

Management Philosophy



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

* This "Mission" of our Group also represents the reason why we exist in society and will never change over time. The expression may vary with the times but the core is always same.



To be the industry leader driven by passionate people using our strong business foundations to create value & inspire all stakeholders

* This "Vision" shows the direction of the Group and is linked with the immediate targets as well as the state we would like to be in 2030 as specified in the management plan.

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About this report

Editorial Policy

This report aims to properly inform shareholders, investors, and other stakeholders of the management philosophy of the Nippon Paint Holdings Group, as well as its business strategy and initiatives to improve our corporate value, and show the way to become the leading company committed to continuously creating new values, which is the state that we would like to be in the future.

The editing refers to the GRI Sustainability Reporting Guideline (Standards).

The period covered and scope of the report

This report covers the fiscal year ending December 31, 2018 (January 1 to December 31, 2018). However, some information from before and after the period is also included in the report as necessary.

Unless specifically mentioned, the scope for compiling data is Nippon Paint Holdings and its 134 consolidated subsidiaries.

Publishing date

Published in July 2019

* This report is published once a year.



Mutual prosperity

To achieve long-term growth and mutual prosperity with all of our stakeholders through unmatched performance and constant improvement

A pioneering spirit

To sustain the pioneering spirit that led us to become a leader in the global paint industry and constantly pursue innovation and excellence

Perseverance

To achieve our mission with unwavering perseverance, dynamism and initiative

* This "Value" is always shared by all employees to realize the Mission and the Vision.
They should keep it in mind when taking an action.



- We will endeavor to develop strong bonds of trust with our customers, work with them as partners, and inspire them with our products and services.
- We will prioritize the health and safety of group employees while pursuing a dynamic corporate culture.
- We will value individuality and diversity while pursuing ever closer teamwork.
- We will commit to tackling environmental and energy issues and will work proactively to address them.
- We will persistently engage in activities that contribute to society, fulfilling our responsibilities to local communities as a trusted corporate citizen.
- We will act honestly and in good faith as a member of society and in accordance with all national and international laws, rules, and regulations.
- We will recognize the importance of communicating with all stakeholders and will disclose corporate information in an impartial, timely, and appropriate manner in order to ensure corporate transparency and to fulfill our social responsibilities.
- We will pursue the development of major technological innovations, while also improving our technology every day.
- We will always focus on cost and efficiency, and seek to appropriately invest profits to create new value, help improve the quality of life of our employees, and provide maximize returns to shareholders.

* Way: Action guidelines that should be followed by all employees to realize Mission and Vision

Company acronyms

NPHD : Nippon Paint Holdings
NPAU : Nippon Paint Automotive Coatings
NPIU : Nippon Paint Industrial Coatings
NPTU : Nippon Paint
NPSU : Nippon Paint Surf Chemicals
NPMC : Nippon Paint Marine Coatings
NTJ : Nippe Trading

