

# The Shin-Etsu Group's Mission Statement



The Group strictly complies with all laws and regulations, conducts fair business practices and contributes to people's daily lives as well as to the advance of industry and society by providing key materials and technologies

## Management Objectives for Fiscal 2008

### Objective 1

**Strive to make sure to achieve our profit and sales targets, regardless of the changes in business circumstances.**

- (1) Group companies should work in close coordination and endeavor to expand sales to customers all around the world.
- (2) Strive to capture market needs and speedily execute aggressive investments for the future growth of the company.
- (3) Win the trust of customers by stably supplying products.
- (4) Create products that have pricing power.
- (5) Obtain strong patents that protect our company's technology.
- (6) Secure raw materials with long-term stability of supply and at an advantageous price.
- (7) Closely examine all possible risks concerning the business and quickly take appropriate countermeasures

### Objective 2

**Start up new businesses that will become new pillars of the Company.**

- (1) Evaluate market potential and profitability in numerical terms and select research themes.
- (2) In R&D, set high numerical value goals and strive to differentiate product quality.
- (3) Pioneer new business domains through M&A and business tie-ups with other companies.

### Objective 3

#### **Achieve zero accidents and zero human-made disasters through thorough daily safety management.**

- (1) Do not cause accidents and disasters again; let the Naoetsu Plant accident be a lesson.
- (2) Supervisors should continually recheck operation manuals and make sure they are being thoroughly followed.
- (3) Each and every one of us should consider safety to be his or her own responsibility as we perform our daily work.
- (4) Even if there is a production problem, don't ever force things by trying to make up for a delay by using unreasonable means.
- (5) Each supervisor should visit the site everyday and exchange opinions with workers and do all he or she can to assure safety.

### Objective 4

#### **Strive to improve our production technologies and promote product quality, saving resources and environmental countermeasures.**

- (1) Always work to improve product quality and the quality of our services to customers without being content with the present situation.
- (2) Strive to further improve the productivity of labor and production facilities as well as safety technologies.
- (3) Standardize optimum operations and pass on the superior operation technologies.
- (4) In all departments, endeavor to save on energy consumption.

### Objective 5

#### **Remain thoroughly committed to the spirit of compliance and contribute to society through fair corporate practices.**

- (1) By making profit and paying taxes, contribute to society and meet the expectation of all people concerned with our company, starting with shareholders.
- (2) The head of all affiliated companies and each department, should always engage in fair corporate practices, strengthen internal control and assume the responsibility to make correct reports to the Accounting & Finance Department. The Accounting & Finance Department will re-examine the reported figures from an independent perspective and take responsibility for those figures.
- (3) Appropriately disclose information and promote fair and highly transparent corporate practices.
- (4) Firmly believe in a bright future and create a Shin-Etsu Group that is full of hope and vitality.