

Message from the President



The Nippon Kayaku Group continues to actively pursue CSR management around the world

The Nippon Kayaku Group's vision for the future is articulated in its corporate motto of the KAYAKU spirit, which refers to the vision of "continuously providing society with the best products through ceaseless progress and the combined forces of our consciences." Each and every employee and senior executive of the Nippon Kayaku Group strives to realize the KAYAKU spirit in everything they do. This enables us to fulfill our responsibilities to the environment, society and the economy as well as empowers us to take a CSR-centric approach in our management that fosters the trust of every stakeholder.

In June 2010, we established the CSR Management Committee, which consists of all executive officers responsible for each of our business divisions. This organization enables us to gauge all of our business activities from a CSR perspective. We have also established a CSR department within the Corporate Planning Division and continue to implement an interorganizational CSR project in order to raise awareness across the entire group about CSR management. The CSR activities of each business division are determined by a CSR Action Plan, which ensures that the entire group works as one toward achieving its vision for CSR management. Today, we have group companies located in eight countries around the world that engage in a wide range of businesses. We recognize that as our business becomes even more global our responsibilities to society become even greater.

Our greatest mission is continuously providing products that help enrich the livelihoods of people around the world. Last year's Great East Japan Earthquake served as an important reminder of just how important it is to assure business continuity during a disaster. As a result, we took steps to improve and strengthen our business continuity plan (BCP). As a permanent fixture of society, we recognize the importance of utilizing our planet's limited resources effectively. This report introduces our activities by highlighting our BCP and our initiatives aimed at becoming a company that consumes less energy.

Similar to last year, this report serves as a digest that provides a concise summary of the Nippon Kayaku Group's CSR activities. More detailed data and articles on the group can also be found on our website. Through this report and our website, I sincerely hope that readers will be able to gain a deeper insight into our CSR activities as well as feel motivated to assist us in our efforts as we move forward.

President

