



Together,
these form the foundation
for adaptable NDK-style growth
that we can be proud of

Four Core Values

Together, these form the foundation for adaptable NDK-style growth that we can be proud of



The Four Core Values as the Rivet Connecting the Team

Each person has a different way of thinking and different abilities.

Personalities, lifestyles, and aspirations also vary.

Bringing together thousands of diverse individuals to accomplish a single objective is highly difficult.

Doing so requires common ground shared by all.

This common ground brings the team together despite their individual differences.

We will achieve great things and exceed limitations by accepting each other's differences while working together.

What is this common ground?

Using the analogy of a folding fan, this would be the rivet.

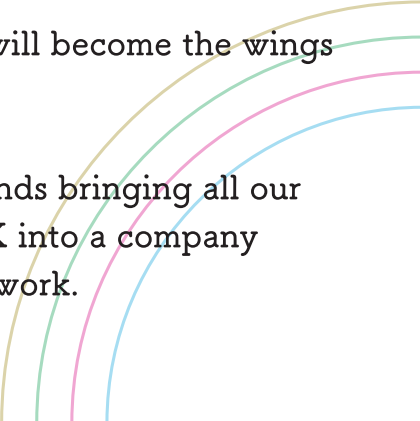
The Four Core Values of this rivet are:

Quality, Challenge, Teamwork, and Initiative

If these Four Core Values come together as the rivet, it will be a strong foundation for us.

If we broadly spread this fan open, it will become the wings that enable us to fly.

With these Four Core Values as the bonds bringing all our employees together, we can grow NDK into a company overflowing with pride and joy in our work.



Quality

Focus on *Quality* in our thoughts and actions

Our product lineups at NDK are at the heart of digital networks, and they play an essential role in world happiness and comfortable living. Therefore, we must be aware that even one slight defect in these products could be life-threatening. For this reason, product quality requires a sense of responsibility.

However, this quality is not only achieved in the management of manufacturing processes. Each individual must first raise the quality of their own work. In doing so, we harness a combined capability greater than the sum of its parts which is precisely what delivers the sophisticated quality of all the products we offer and leads to high reliability.

With this in mind,
aim to raise the quality
of your own work.



Challenge

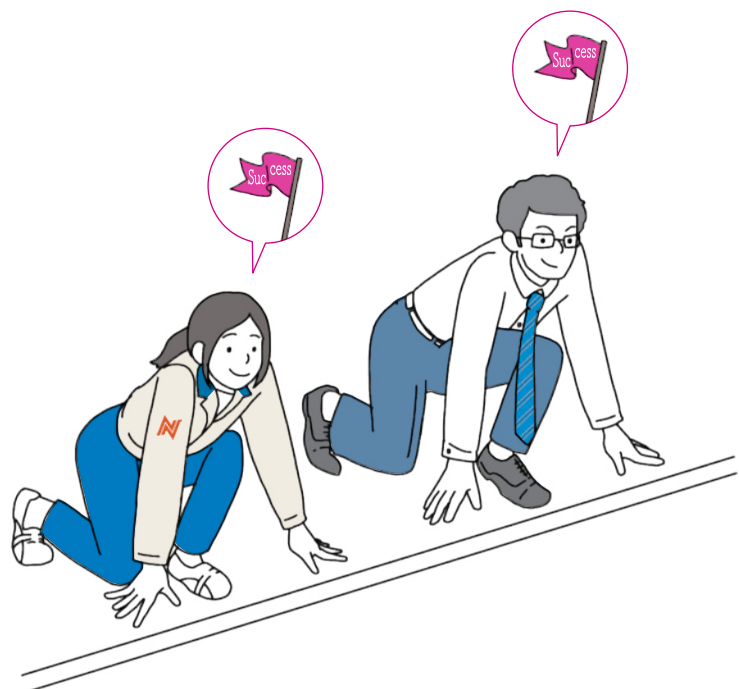
Challenge yourself to create the future, and never give up

New technology carries us into the future. However, the future that technology brings about is built upon a mountain of countless failures. That is why we must advocate a culture of learning from failure. Do not be discouraged by failure, challenge yourself and never give up. Raise your flag of success at the peak of a mountain of failures. This does not only apply to technology.

The power of all employees to generate improvements and their forward-thinking initiatives will also create a new future.

Go ahead and fail.

Seek challenge in your daily work.



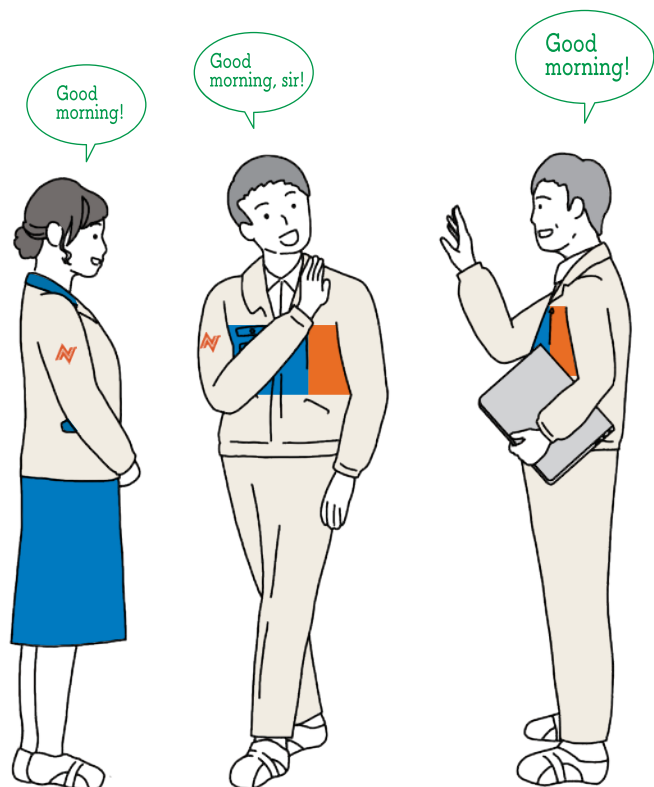
Teamwork

Bring together the strongest *Teamwork*

There is a limit to what anyone can accomplish individually. Working together as a team can produce superior results in any job. It's a team competition. Therefore, it requires an attitude of interconnection between each individual. Attitudes of interconnection are attitudes of mutual cooperation, respect, and gratitude.

Our teamwork will grow stronger by breaking the mold, being open, and going beyond the silos separating departments to connect with those around, above, below, and adjacent to us.

Start each day by
exchanging greetings
with a bright smile.



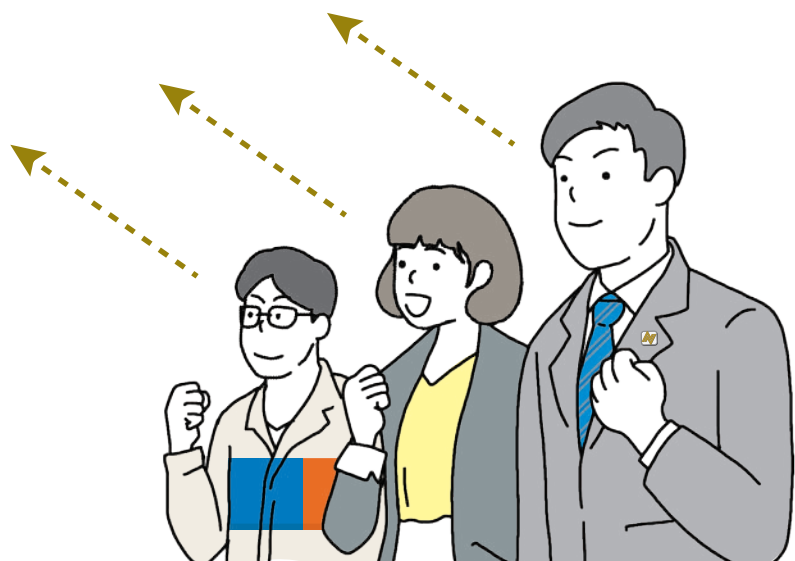
Initiative

Aspire, and refine your *Initiative*

The company exists because of individuals. The growth of individuals is what grows the company. This does not happen in reverse. Therefore, you should have your own specialties, and refine your own strengths. Have the attitude of a professional as you go about your work.

Be someone who always thinks, “If it were me, what would I do?” and “How can I make this even better?” Each individual has the company’s full support to thrive with their own unique character.

Go ahead,
take a step forward.
At NDK, you are the main character.





NIHON DEMPA KOGYO CO.,LTD.