

“Open, Fair and Best” as behavioral norms

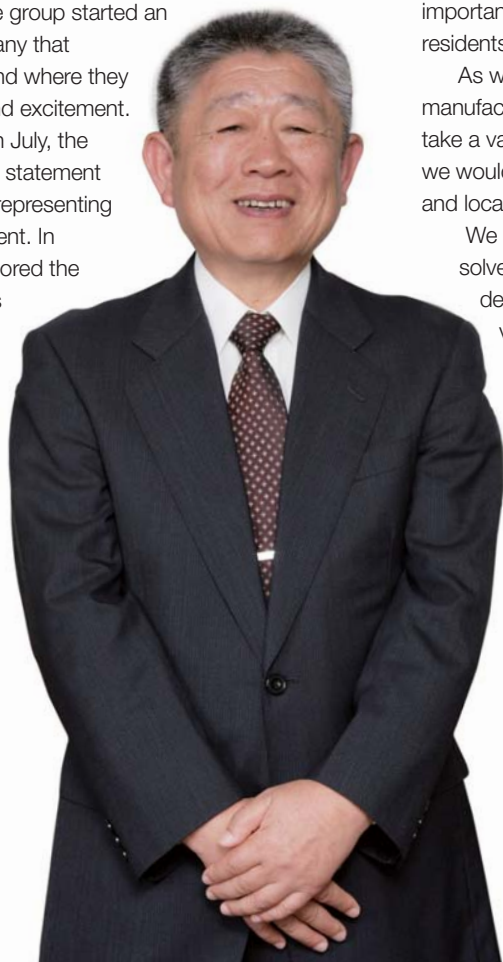
The Nitto Denko Group worldwide becomes “One-Nitto” to improve its quality of growth.

Able to be a Global Excellent Company only after fulfilling its social responsibility

In the One-Nitto Dream Plan Step 2, or the mid-term business strategy starting from fiscal 2005, the Nitto Denko Group set a goal of becoming a company recognized as a Global Excellent Company by the end of fiscal 2007. The term Global Excellent Company does not simply mean a company with good performance. It is of course important to pursue excellent business performance to sustain the company, in the same way we have to strive to receive high commendation from all stakeholders as well. Evaluation should be based on many aspects: to what extent employees are devoted to the company, and how they can be proud of their work; how the company tackles environmental issues, including industrial waste disposal and emission of organic solvents into the air while improving resource productivity; and to what extent the company is respected by the people in the region and the world.

The group has promoted a variety of initiatives continuously to improve its quality of growth. First, fiscal 2003 was defined as the “First Year of Globalization.” In that year, the group re-accelerated the initiatives to unite the group as one body, including the introduction of global meetings in each sector. In the following year, approximately 350 members from the group’s technology sectors got together to participate in the global meeting to strengthen responsiveness on a global scale. →P11-12

Fiscal 2004 was stipulated as the “First Year of the Corporate Brand,” and the group started an initiative to create a company that employees are proud of and where they can work with liveliness and excitement. As a part of the initiative, in July, the group established a brand statement and a unified brand mark representing the concept of the statement. In January 2005, it co-sponsored the Osaka International Ladies Marathon, and many Nitto Denko group employees participated in the operation as a team.



“Open, Fair and Best” as the behavioral norms of CSR promotional activities

Fiscal 2005 is defined as the “First Year of CSR” in the Nitto Denko Group. Throughout the year, we consider what corporate social responsibility means for the group and start to implement it anew.

The Policy for CSR Assurance Activities was defined, the CSR Committee was initiated, and the CSR Assurance Department was established in April 2005 to create a culture in which people observe laws and ethics and to establish the culture as the basis of corporate activities.

Guidelines for CSR Assurance Activities

The company goal is to execute business activities that correspond to the values of diversified stakeholders based on compliance with laws and ethics and appropriate information disclosure with “Open, Fair and Best” as behavioral norms and to enhance corporate value, or the most important social responsibility, through sound business activities.

Efforts toward environment, safety, and quality are the responsibility of a manufacturer.

The Nitto Denko Group, as a manufacturer, recognizes that an endeavor to maintain and stabilize quality is important in the development and design stages to provide products and services that satisfy customers. In addition, it also considers it important to secure the safety of employees and local residents and to minimize environmental impacts.

As we use a large quantity of organic solvents in the manufacturing process, we duly recognize the risk of fire and take a variety of precautionary measures. If a fire should occur, we would place the first priority on the safety of employees and local residents when taking action.

We have drastically reduced the emission of organic solvents into the air by increasing the amount of deodorizing equipment. Furthermore, indices and target values are defined for the reduction of greenhouse gas to enhance the activities.

We will make serious efforts in all activities with the spirit of “Open, Fair and Best.”

It would be a great help if you understand the activities of the Nitto Denko Group through this report and give us your honest opinions and comments.

June 2005

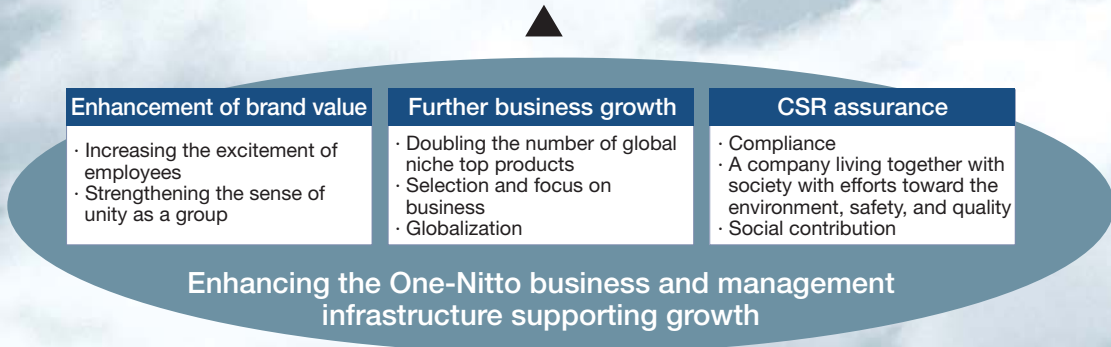
President
Nitto Denko Corporation

A handwritten signature in black ink that reads "Masomichi Takemoto". The signature is written in a cursive, flowing style.

Vision for fiscal 2007

To be a Global Excellent Company in 2007

Growth with high quality, after paying for future investment and social costs



Fiscal 2005: the First Year of CSR

Fiscal 2004: The First Year of the Corporate Brand

Fiscal 2003: The First Year of Globalization

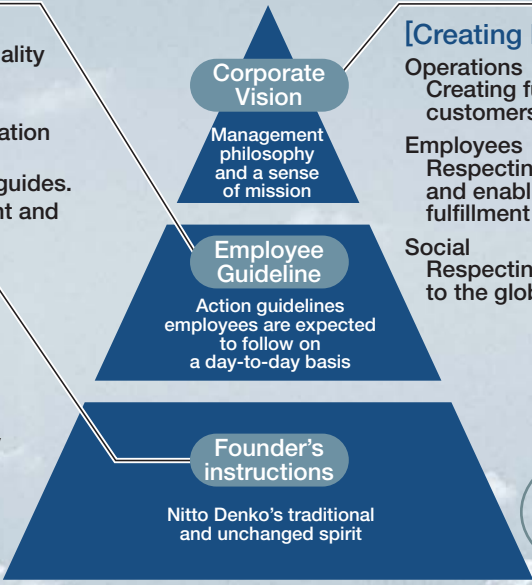
Philosophy

- Remember that our customers deserve exceptional product quality and outstanding service.
- Always put safety first.
- Approach every task with motivation and diligence.
- Use ethics and the law as your guides.
- Strive to protect the environment and conserve natural resources.

Company credo
Nitto Denko exerts every effort in producing only one product or one roll of tape and consistently serves customers.

Guiding precept
Our happiness lies in the prosperity of society.

Nitto spirit
"Frontier spirit" based on enterprise
"Cooperation and consensus" based on harmony among people.



[Creating New Value]

Operations
Creating functional products that satisfy customers.

Employees
Respecting the individuality of all employees and enabling them to achieve personal fulfillment through their work.

Social
Respecting the environment and contributing to the global community.

