

The Corporate Philosophy and the "NHK Spring Way"



The Corporate Philosophy of the NHK Spring Group

NHK Spring has a "Corporate Philosophy" that expresses our approach and attitude toward increasing stakeholder value – for our customers, employees, business partners, the community, and stockholders – through growth by providing innovative and high quality key components.

To enrich society through an attractive corporate identity by applying innovative ideas and practices, based on a global perspective, that bring about corporate growth.

This Corporate Philosophy is the target approach and attitude of the NHK Spring Group that will be shared within the Group.



A guideline for the mindset and conduct of every group member "The NHK Spring Way"

The "NHK Spring Way" serves as a guideline for the mindset and conduct of every member of the NHK Spring Group, in terms of how to achieve "an attractive corporate identity," as the Corporate Philosophy is put into practice.

Diverse human assets will be utilized fully and group business will be conducted soundly and dynamically through the firm planting of the NHK Spring Way within the NHK Spring Group.

Grand vision

Have a broad vision from a heightened perspective.

- Set high goals confidently and intentionally.
- Take an interest in new areas.
- Form strategies with a clear vision and a calm mind.

Innovation within innovation

Keep innovating and taking on challenges.

- Create and deliver new value.
Do not settle for the way things are.

Speedy action

Make bold decisions and act swiftly.

- Take the initiative to act without waiting to be told what to do.
- Pick up the pace in all areas.

Never give up

Never give up.

- See work through to completion with a sense of responsibility.
- Share knowledge and remain committed to overcome struggles.

Progress day by day

Always go forward.

- Be flexible and strong like a spring and build improvement upon improvement.
- Prepare future generations by paying attention to personal growth and the development of

Relationship

Progress together and flourish together.

- Value teamwork and act while thinking from others' perspectives.
- Communicate ideas with respect for all cultures and personalities.
- Enrich society by building a trusting relationship with stakeholders.

Speedy action
意欲に決断し迅速に行動する

Progress day by day
常に前進をやめない

Relationship
共に歩み共に栄える



ニッパツウェイ
NHK SPRING WAY

Innovation within innovation
革新と挑戦を続ける

Never give up
決してあきらめない

Grand vision
高い視点と広い視野を持つ