

# TDK Progress on the Threshold of Its 80th Anniversary

## TDK's History

In December 2015, TDK will celebrate the 80th anniversary of its foundation. We look back on TDK's history over the 80 years since its foundation in 1935 with a focus on the corporate motto: "Contribute to culture and industry through creativity."

**1935** Tokyo Denki Kagaku Kogyo K.K. established in Tamura-cho, Shiba-ku, Tokyo City for commercial production of ferrite core

**1953** Synchro Tape, a magnetic recording tape introduced

**1955** "Ulcon" Disc capacitor introduced

**1958** "Paramistor" (a parametron arithmetic element using ferrite cores) wins the Grand Prix at Brussels World Exposition

**1966** "Synchro Cassette Tape" introduced

**1972** Winchester Heads developed

**1978** VHS-format "Super AVILYN Video Cassettes" introduced

**1980** Multilayering technique made from coils without winding developed

**1992** Recordable CD-R compact disc with an organic colorant film introduced

**1994** High-density recording MR heads introduced

**2000** U.S. magnetic head maker Headway Technologies Inc. acquired

**2005** Lambda Power Group (power-supply business) acquired Amperex Technology Limited, a manufacturer of polymer lithium batteries, acquired

**2006** Magnecomp Precision Technology Public Co., Ltd., a manufacturer with technological strengths in suspensions, a key component of HDD magnetic heads, acquired

**2008** EPCOS, a leading German electronic device manufacturer, acquired

**2009** "Development of ferrite materials and their applications!" recognized as an IEEE Milestone by the Institute of Electrical and Electronics Engineers (IEEE)

**2010** New recording density record set by combining vertical TMR heads with discrete track media

**2013** Dysprosium (Dy)-free magnet developed  
TDK wins Grand Prize in technology division of 2013 CEATEC Awards for thermal assisted recording heads

**2014** TDK named a Top 100 Global Innovator by Thomson Reuters for the third consecutive year



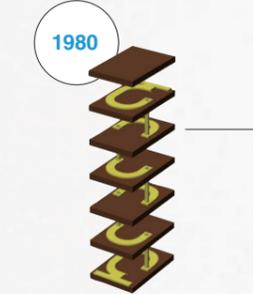
**1935**  
First TDK world-leading innovation  
Materials technology derived from ferrite



**1994**  
Fourth TDK world-leading innovation  
Magnetic head technology that achieves amazingly high recording density



**1966**  
Second TDK world-leading innovation  
Magnetic tape technologies that substantially changed music enjoyment



**1980**  
Third TDK world-leading innovation  
Fine multilayering technology that supports more compact and lighter electronic devices

## Corporate Philosophy

**Corporate Motto**  
Contribute to culture and industry through creativity

**Corporate Principles**

- Vision**  
Always take a new step forward with a vision in mind. Creation and construction are not born without vision.
- Courage**  
Always perform with courage. Performing power is born by confronting contradiction and overcoming it.
- Trust**  
Always try to build trust. Trust is born from a spirit of honesty and service.

## Looking ahead to TDK's 100th anniversary, we adopted a new Corporate Vision and TDK Value

In 2015, on the occasion of the 80th anniversary of its foundation, TDK adopted a new Corporate Vision and TDK Value. The Corporate Vision sets the direction that the company will take leading up to its 100th anniversary in 2035. TDK Value rigorously selects the corporate culture that has been established up to the present and indicates its possibilities and development with specificity. All Group personnel were informed about the Vision and TDK Value, and they are used when putting TDK's corporate philosophy into action.

### Corporate Vision Vision 2035

TDK was founded in 1935, based on the founder's vision and belief — "contribute to the advancement of the society through the commercial production of ferrite, a magnetic material which originates from Japan."

TDK achieved four world-class innovations including "ferrite, magnetic tape, multilayer materials, magnetic heads," and has been offering products to support the advancement of the society.

TDK will continue to strive to achieve further innovation and create value for customers through the delivery of outstanding quality products and services, by utilizing the diverse global resources.

Based on TDK's corporate motto, TDK will continue to "contribute to culture and industry through creativity," by revitalizing and protecting the global environment and creating a pleasant and safe society.

### TDK Value

Category	Value
<b>Customer Focus</b>	<p><b>We have;</b></p> <ul style="list-style-type: none"> <li>Strong determination to contribute to our customers' success</li> <li>Passion to be a trusted partner for our customers</li> </ul> <p><b>Therefore we can;</b></p> <ul style="list-style-type: none"> <li>Deliver inspirational value by standing in the customer's shoes</li> <li>Offer outstanding quality products, services and technology to satisfy our customers</li> </ul>
<b>Challenge</b>	<p><b>We have;</b></p> <ul style="list-style-type: none"> <li>Culture to turn adverse challenges into chances to develop ourselves</li> <li>Strong determination to accomplish our business goals by overcoming adversity</li> </ul> <p><b>Therefore we can;</b></p> <ul style="list-style-type: none"> <li>Accept challenges to make innovative breakthroughs and continue to create new value</li> <li>Lead our colleagues and collaborate as a team by sharing the same value</li> </ul>
<b>HR Development</b>	<p><b>We have;</b></p> <ul style="list-style-type: none"> <li>Aspiration to continuously improve ourselves</li> <li>Motivation to contribute to the advancement of society and growth of businesses</li> </ul> <p><b>Therefore we can;</b></p> <ul style="list-style-type: none"> <li>Define clear vision/goals and drive ourselves to achieve them</li> <li>Support the development of our colleagues and build enthusiastic teams</li> </ul>
<b>Diversity</b>	<p><b>We have;</b></p> <ul style="list-style-type: none"> <li>Global network with diverse culture</li> <li>Teams which respect each other and teamwork which encourages development</li> </ul> <p><b>Therefore we can;</b></p> <ul style="list-style-type: none"> <li>Embrace different ideas and opinions</li> <li>Clearly express our opinions with sincerity through open discussions</li> </ul>