

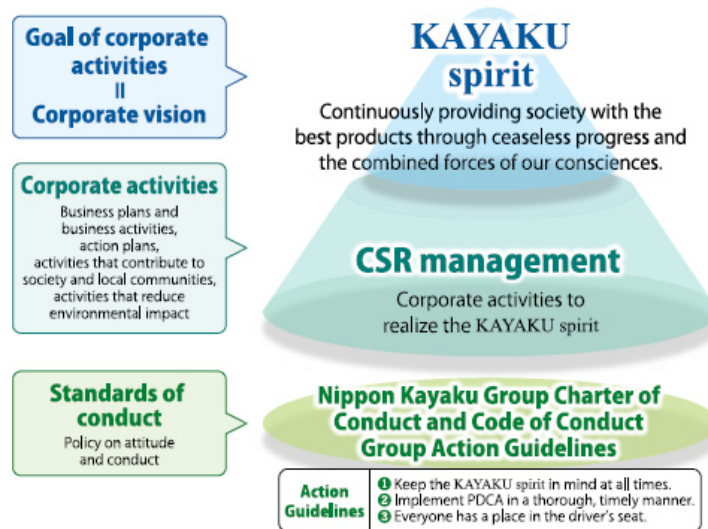


## Corporate Vision and CSR Activities

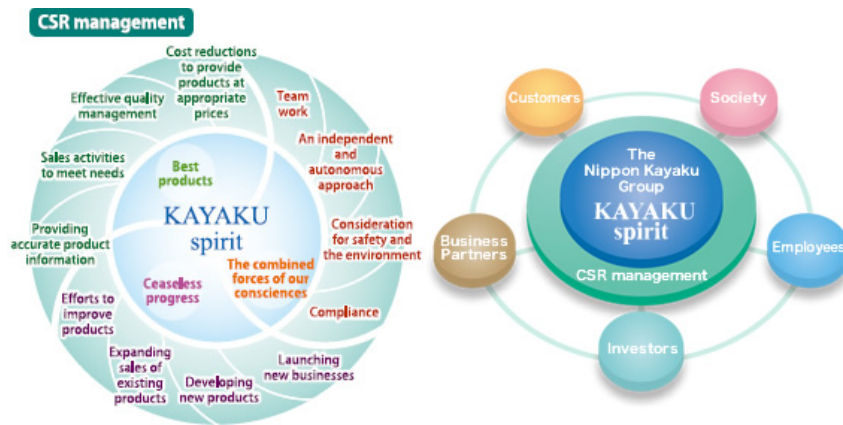
The Nippon Kayaku Group is implementing CSR management that fosters trust among all stakeholders through its focus on the KAYAKU spirit, which calls for "continuously providing society with the best products through ceaseless progress and the combined forces of our consciences."

### The KAYAKU spirit and CSR Management

The KAYAKU spirit, or "continuously providing society with the best products through ceaseless progress and the combined forces of our consciences," stands as the Nippon Kayaku Group's corporate vision. The KAYAKU spirit is based on the corporate motto created more than half a century ago and it has stood at the root of our CSR management ever since. We will be able to achieve our vision for CSR management that earns the trust of all stakeholders by engaging in corporate activities that realize the KAYAKU spirit.



CSR management is positioned as a key corporate activity for achieving the vision outlined in the KAYAKU spirit



All of our business activities are grounded in the vision embodied by the KAYAKU spirit. We will foster trust among all of our stakeholders through CSR management that aspires to fulfill this KAYAKU spirit.

## Initiatives to Achieve CSR Management

Nippon Kayaku established the CSR Management Committee chaired by its President. This committee, whose members consist of executive officers in charge of each of our business divisions, ensures that we have structure that can monitor all of our business activities from a CSR perspective. Additionally, we have formulated a mid-term CSR action plan linked to our mid-term business plan to integrate our business strategy and CSR activities. This plan has been released to the public and we are currently carrying out the PDCA cycle for its implementation.

We hold dozens of CSR and compliance training sessions throughout the year in order to educate all Nippon Kayaku Group employees about CSR management and to ensure that executive management and the heads of business sites spread awareness of CSR to achieve an integrated approach to reaching our goals. We launched an organization-wide internal project to promote company-wide CSR initiatives. In addition, we have launched a trial program where the excellent initiatives of group companies are shared across the entire Nippon Kayaku Group.



Poster board on The KAYAKU spirit

## Mid-term CSR Action Plan and Corporate Image

We have compiled a Mid-term CSR Action Plan for the period of the Mid-term Business Plan "Challenge 100A!" to clarify the relationship between our approach to CSR management and the Mid-term Business Plan. In addition, we have created a new corporate image as "Smart Chemicals Company". This means that we will strive to develop smart products that are considerate of the environment and management the company in a smart manner.

### KAYAKU spirit Promotion Efforts using the Kayakuma the Bear



Kayakuma the Bear mascot character representing KAYAKU spirit

We have created a mascot character called Kayakuma the Bear in order to make KAYAKU spirit a concept that is more familiar to all Nippon Kayaku Group employees around the world. This character appears in part of the company newsletter that introduces CSR activities and activities for implementing the corporate vision using visual depictions that are easier to understand for all audiences. The mascot has also been incorporated into our daily stationery, clear file folders and even the designs of conference rooms. This ensures employees are always aware of Kayakuma the Bear and in touch with our corporate vision in all aspects of their work. We are currently filing for a trademark for Kayakuma the Bear and plan on widely using it as a symbol of the Nippon Kayaku Group in newspaper ads and novelty items and events, such as factory festivals.



Conference room and employee locker