

# Corporate Philosophy

## 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 value 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 and modesty 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.

# Editing Policy

## Editing Policy

The Nitto Group presents *Nitto Group Report 2016*, amalgamating our financial and non-financial information in order to inform every stakeholder about the Nitto Group and our fiscal 2015 business activities. In order to gain an understanding of our activities by a broad spectrum of readers with only one report, the contents are necessarily limited to high-priority issues. Please refer to our website for more details.

On the occasion of the 100th anniversary of our founding in October 2018, our entire history and messages for the future are described in *Nitto Group Report 2016*. We look forward to readers' appreciation of our history of growth and our aspirations for the future.

This report is available in Japanese, English and Chinese.

## Coverage

This report relates to the business activities of the 108 companies of the Nitto Group as of March 31, 2016, of which 102 are consolidated subsidiaries and the remaining 5 non-consolidated companies.

## Time Period

Fiscal 2015 (April 2015-March 2016)

Includes actual performance other than this time period.

## Reference Guidelines

- This report is prepared in accordance with the Core option of the *Sustainable Reporting Guidelines* (G4) issued by the Global Reporting Initiative (GRI).
- We also referred to the International Integrated Reporting Framework of the International Integrated Reporting Council (IIRC).