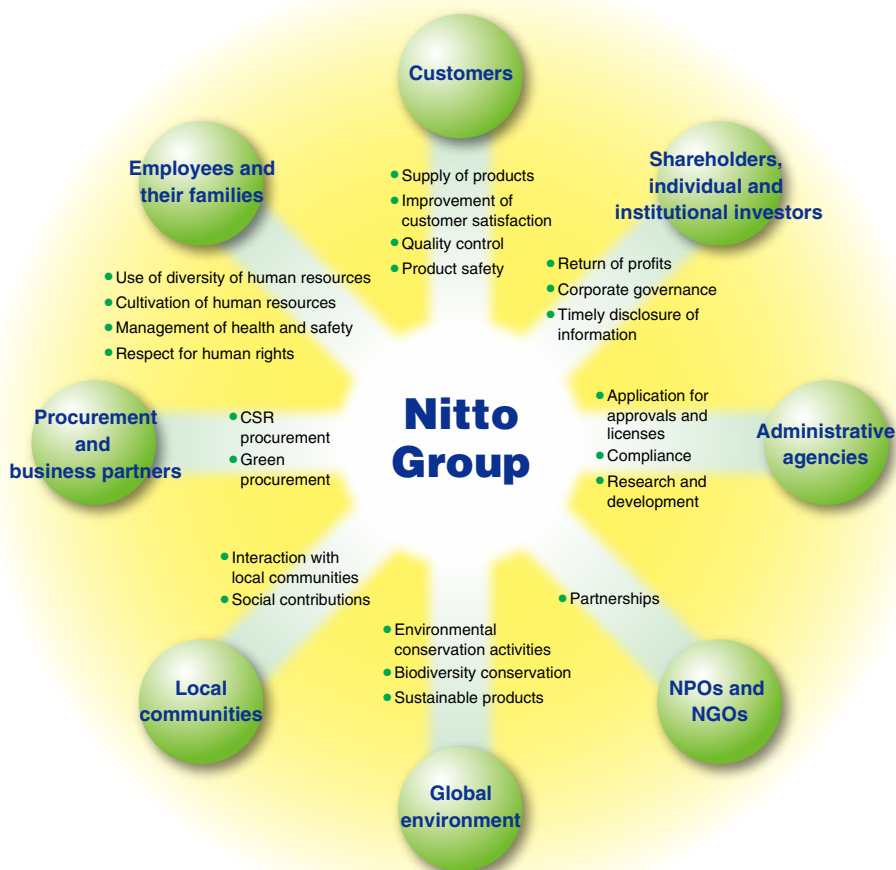


The Nitto Group engages with stakeholders through various activities.



Corporate Philosophy



The Nitto Way Concrete Thoughts and Actions

- Amaze and inspire our customers**
 - Have customers say, "This is exactly what we wanted."
 - Work with customers to create new values for society.
 - Start with customer satisfaction and translate that into prosperity for all stakeholders.
- Anticipate and leverage change**
 - Stay at the frontlines where we can sense changes in society and the market.
 - Rapidly link sensed changes to actions.
 - Refine our strengths, and aim to become the company customers want to consult with first.
- Take on challenges for new value creation**
 - Continue to take on challenges, even if we fail in the short-term, rather than do nothing for fear of failure.
 - Embrace change, exercise curiosity and always take a bold step forward.
- Act promptly, and once a decision has been made, be determined to carry it through to completion**
 - Take the first step forward and then think while advancing.
 - Share information openly, have full and frank discussions, and if a decision is made, work together as a team to carry it through to completion.
 - Make a daily effort to ensure frank and open communication beyond organizational boundaries and hierarchies.
- Transform ourselves constantly**
 - Anticipate challenges, implement reforms, and bring about growth in the spirit of Mu-Gen-Dai.
 - Keep on changing ourselves, seeing ongoing change as a starting point for growth.
 - Continue to challenge ourselves and the future, with the conviction that changes in individuals lead to growth of the entire organization.
- Have an attitude of integrity, and understand and respect diversity**
 - Take integrity as a starting point for action, and strive to build relationships of "respect and trust" with stakeholders.
 - Recognize the diversity of our global team, and accept and respect others.

On January 1, 2014, the Nitto Group renewed its "Corporate Philosophy" in order for every employee to achieve the "2nd stage of globalization" and to create further Global Niche Top™ and Area Niche Top™ products with core values. The corporate philosophy consists of our "Mission" and "The Nitto Way," a stance for achieving the mission.

