



## Message from the President



The Nippon Kayaku Group's CSR management embodies corporate activities that aim to realize the KAYAKU spirit as well as a focus on achieving the growth scenarios from the mid-term business plan

The Nippon Kayaku Group will celebrate its 100th anniversary in 2016. Currently, we are in the middle of implementing a three-year mid-term business plan called "**Challenge 100A!**" that runs through the end of fiscal 2015 and will guide us to our 100th anniversary. The mid-term business plan identifies the following three growth scenarios: (1) early marketing and expansion of new products currently under development; (2) acquiring new customers by expanding the sales channels and applications of existing businesses; and (3) growing our businesses globally. The entire Nippon Kayaku Group is working collectively to achieve these scenarios, and at the same time CSR management continues to stand at the core of our business.

The Nippon Kayaku Group's vision for the future is articulated in the KAYAKU spirit, which refers to the corporate vision of "continuously providing society with the best products through ceaseless progress and the combined forces of our consciences." Each and every member of the Nippon Kayaku Group shares and applies the KAYAKU spirit in our united efforts to reach our goals. This vision is based upon our corporate motto created more than 50 years ago and lives on today in the actions of individual employees and corporate organizations. It is indeed an important asset that has been handed down over several generations of employees. Corporate activities that aspire to realize the KAYAKU spirit enables us to take a CSR-centric approach in our management that fosters the trust of every stakeholder. In recent years, chemical companies have been responsible for an increasing number of accidents, and so we have renewed our commitment to place particular emphasis on safe operations, compliance, and environmental consideration in all of our business activities, while carrying out corporate management according to a set of highly esteemed corporate ethics.

The Nippon Kayaku Group today has operations in nine countries around the world and for this reason our social responsibilities are expanding around the globe. We face a host of challenges, but together the Nippon Kayaku Group will work as one to carry out initiatives that help us fulfill our corporate social responsibility. The Nippon Kayaku Group CSR Report 2014 highlights our global efforts against wastewater, our Group companies' commitment to CSR, and unified efforts for the environment that encompass the entire Nippon Kayaku Group. I ask that readers take a look at the digest version of this report as well as the more detailed information found on our website to gain a deeper insight into our CSR activities and also assist us in our efforts as we move forward.

President

  
Akira Mandai