

# Corporate Communications

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## Public Relations Activities

Our basic policy concerning corporate communications is to disclose to all our stakeholders information that the public demands in both a timely and fair manner. Our public relations activities, which are planned and implemented mainly by the Corporate Communications Department, have, as one of their main aims, the consistent provision of accurate and highly transparent information. This is accomplished through issuing news releases and disclosing financial statements. In addition, we place the highest value on listening to the opinions and requests of the public. With these aims, we have put in place various means for communicating with our stakeholders.

In addition to the TDK Company Profile, several other small publications are being produced to explain the company's activities, including "What's TDK" and one pamphlet each dedicated to inductors, capacitors, and power electronics. These pamphlets employ easy-to-understand illustrations and explanations and are distributed in hard copy and made available on the TDK web site.

In the hope that the public can learn more about TDK activities, we have created various public relations tools so we may better communicate with society.

includes Tech-Mag content to illustrate technical trends and other relevant information in an easy-to-understand format, thereby stimulating readers' interest in TDK products and technologies.

## Socially Responsible Investment

In recent years, socially responsible investment (SRI) has become a growing trend in both North America and Europe. For SRI, investors are concerned not only with the financial aspect of a company, but its efforts to protect the environment and address other social concerns. TDK actively discloses corporate information to the various research organizations concerned with SRI. As of April 2010, its stock is included in globally well-known indexes: the Dow Jones Sustainability Indexes (DJSI), launched through the cooperation of Dow Jones (U.S.A.) and SAM (Switzerland) and the Morningstar Socially Responsible Investment Index (MS-SRI), which is Japan's socially responsible investment index.

## TDK's Web Site

For the purpose of providing up-to-date, objective information, the TDK corporate web site makes TDK business information readily accessible to our stakeholders. As well as providing detailed information on new TDK products and business activities in the "Products," "Corporate Profile" and "Investor Relations" sections, the web site also



What's TDK

Corporate Profile

TDK Inductor's World

TDK Capacitor's World

TDK Power Electronics World