

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

### 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

Customer Focus	<b>We have;</b> <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> <b>Therefore we can;</b> <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>	HR Development	<b>We have;</b> <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> <b>Therefore we can;</b> <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>
Challenge	<b>We have;</b> <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> <b>Therefore we can;</b> <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>	Diversity	<b>We have;</b> <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> <b>Therefore we can;</b> <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>

### TDK Code of Conduct\*

The TDK Code of Conduct stipulates specific behavior guidelines so that the TDK Group and all of its directors and employees comply with laws and ordinances, social norms, and so on. Furthermore, the TDK Group has compiled the Corporate Charter of Business Behavior outlining the universal matters that should be practiced commonly by the Group.

\* The complete text of the TDK Code of Conduct is available at the following website. [http://www.global.tdk.com/corp/en/about\\_tdk/code\\_of\\_conduct/](http://www.global.tdk.com/corp/en/about_tdk/code_of_conduct/)