

Contributing to society through our businesses—this is the philosophy to which our company adheres.

Against the backdrop of global climate change, environmental issues, and human rights concerns, the world is facing a variety of challenges. Amid these, the Noritake Group strives to contribute to the global environment, a convenient society, and the people's well-being through its business activities, and contribute to the realization of a sustainable society by addressing these challenges. In order to fulfill our social responsibilities, maintain trust from society, and remain an essential presence, we have reorganized the Noritake Creed, which was formed when the company was founded, as the Corporate Motto and the Noritake Group's Code of Ethics, and we ensure that all employees are familiar with them.

「我力社ノ精神」

一、海外貿易ハ四海兄弟人権拡張共同
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国家富強ノ元ヲ開キ将来国家ニ
志ス者ノ執ルベキ事業ト決心シ
創立シタル社中也

一、私利ヲ不樂「身ヲ犠牲トシ後世
国民ノ発達スルヲ樂トスルヲ目的トス
達ヘサル事

一、至誠ヲ心トシ信実ヲ旨トシ約束ヲ
違ヘサル事

一、ウソヲツカズ慢心 イカリ 驕リ
怠リ 私欲ヲ慎ム事

一、身ヲケガサナカレ朋友ハ肉身ヨリ
大切ナリ 和合共カスル時ハ其功德
金錢杯ノ及フ所ニアラズ終生ノ
神靈ナリ

一、天ノ道ヲ信スヘシ天ハ人ノ為ニ万物ヲ
經營シ寸時モ休ム事ナシ

右ノ條々ヲ鉄石心ヲ以テ勇氣昇天ノ如ク
確守スベシ修養シテ怠ラサレハ心神ノ
至誠天ニ通スベシ

The Noritake Creed

In 1909, Ichizaemon Morimura, one of Noritake's founders, set down "The Noritake Creed," the philosophy to which our company is to adhere. Outlining concepts such as "Harmonious Coexistence and Co-prosperity," "Social Contribution," "Trust First," and "Integrity and Cooperation," have been upheld to this day, conducted by every member of the company.

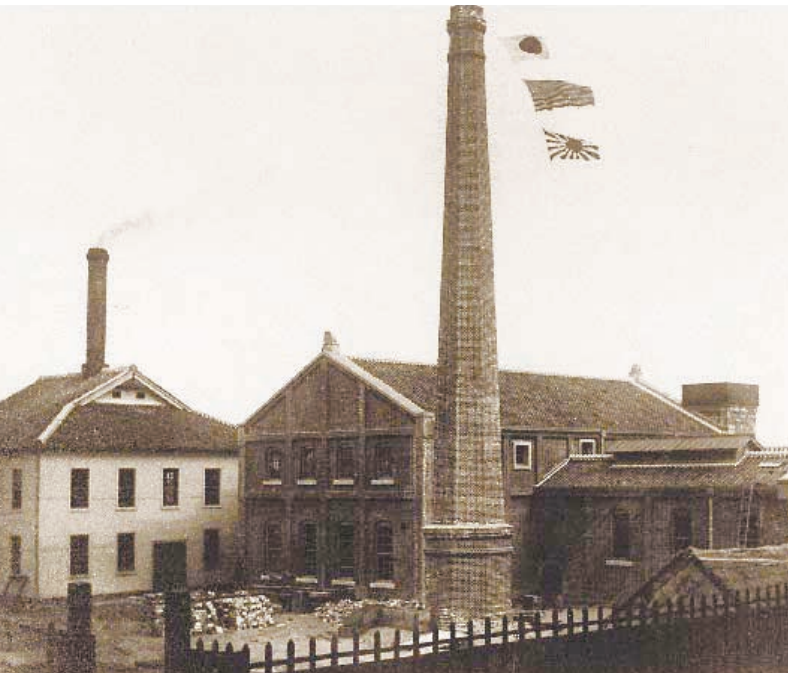
Corporate Motto

- Good Quality** Making all-out efforts to manufacture the finest quality products
- Export** Pursuing internationalism and contributing to society from a global perspective
- Co-prosperity** Growing and developing together with society as a good corporate citizen

Noritake Group's Code of Ethics

Ethics Standards

- Put in practices Noritake's corporate motto of "Good Quality, Export, and Co-prosperity"
- Observe the laws, regulations and social norms
- Respect for human rights
- Preserve the global environment and contribute to affluent and comfortable local communities
- Disclose information to shareholders, customers, and local communities



The Headquarters Plant at the company's founding (1904)



Firing plant for mixed-firing of tableware and grinding wheels (around 1940)



Welcome Center (technology corner)