



Press Information

Corporate

TDK Unveils New Brand Identity and Tagline: "In Everything, Better"

- "In Everything, Better," embodies the spirit at the heart of TDK and contributions to culture, industry, and society
- TDK is an enabler of advanced technologies behind the devices that shape our daily lives
- The technologies of TDK are woven into the fabric of everything, creating transformation from within
- TDK strives to be better every day by transforming itself, and to make the world better by transforming society

September 01, 2025

TDK Corporation (TSE:6762) announces the launch of its new brand identity and tagline: "In Everything, Better". This serves as a significant driver of the Long-term Vision "TDK Transformation" and captures the company's unique venture spirit, its commitment to progress, and its vision for a sustainable future.



For 90 years, TDK has quietly shaped the world from within. TDK has been pushing for progress and boldly reinventing itself; from ferrite cores to cassette tapes, to powering the digital age with advanced components, sensors, and batteries, leading the way towards a sustainable future. The company's technologies nowadays power the devices and systems that define modern life: from smartphones and electric vehicles to industrial applications and energy systems. With over 100,000 passionate team members worldwide, united by a start-up mentality and a drive for innovation, TDK is an enabler behind the scenes, creating impact from within.

More details about TDK's new brand identity can be found at https://www.tdk.com/en/about_tdk/brand-identity/index.html

"In Everything, Better" - the new tagline, debuting in September 2025, is not just a phrase; it is a declaration of TDK's promise to always strive for better, for ourselves and for society.

Noboru Saito, President & CEO of TDK Corporation mentioned "The new brand identity aligns with our Long-term Vision of TDK Transformation, and it is rooted in our Corporate Motto of 'Contributing to culture and

industry through creativity' and Corporate Principles of 'Vision, Courage, and Trust'. It is what we believe, how we act, and how we communicate. It is who we are today, where we are going in the future and the legacy we create."

As TDK expands into new segments such as AI and solution businesses, TDK's brand now reflects the evolving realities of today and the aspirations for tomorrow.

The roll-out of the new brand identity will be gradual. As the main partner of the World Athletics for over 40 years, TDK's new brand identity will be actively promoted at the upcoming World Athletics Championships in Tokyo, from September 13, and through TDK's corporate exhibitions and global activities.

We will strive to be better every day, continuously transforming TDK and boldly embracing the challenge to make the world better; driving positive change in society.

In Everything, Better.



About TDK Corporation

TDK Corporation (TSE:6762) is a global technology company and innovation leader in the electronics industry, based in Tokyo, Japan. With the tagline "In Everything, Better" TDK aims to realize a better future across all aspects of life, industry, and society. For over 90 years, TDK has shaped the world from within; from the pioneering ferrite cores to cassette tapes that defined an era, to powering the digital age with advanced



components, sensors, and batteries, leading the way towards a more sustainable future. United by TDK Venture Spirit, a start-up mentality built on visions, courage and mutual trust, TDK's passionate team members around the globe pursue better—for ourselves, customers, partners, and the world. Today, the state-of-the-art technologies of TDK are in everything, from industrial applications, energy systems, electric vehicles, to smartphones and gaming, at the core of modern life. TDK's comprehensive, innovative-driven portfolio includes cutting-edge passive components, sensors and sensor systems, power supplies, lithium-ion and solid-state batteries, magnetic heads, AI and enterprise software solutions, and more—featuring numerous market-leading products. These are marketed under the product brands TDK, EPCOS, InvenSense, Micronas, Tronics, TDK-Lambda, TDK SensEI, and ATL. Positioning the AI ecosystem as a key strategic area, TDK leverages its global network across the automotive, information and communication technology, and industrial equipment sectors to expand its business in a wide range of fields. In fiscal 2025, TDK posted total sales of USD 14.4 billion and employed about 105,000 people worldwide.

You can download this text and associated images from https://www.tdk.com/en/news_center/press/20250901_01.html.

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