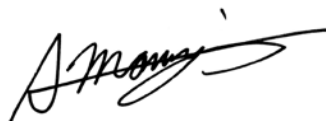


Collectively Engaging in Group-wide CSR-oriented Management



President & Representative Director



The Nippon Kayaku Group will celebrate its 100th anniversary in 2016. Over our long-standing history we have expanded our operations into a number of business segments in the field of fine chemicals and have captured growth by aptly updating our core business in line with the times. The creative ingenuity of our employees has also enabled us to develop products adapted to constantly changing markets. Today, we provide society not only with products but also with highly beneficial information.

Having succeeded this tradition, we have developed a CSR philosophy of providing society with the best products through endless innovation and real cooperation. This philosophy incorporates the principles found in our corporate motto of KAYAKU spirit and focuses on making contributions to society. Under this CSR philosophy, all executives and employees take actions always aware of the key words of compliance, stable operations and environmental responsiveness.

Since last year, the economy of Japan has experienced a gradual recovery. This recovery, however, has not manifested itself as booming growth, but rather as low growth amidst a structural shift from a society that consumes mass quantities of energy to a society focused on energy conservation, resource saving and eco-consciousness. Viewed globally, the economy is also shifting from developed nation to emerging nation focused and from high cost, technology-oriented to low cost, commoditized products. Our ability to promptly respond to these changes represents the key for securing sustainable growth for our 100th anniversary and beyond.

In order to strengthen and promote CSR activities internally, we established the CSR Management Committee, CSR Department and enhanced the existing CSR Mid-Term Action Plan in June 2010. The CSR Mid-term Action Plan establishes approximately 40 items with quantified results indices as a means to crystallizing our CSR activities. It is my goal to make this action plan involve all Group executives and employees so that they can independently engage in each of the items and help us fulfill our responsibility to society.

In order to promote all-inclusive CSR activities, each of our employees must engage in efforts with a sense of their intrinsic value and role. Accordingly, we have created the mantra of “Everyone in the Driver’s Seat.” I firmly believe that our CSR activities will be bolstered by having Group executives and employees take control themselves and retain a sense of responsibility toward our mission as well as engage in their work duties with self motivation.

We believe that CSR represents not only a social contribution, but also an integral part of our management strategy and business activities, and as such we will continue to engage in CSR-oriented management that positions all of our employees in the driver’s seat.