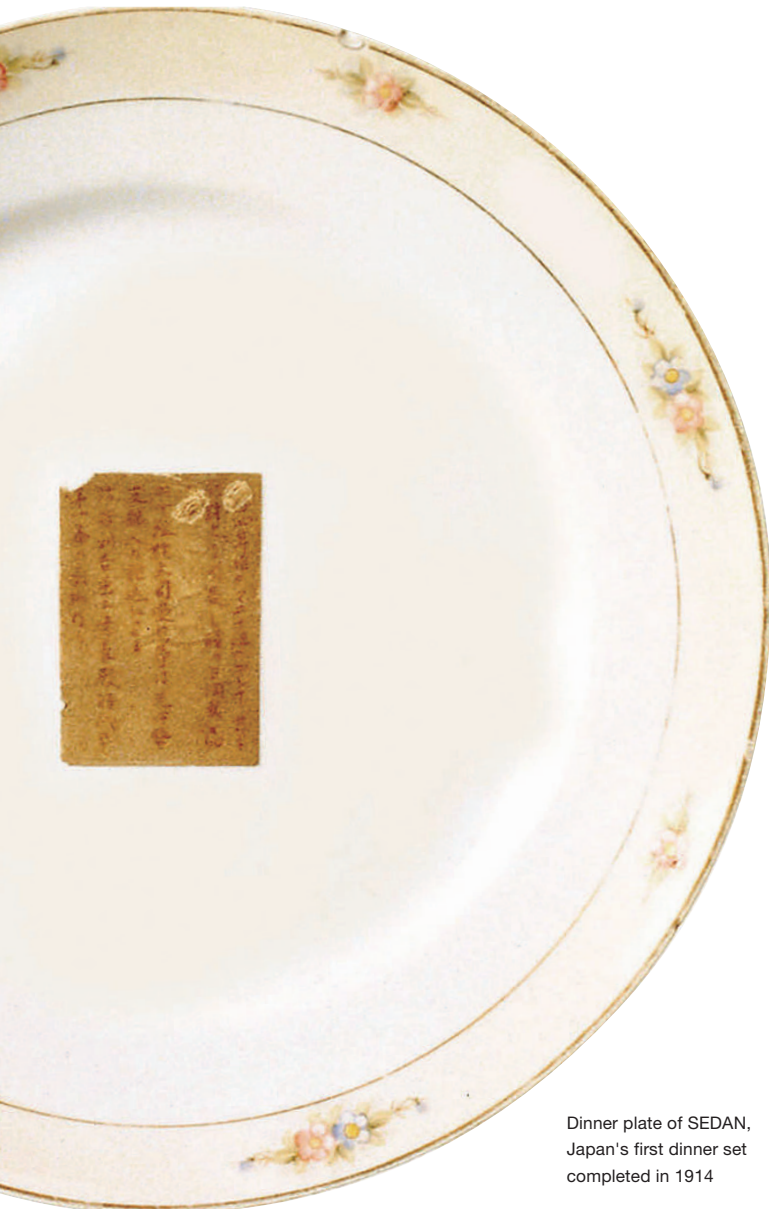


Invaluable lessons from Noritake's founders



Dinner plate of SEDAN, Japan's first dinner set completed in 1914

Noritake's history begins in the late 1800s, a heady age for Japan as the country emerged from centuries of isolation to interact with the rest of the world.

The company's founder, Ichizaemon Morimura, spurred by a desire to prevent Japan's wealth from being drained out of the country and buoyed by advice from scholar Yukichi Fukuzawa, a prominent leader of Japan's development at the time, set up an international trade business with the idea of generating wealth for the country and happiness for its people.

Trading with the outside world, Ichizaemon and his comrades met the beautiful, white porcelain of Europe which attracted their attention.

They longed to manufacture this work of art with exquisite craftsmanship and impeccable whiteness in Japan, and to contribute to society through their business.

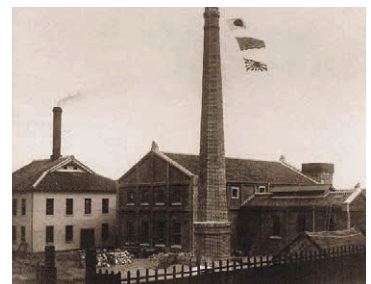
In 1904, at the site of Noritake's current company headquarters, they established a ceramics factory, brimming with modern production equipment, and set about making authentic tableware.

Producing 25 cm plates, a core item of any dinner set, proved to be a challenge. The company's engineers and executives put their heads together to come up with a solution. After ten long years of research, they finally completed Noritake's first dinner set, named "SEDAN". This was Japan's first domestically produced dinner set.

SEDAN established Noritake as a global tableware brand. Through the technologies we acquired through producing tableware, Noritake developed new technologies and expanded its business to various fields.



Ichizaemon Morimura, founder of the company



The Headquarters Plant at the company's founding in 1904

Philosophy Framework

「我カ社ノ精神」

- 一、海外貿易ハ四海兄弟人權擴張共同幸福ヲ得テ永ク世界ノ平和ヲ保チ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、私利ヲ不樂一身ヲ犠牲トシ後世国民ノ發達スルヲ樂トスルヲ目的トス
- 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 怠り 私欲ヲ慎ム事
- 一、身ヲケガスナカレ朋友ハ肉身ヨリ大切ナリ 和合共力スル時ハ其功德金銭杯ノ及フ所ニアラス終生ノ神靈ナリ
- 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 contribute 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

- ① Put in practices Noritake's corporate motto of "Good Quality, Export, and Co-prosperity"
- ② Observe the laws, regulations and social norms
- ③ Respect the human rights of employees
- ④ Preserve the global environment and contribute to affluent and comfortable local communities. Contribute to local communities
- ⑤ Disclose information to shareholders, customers, and local communities

