

Editorial Policy

This report was created with the aim of promoting understanding of the TDK Group's CSR (Corporate Social Responsibility) activities among its stakeholders.

Characteristics of CSR Report 2011

Through its products and processes, the TDK Group aims to help solve the challenges facing society today. This brochure features two highlight reports which, along with general information, are intended to illustrate what TDK does.

Highlight 1 illustrates how TDK products used in eco cars and realized through our core technologies bring about beneficial effects for society at large. Furthermore, the report looks at the spirit of craftsmanship that informs the relationship between the people who make the products, those who market them, and the entire staff who support them.

Highlight 2 introduces the gist of the new "TDK Environmental Action 2020" platform that is an embodiment of TDK's vision for the environment. We also talk with an expert providing insights into what sort of environmental activities will be expected of the TDK Group from now on.

Report Format

The report is available as a booklet and a collection of web site pages, in slightly different format to match the requirements of the respective media.

Brochure: Digest version focusing on the most important aspects of the TDK Group's CSR activities which are of particular interest to stakeholders.

Web site: More complete coverage centered on activity reports for FY 2011. Also provides more detailed data.

Period Covered

FY 2011 (April 1, 2010 – March 31 2011)

Some activities outside of this period are also covered.

Organizations Covered

TDK Group*

*TDK Group: TDK Corporation and 127 consolidated subsidiaries in Japan and overseas

Major Organizational Change During Covered Period

None

Publication of CSR Report 2011

September, 2011 (the previous issue: October 2010, the next issue: September, 2012 to be scheduled)

Contact

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Cover Page Design

The image represents various people living a vivacious life in a green environment. This also relates to pages 1 and 2, which portray TDK Group members working within a global framework and contributing to solving society's issues through technology.

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