

Social changes

- Increasing awareness of environmental preservation

- Globalization

- Population growth

- Widening gap

- Aging population and declining birth rate in developed countries

- Information-oriented society

- Diversification of values



Social demands

- Supply of products and services that meet needs

- Reduction of environmental load through business activities

- Prevention of health and environmental impact of chemical substances

- Ensuring diversity and equal opportunities

- Promotion of sustainable industrialization and innovation



Business Activities

- Management philosophy

Mission

- Core business segments and regions
 - Automotive paint business
 - Trade-use paint business
 - Industrial-use paint business
- Strength
 - Abilities to develop new technologies and products
- Business process
- CSR

Activities of Nippon Paint Holdings Group

The leading brand bringing colors & joy to everyday life through innovative coating solutions

Asia	Japan	Americas	Europe
●	●	●	●
●	●	●	
●	●		



- Development of a production system that addresses environmental regulations
- Further realization of synergy with NIPSEA
- Strengthening of the global development of cost reduction
- Offer of new comfort by adding functions to products
- Differentiation from competitors by expanding the scope of services
- Strengthening and expansion of one-stop services

- Promotion of CSR/ESG management
- Promotion of the development and widespread use of environmentally friendly products
- Proper control of chemical substances
- Diversification of knowledge by gathering various human resources
- Deepening of global governance
- Social contribution activities

Value creation for stakeholders

Customers

- Development and supply of products that meet local needs
- Provision of products that reduce environmental impact

Business partners

- Fair and equal trade based on free competition
- Establishment of relationships for friendly competition and long-term growth

Employees

- Ensuring safety and health
- Creation of a workplace where diverse human resources work together and respect each other
- Development of a comfortable working environment

Local communities

- Realization of safe operations with less environmental load

Investors

- Fair and transparent information disclosure
- Sustainable shareholder returns through growth in business and efficient business operations

The natural environment and future generations

- Conservation of the global environment and the protection of the ecosystem