

Corporate Vision

“Creation of New Value”

Guided by “Open, Fair and Best” as the very foundation of corporate activities, Nitto Denko Group will contribute to human living and industry’s future with its power to generate innovative and unique ideas

Nitto Denko Group will:

- Swiftly create products and services offering new functions that give satisfaction to customers
- Honor autonomy and originality to enhance the working environment with the total freedom for the employees to face their challenges
- Pursue sound business activities and continually earn shareholders’ trust through appropriate information disclosure and communications
- Always be mindful of corporate social responsibility including sustainability and community relations

Guiding Principles

Leveraging our pride and resolve as a Nitto Denko Group member, we will always act with integrity in accordance with “Open, Fair and Best”

We will:

1. Provide our customers with the highest-quality product and service
2. Place safety before everything else
3. Always act with a challenging spirit
4. Conduct ourselves guided by laws and ethics
5. Keep in mind to help protect the global environment and conserve resources

Derived from an original design showing symbols of technology development, nature, the arts and mankind with Leonardo da Vinci’s drawing of the Vitruvian Man in the background, this poster depicts a nexus of images and feelings which transcend time immemorial. It represents the “Creation of New Value” anticipating a sensitivity-oriented society where greater importance is placed on humanity and spirituality.

The background design of the poster was taken from a mural entitled: “Transcending Time Immemorial”, which Nitto Denko Corporation had commissioned in 1993 to Prof. Emeritus Kosuke Kimura of Kyoto Institute of Technology, in commemoration of the 75th Anniversary of the company’s foundation.