

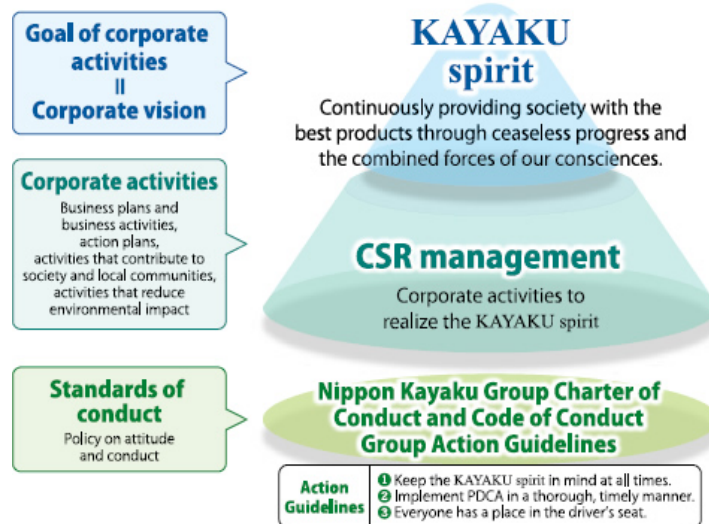


## Corporate Vision and CSR Activities

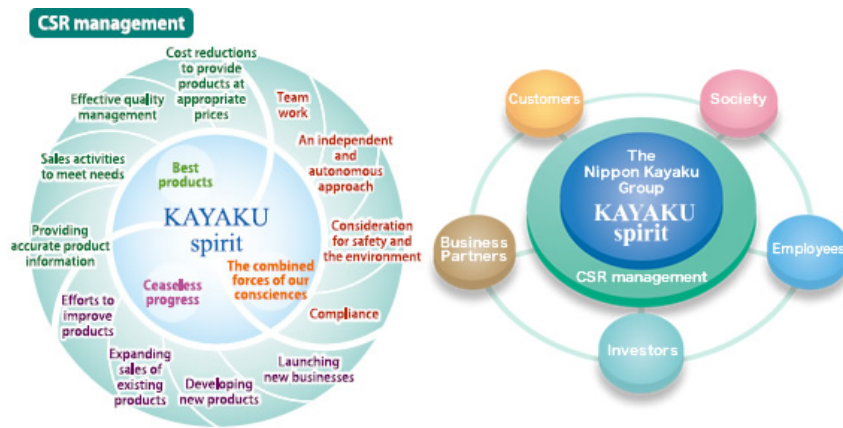
The Nippon Kayaku Group is implementing CSR management that fosters trust among all stakeholders through its focus on the KAYAKU spirit, which calls for "continuously providing society with the best products through ceaseless progress and the combined forces of our consciences."

### 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.

## CSR Action Plan and Management Strategy

The Nippon Kayaku Group has formulated its mid-term CSR action plan to meet the expectations of all stakeholders. Our basic management policy is to contribute to a sustainable society and environment as a corporation that continues to provide the best products, technologies and services that safeguard the life and health of consumers, and support a comfortable life. Under this basic management policy, we have created the Mid-term CSR Action Plan 2016 – 2018 as part of our medium-term initiatives. This action plan, which started in fiscal 2016, represents our commitment to all stakeholders to promote R&D for business development, implement CSR procurement through supply chain management, work toward achieving the mid-term environmental targets, and reinforce governance. Linked to this, we have established a mid-term business plan called Take a New Step 2016, under which we are executing a detailed business strategy.

In this manner, across all business areas, we will emphasize safe operations, thorough compliance and consideration for the environment, and with a high sense of ethical value, we will conduct CSR management closely aligned with management strategy.

## CSR Implementation System

We established the CSR Management Committee in 2010 and set up the CSR Department within the Corporate Planning Division of the Strategic Corporate Planning Group. The CSR Department administers cross-functional CSR projects while business sites and group companies take the lead in implementing these projects.



### 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