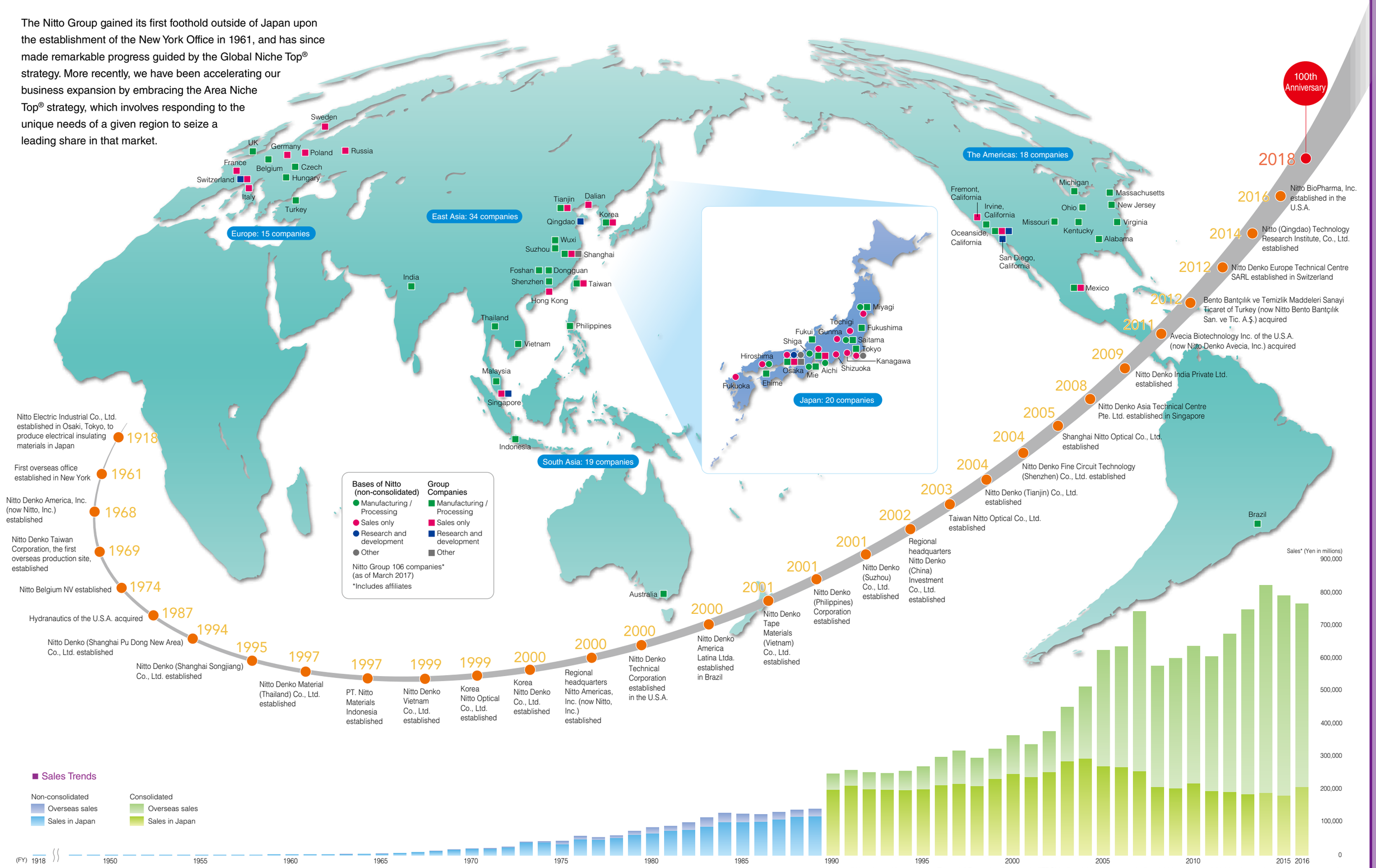
Business Development of the Nitto Group

The Nitto Group gained its first foothold outside of Japan upon the establishment of the New York Office in 1961, and has since made remarkable progress guided by the Global Niche Top® strategy. More recently, we have been accelerating our business expansion by embracing the Area Niche Top® strategy, which involves responding to the unique needs of a given region to seize a leading share in that market.



*We adopted International Financial Reporting Standards (IFRS) in fiscal 2014. As a result, fiscal 2014, 2015 and 2016 sales are indicated by "revenue."