

# Corporate Profile

## Staying Close to Customers, Providing Cutting-Edge Technologies

Nitto Denko Corporation was founded in 1918 as a domestic manufacturer of electrical insulation materials. In the postwar years, our mainstay products were industrial tapes, adhesive tapes and related products. Today our lamination, coating and polymer-synthesis technologies are used by client companies in a wide range of industries, including automotive goods, housing & construction materials and electronics & information technology. Our diverse lineup of products and intermediate materials are now essential to the success of many businesses. Our LCD polarizing films, for example, enjoy the leading share of the world market.

Our growth is driven by our tight-knit relationships with customers and by Nitto Denko's unique "Three New Activities" strategy: (1) develop new applications while providing solutions to customers and thereby (2) create new products that (3) generate new demand and open up new markets.

For example, we make masking tapes for stainless-steel deep drawing. Building on this knowledge, we developed protective sheets to guard the external finishes on automobiles during transport, and also came up with wafer-tacking tapes for the semiconductor manufacturing process. Our "Three New Activities" strategy — to develop new applications, new products, and new demands — is clearly evident in this example. It is a strategy of great importance to us, one that leads to breakthroughs that expand the scope of our business, one that helps us win customer confidence, and one that helps us identify market trends ahead of the competition. The strategy engenders innovative thinking, which translates into expanding opportunities. Our many top-selling global products are the offspring of this initiative, and we will continue to pursue this winning strategy to expand our product lineup and develop new markets.



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### Cautionary with Respect to Forward-looking Statements

Statements contained in this report with respect to Nitto Denko Group's plans, strategies and beliefs that are not historical facts are forward-looking statements about the future performance of Nitto Denko Group which are based on management's assumptions and beliefs in light of the information currently available to it. These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause Nitto Denko Group's actual results, performance or achievements to differ materially from the expectations expressed herein.