

# CSR of TDK Group

To ensure that TDK continues to earn the trust of society, all employees in their daily activities are implementing the corporate motto and pursuing the corporate ethics.

## Corporate Philosophy

Corporate Motto	<b>Contribute to culture and industry through creativity</b>
Corporate Principles	<h3 style="margin: 0;">Vision Courage Trust</h3> <p><b>Vision</b> Always take a new step forward with a vision in mind. Creation and construction are not born without vision.</p> <p><b>Courage</b> Always perform with courage. Performing power is born by confronting contradiction and overcoming it.</p> <p><b>Trust</b> Always try to build trust. Trust is born from a spirit of honesty and service.</p>

## Management philosophy inspired by the company's roots

The magnetic material "ferrite" was invented in Japan in 1930 by Dr. Yogoro Kato and Dr. Takeshi Takei of the Tokyo Institute of Technology. "True Japanese industry was born of innovative vision," this statement by Dr. Kato inspired Kenzo Saito to found TDK Corporation (originally known as Tokyo Denki Kagaku Kogyo K.K.) with the purpose of marketing this original material invented in Japan.

At the time, it was of course as yet unclear whether "ferrite" would have a future, so the foundation demanded "courage" and the will to pursue a "vision." As a result of joint research by the Tokyo Institute of Technology and TDK, a product

called a "ferrite core" was produced and applied for the first time worldwide in 1937 in a number of Japanese wireless communication units and radios. By the end of the war, as many as 5 million units had been shipped by TDK, thereby gaining the "trust" in the society.

"The spirit of creating entirely new things of value by starting at the fundamental level of the material" has defined TDK from the beginning, and it still is the trait that sets the company apart. It is also reflected in the Corporate Motto formulated in June 1967, "Contribute to culture and industry through creativity."



Dr. Yogoro Kato (left) and Dr. Takeshi Takei



TDK's first president, Kenzo Saito



World's first ferrite cores



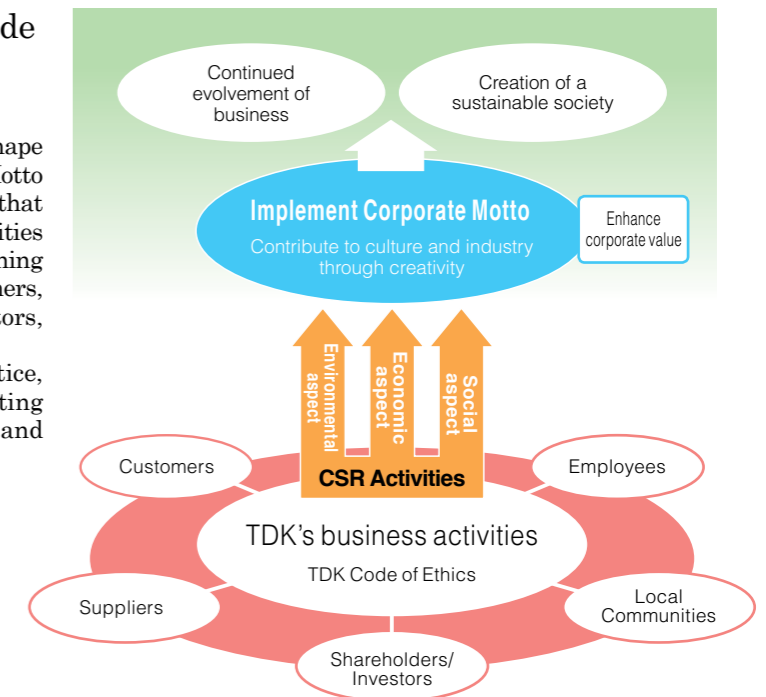
TDK's first plant at Kamata in Tokyo

## Positioning of TDK CSR and Code of Ethics

For the TDK Group, CSR efforts take shape through the "Implementation of our Corporate Motto and the pursuit of corporate ethics." This means that CSR activities are promoted through business activities based on the TDK Code of Ethics, always maintaining proper channels of communication between customers, suppliers, employees, share-holders and investors, local communities and other stakeholders.

By putting our Corporate Motto into practice, the value of the business increases, contributing both to the "Continued evolvement of business" and the "Creation of a sustainable society."

\* For the complete text of the TDK Code of Ethics, please refer to the following URL. [http://www.global.tdk.com/about\\_tdk/code\\_of\\_ethics/](http://www.global.tdk.com/about_tdk/code_of_ethics/)



## Key CSR Action Items

The four action items shown right have been identified by the TDK Group as especially important due to their impact on society at large and on the company.

1. Technological innovation and impressive quality product creation aimed at solving major issues facing society
2. Fostering human resources who can implement action item 1.
3. Conducting supply chain management from CSR perspective
4. Harmonic coexistence with the environment

## CSR Promotion Structure

CSR activities of the TDK Group are conducted under the guidance of the Business Ethics & CSR Committee and its subordinate organization, the CSR Task Force.

### Business Ethics & CSR Committee

The Business Ethics & CSR Committee reports directly to the Board of Directors. The committee is comprised of the Administration Group General Manager and Function Managers from the Management Review & Support Dept., Finance & Accounting Dept., Human Resources Dept., General Affairs Dept., Legal Dept., Corporate Communications Dept., Corporate Planning Dept., CSR Promotion Office, as well as the Chief Compliance Officer (CCO) of TDK-EPC. The mission of the committee is to promote awareness of the TDK Code of Ethics. This is achieved by implementing training programs and carrying out many other activities aimed at the employees of TDK Group companies all over the world. It identifies problem points and attempts to find solid and lasting solutions.

### CSR Task Force

The CSR Task Force operates under the umbrella of the Business Ethics & CSR Committee. There are eleven functions that correspond to the main topics of CSR activities. In response to issues identified by the Business Ethics & CSR Committee as relevant to CSR in the industry, the Task Force implements a broad scope of CSR related activities.

### CSR Promotion Structure

