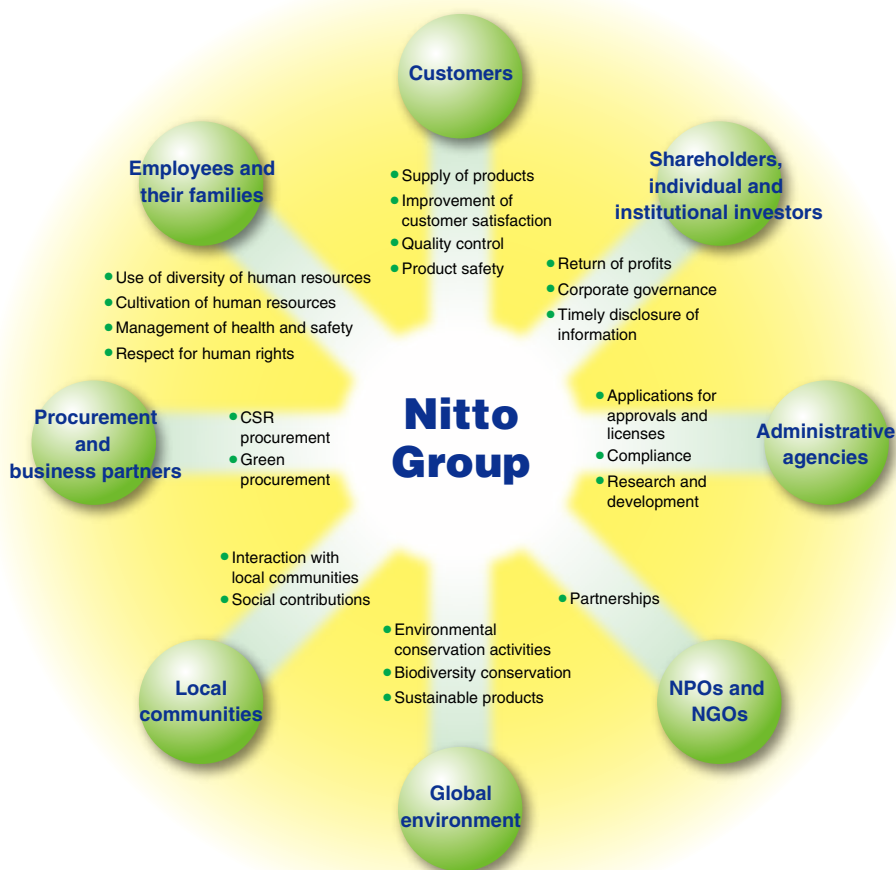


The Nitto Group engages with our stakeholders through various activities.



Corporate Philosophy



The Nitto Way Concrete Thoughts and Actions

- **Place safety before everything else**
 - Achieve zero accidents and injuries.
 - Establish a safe and healthy workplace for all employees.
- **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 equal and fair discussions, and if a decision is made, work together as a team to bring out the best possible result.
 - 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.

