create Robust Growth Engines," that appears on the cover of this report is a declaration of Nitto Denko's commitment to continuing growth and development. It means that Nitto Denko recognizes that it must reform to stay strong and vigorous in the 21st century and will not be held back by old rules that have been rendered meaningless by today's realities.*

*Consisting of 107 companies in 17 countries, the Nitto Denko Group is a continually evolving business organization that strives to enrich the quality of life worldwide through better products, while also helping to protect the environment and contributing to society.*

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