

Corporate Vision and CSR

Our corporate vision found our CSR Principles

KAYAKU spirit "Providing society with the best products which met customers' needs by means of endless innovation and real cooperation based on our high-esteemed ethics." represents the corporate culture and spirit unique to Nippon Kayaku Group.

By pursuing our corporate vision symbolized by the KAYAKU spirit, we will also be pursuing our CSR. Put another way, when viewed from society, our day-to-day business activities are the CSR activities of Nippon Kayaku group. With this understanding, in 2008, with a goal to meet our social responsibilities through our business activities, the company's CSR Principles were newly formulated from KAYAKU spirit. Embedded in these Principles is, "Nippon Kayaku Group's desire to continue to prosper with ever increasing corporate value, by always maintaining a conscious eye toward society, and by continuing to provide society with the best products."

CSR Principles

Continuing to provide the best products to society through the combined force of technological innovations and our consciences

Best products

Fulfilling the needs of society is part of fulfilling our social responsibility. Accordingly, our definition of "best products" encompasses Nippon Kayaku Group's commitment to provide products that will best meet the needs of, and provide value to our society. And, we are conscious of the fact that it is the customer (or society), not us, that decides whether a product is "the best."

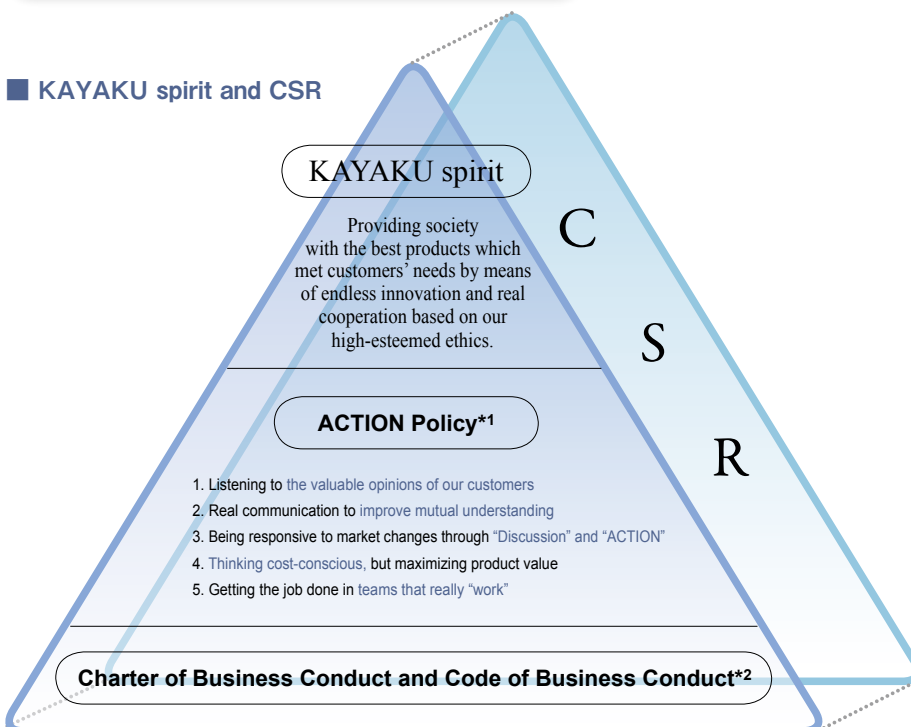
Technological innovation

There is no question that technological innovation is vital to a manufacturer. At organizations such as Nippon Kayaku Group, where there are multiple lines of business, technological innovation can come in the form of integrating technologies across different lines of business. Leveraging such advantage is our way of utilizing technological innovation to provide the "best products" to society.

Our consciences

At Nippon Kayaku Group, our conscience is summarized in KAYAKU spirit. It embraces our commitment to listen to the valuable opinions of our customers, to insist on only the best products, to be proud of our 90-plus-year history, and to fulfill our responsibility as an organization and as individual members of society.

KAYAKU spirit and CSR



*1 ACTION Policy describe the policy under which work will continue to be conducted at Nippon Kayaku Group as a means to our goal.

*2 For details on our Charter of Business Conduct and Code of Business Conduct, please refer to the following URL:
<http://www.nipponkayaku.co.jp/english/company/conduct/>

For a broader and deeper understanding of our CSR Principles

To ensure that our employees are able to engage in CSR activities with adequate understanding of our CSR Principles, in November 2008, we published a "15-Minute Guide to CSR at Nippon Kayaku." In addition to explaining our corporations CSR Principles, an FAQ-format section at the end of the booklet is intended to provide a better understanding of CSR in general.



15-Minute Guide to CSR at Nippon Kayaku

Development of our CSR Mid-term Action Plan

At Nippon Kayaku Group, we developed our CSR Mid-term Action Plan in June 2009. This is our "map" that provides specific instructions on how to "continuously provide the best products to society." It elucidates a connection between our internal perspectives and our external stakeholders' perspectives on each of the CSR initiatives. It also sets measureable performance benchmarks to gauge our success against each strategic goal.

Our future CSR activities will be driven by this CSR Mid-term Action Plan.

CSR Mid-term Action Plan

