

The Nitto Denko Group aspires to become a “Hyakunen-kigyo” (an Eternal Corporation; a corporation which lasts for more than 100 years) which wins your trust and keeps on growing.

The Nitto Denko Group conducts daily business in accordance with its corporate vision statement of “Creation of a New Value” and its standard of practice of “Open, Fair and Best”, aimed at sharing with every employee throughout the world the joys of contributing to people’s livelihood and the future of industry.

Since the second half of fiscal 2008 the global financial crisis caused by the subprime shock has touched off global depression and inflicted heavy damage on industry and economics. Under its influence, sales and profits of main Nitto Denko Group products such as optical materials for liquid crystal displays, materials for electrical equipment, electronics devices and automobiles turned out to be far below that of the same period for the previous year.

In fiscal 2008, the Nitto Denko Group reached the 90th anniversary of its founding. Looking back on our history,

every time we have been faced with tremendous “changes” every two or three decades—the end of the War in 1945, the oil crisis in 1973 and the burst of the bubble economy in 1991—the Group has transformed these changes instead into opportunities and achieved stable growth through the creation of new products. Taken from this standpoint, fiscal 2008 was a very appropriate year to be termed a year of “change.”

The Nitto Denko Group once again will turn this change into an opportunity and aim to become a “Hyakunen-kigyo”, worthy of your trust and constantly continuing to grow.

Please look forward to the Nitto Denko Group’s business activities and sustainable development congruous to our society and the environment.

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

