

## Editorial Policy

- This report is published with the aim of informing all stakeholders about the efforts to fulfill corporate social responsibility by the Nitto Denko Group.
- Based on the policy of "Open, Fair and Best," we are committed to transparency in the disclosure of information.
- Last year, the title of the report was altered from "Environmental Report" to "Environmental and Social Activity Report," expanding coverage to include some of our social activities. Fiscal 2005 is defined as the "First Year of CSR" for the Nitto Denko Group. Taking this opportunity, the report was renamed "CSR Report" this year. Although we have conducted a variety of activities to ensure CSR, we will further accelerate the initiative and aim to enhance the content of the report.
- As long as the Nitto Denko Group is a manufacturer handling chemical substances, we regard efforts for environmental conservation as one of the most important social responsibilities we have to fulfill. This report focuses on the efforts to reduce environmental impacts resulting from the business of the Nitto Denko Group.
- Referenced guidelines
  - Sustainability Reporting Guidelines 2002 by the Global Reporting Initiative (GRI)
  - Environmental Reporting Guidelines 2003 by the Ministry of the Environment

## Report Scope

Ideally, this report should be a report with all items relevant to the Nitto Denko Group; however, due to information gathering and an editorial structure that did not fall completely into place, we have arranged the scope of this report in the following manner. For exceptions, the scope is clearly specified in each section.

- Coverage for environmental performance data

### Nitto Denko (non-consolidated):

#### Six domestic manufacturing plants

Tohoku Plant, Kanto Plant, Toyohashi Plant, Kameyama Plant, Shiga Plant, and Onomichi Plant

#### Japan domestic group companies:

#### Four major Japan domestic manufacturing group companies

Nitto Shinko Corporation, Nitto Lifetec Corporation, Nitoms Inc., and Nitto Electronics Kyushu Co., Ltd.

#### Overseas group companies:

#### Eight major overseas manufacturing group companies

Permacel (U.S.A.), Hydranautics (U.S.A.), Nitto Europe N.V. (Belgium), Nitto Denko (Shanghai Song Jiang) Co., Ltd. (China), Nitto Denko (Taiwan) Corporation, Taiwan Nitto Optical Co., Ltd., Nitto Denko Electronics (Malaysia) Sdn. Bhd., and Nitto Denko Material (Thailand) Co., Ltd.

- Term

From April 2004 to March 2005 (fiscal 2004)

Some statements may include a period other than this.

- Next issue

June 2006 (planned)

## *At moments of Change with Brilliant Technology and Flexible Attitude*

### Tackling Improvement of corporate brand value

The Nitto Denko Group defined the brand statement, "Flexible Technology Company—at moments of change with brilliant technology and flexible attitude," as well as a unified brand mark for 113 group companies in July 2004 to further enhance its corporate brand (CB) value.

The group believes that employees are the indispensable foundation of its business, the enhancement of their motivation and pride creates a virtuous cycle, and therefore it improves the satisfaction of all stakeholders including customers and shareholders. The enhancement of corporate brand value does not simply mean the improvement of corporate awareness but means the following three activities: a corporate brand familiarization activity that facilitates the group employees to be proud of their companies and act appropriately as a member of the group; an activity that pursues aesthetic design in accordance with the new brand mark; and active communication with people outside the group.

Continuing the promotion of these activities, the group is committed to the realization of growth with high quality that satisfies all stakeholders and to further strengthen its corporate brand value.

#### Meaning of the brand mark

The red circle in the center means the moment of brilliance, enthusiasm, energy, warmth, and the globe. The blue curve expresses the change of direction of the flow and therefore the moment of change, as well as a palm enveloping the globe, flexibility, and constant growth.