### **Philosophy**

# **Customer Value** Corporate Value Employee Value **Social Value**

[Creating New Value]

Operations Creating functional products that satisfy customers.

**Employees** Respecting the individuality of all employees and enabling them to

Respecting the environment and contributing to the global community.

1. Remember that our customers deserve exceptional product

- quality and out standing service. 2. Always put safety first.
- 3. Approach every task with motivation and diligence.
- 4. Use ethics and the law as your guides.

achieve personal fulfillment through their work.

5. Strive to protect the environment and conserve natural resources.

Founder's instructions

Corporate Vision

**Employee** 

Guideline

Action guidelines employees are expected to follow on a day-to-day basis

Nitto Denko's traditiona and unchanged spirit

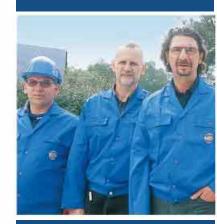
Company credo: Nitto Denko exerts every effort in producing only one product or one roll of tape and consistently serves customers.

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.

Europe NITTO EUROPE N.V. NISSHO HUNGARY PRECISION CO., LTD. KYOSHIN EUROPE LTD. NITTO SCANDINAVIA AB NITTO DEUTSCHLAND GMBH

Plus 7 companies, Total 12 companies

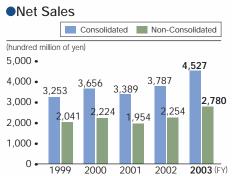


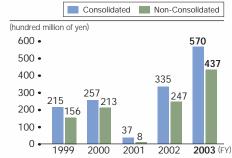
## NITTO DENKO **GROUP**

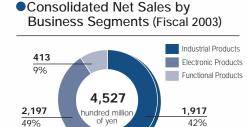
(All Group Employees)

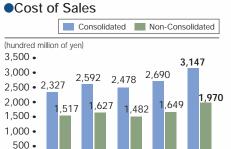
# O people in the world are

Income before Provision for Income Taxes



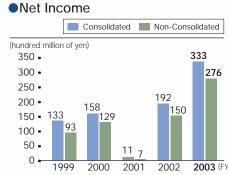


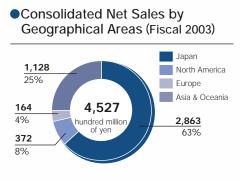




2001

2003 (FY)









NITTO DENKO (SINGAPORE) PTE. LTD. NITTO DENKO ELECTRONICS (MALAYSIA) SDN. BHD.

NITTO DENKO MATERIAL (THAILAND) CO., LTD. NITTO DENKO MATERIALS MALAYSIA SDN. BHD.

Plus 17 companies, Total 21 companies





# East Asia

NITTO DENKO (CHINA) INVESTMENT NITTO DENKO (SUZHOU) CO., LTD. NITTO DENKO (SHANGHAI SONG JIANG) CO., LTD.

NITTO DENKO (SHANGHAI PU DONG NEW AREA) CO., LTD. NITTO DENKO (HK) CO., LTD

Plus 27 companies, Total 32 companies



# Japan

NITTO DENKO CORPORATION NITTO SHINKO CO., LTD. NITTO DENKO PACKAGING SYSTEM CORPORATION NITOMS INC. NISSHO CORPORATION KYOSHIN CO., LTD. NITTO DENKO MATEX CO., LTD.
NITTO LIFE-TECH CO., LTD. AICHI NITTO DENKO CORPORATION NITTO ELECTRONICS KYUSYU CO., LTD NITTO SEIKI CO., LTD.

MIE NITTO DENKO CORPORATION NITTO MEDICAL CO., LTD

Plus 17 companies. Total 30 companies











# challenging to increase corporate value

#### Corporate Profile (As of Mach 31, 2004)

Company Name Established **Head Office** President Capital **Major Business** 

Nitto Denko Corporation October 25, 1918

1-1-2 Shimozumi, Ibaraki, Osaka 567-8680 Japan

Masamichi Takemoto US\$ 253,538 thousand

Industrial Product: Bonding and joining products. surface protection products, anticorrosion and waterproof products, sealing products, and packaging materials and systems

Electronic Products: semiconductor-related products, LCD-related products, flexible printed circuit products, and electronic processing products Functional Products: medical-related products, polymer separation membranes, and fluoroplastic

products

#### Number of Employees (As of Mach 31, 2004)

Non-consolidated Consolidate 11.618

Nitto Denko Group 18,736 (including affiliates)

## Mid-term Management Plan

## **One-NITTO Dream Plan**

#### Global Niche Top product development in five core areas of the world

Conventionally, new products were mostly developed in Japan, but Nitto Denko has globalized its product development. The business execution system has been enhanced, and research development resources have been intensively introduced in each area of the world. In the five core areas, America, Europe, East Asia, South Asia, and Japan, the Global Niche Top products are currently developed based on the industrial characteristics of each

#### Focused development strategy aiming at increased production capability and share

Resources are intensively poured into the current and future growing market. We focus on increases in production capabilities for LCD-related materials, outside Japan production of drug-delivery patches for asthma, and the polymer separation membrane business, which enables purification and the reuse of water resources. We will enhance our corporate values as well as increasing our