

Materiality

The Nitto Group identifies material issues according to the following processes:

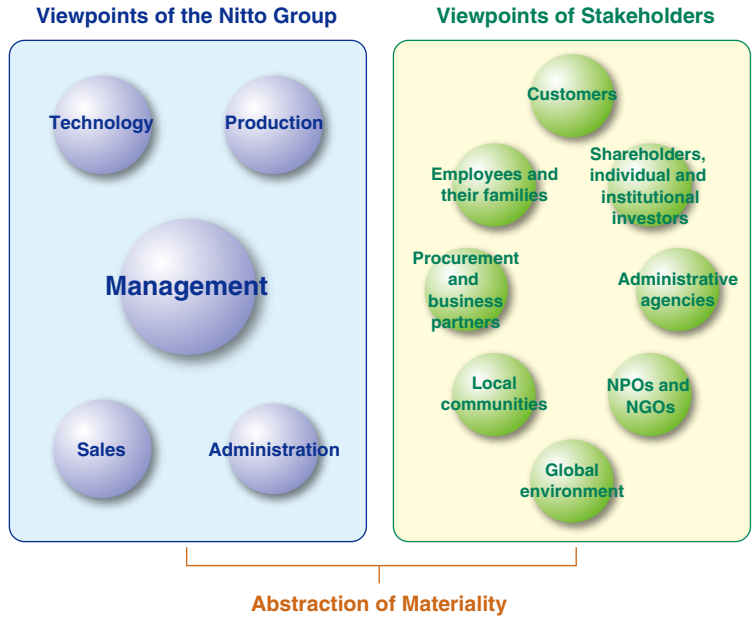
- Abstraction of Materiality**

The Nitto Group abstracts materiality from the viewpoints of both the Nitto Group and its stakeholders. (Refer to chart to the right)
- Identification of Material Issues on Management**

Important business challenges are deliberated at management conferences and incorporated into our "Mid-term Management Plan."
- Identification of Material Issues in Specialized fields**

The important challenges which have been defined in each specialized division and committee obtain approval in budgetary discussions and are reflected in each policy and activity plan.
- Identification of Material Issues for Reporting**

The CSR committee decides items for reporting from the above material issues referring to GRI Guidelines.



Branding Reform

In order to further expand business, it is essential for the Nitto Group to inform various stakeholders, including customers worldwide, of its products and services. Thus, in an effort to strengthen the Nitto brand, it was decided that the Group would change its trade name to "Nitto" and reinvent its corporate logo, replacing the current combination of the company name and logo.

"Nitto Denko" to be called "Nitto" and our new logo debuts!

Nitto Blue as a base color, with Red as a lively accent

Strengthening the Nitto Brand Worldwide!

Brand Concept

Our new brand is easy to recognize, easy to pronounce, and easy to remember by customers from any country worldwide.

From now on Nitto Denko will be called Nitto!

This brand renewal marks our expansion into new business domains without being limited by the word "Denko" (Electrical Company).

