

Corporate Vision

Nitto Denko Group acts with “Corporate Vision”,
“Guiding Principles” and “Brand statement” always in mind.

Corporate Vision

“Creation of New Value”

Guided by “Open, Fair and Best” as the very foundation of corporate activities, Nitto Denko Group will contribute to human living and industry’s future with its power to generate innovative and unique ideas

Nitto Denko Group will:

- Swiftly create products and services offering new functions that give satisfaction to customers
- Honor autonomy and originality to enhance the working environment with the total freedom for the employees to face their challenges
- Pursue sound business activities and continually earn shareholders’ trust through appropriate information disclosure and communications
- Always be mindful of corporate social responsibility including sustainability and community relations

Guiding Principles

Leveraging our pride and resolve as a Nitto Denko Group member, we will always act with integrity in accordance with “Open, Fair and Best”

We will:

1. Provide our customers with the highest-quality product and service
2. Place safety before everything else
3. Always act with a challenging spirit
4. Conduct ourselves guided by laws and ethics
5. Keep in mind to help protect the global environment and conserve resources

“Guiding Principles” spell out how each and every one of us should act according to our “Corporate Vision”.

Brand Statement

**At Moments of Change
with Brilliant Technology
and Flexible Attitude**

“Brand Statement” is Nitto Denko Group’s commitment to all our stakeholders such as customers, shareholders and employees.