

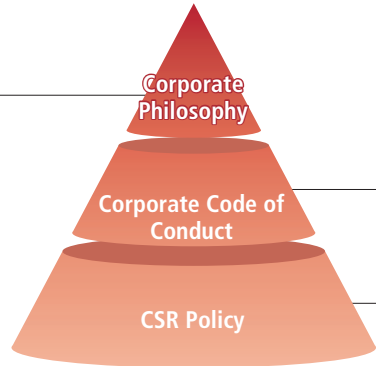
To Realize Our Corporate Philosophy, We Act Based on Our Corporate Code of Conduct and CSR Policy

Three elements constitute our corporate philosophy.



Philosophy and Policy Organization

Enhancement of Corporate Value



Management Policy

We offer a working environment in which each one of us is encouraged to make full use of his or her personality and capability. With all our power we are dedicated to pursue management based on trust and confidence.

Commitment

With full use of the most suitable technology and our accumulated experience, we continue striving to offer new values to the people of the world.

Action Guideline

Ever onward ! Always mindful of what is the best course, we swiftly put it into action.

Slogan

With established trust and confidence inside and outside the Corporation, we aim to contribute to the peoples of the world by creating and putting at their disposal new values for the future.



Corporate Code of Conduct

At NGK SPARK PLUG CO., LTD., in order to make the corporate philosophy expressed in our slogan, "With established trust and confidence inside and outside the company, we aim to contribute to the peoples of the world by creating and putting at their disposal new values for the future" an everyday reality, we undertake to conduct ourselves in a socially responsible manner in accordance with the following 10 principles.

1. We shall respect human rights and observe both the spirit as well as the letter of all laws and regulations applicable to our activities throughout the world.
2. We shall develop and provide socially beneficial and safe goods and services by making full use of the most suitable technologies and our accumulated experience and shall strive to earn the confidence of our consumers and customers, while taking necessary measures to protect personal data and customer-related information.
3. We shall promote fair, transparent, free competition and sound trade. We shall also ensure that our relationships and contacts with government agencies and political bodies are of a sound and proper nature.
4. Emphasizing communication not only with our shareholders but also with members of society at large, we shall engage in active and fair disclosure of corporate information through ongoing corporate communications.
5. Recognizing that a positive involvement in environmental issues is a priority for all humanity and an essential aspect of our activities and a prerequisite for our very existence as a company, we shall approach these issues voluntarily, proactively, and speedily.
6. As a good corporate citizen, we shall actively engage in philanthropic activities and other activities of benefit to society.
7. We shall strive to respect the diversity and individuality of our employees and foster a safe and excellent working environment where they can realize their full potential.
8. We shall reject all contacts with organizations involved in activities in violation of the law or accepted standards of responsible social behavior.
9. We shall respect the cultures and the customs of local communities where we do business and strive to manage our activities throughout the world in such a way as to promote and contribute to the development of local communities.
10. Management shall exercise leadership in making the letter and spirit of the Code of Conduct integral to everyday business practice, thoroughly implementing the Code of Conduct throughout the Company and inculcating it throughout the Group and its supply chain. To this end, management shall continually improve internal systems while striving to cultivate ethics.

CSR Policy (excerpt) (Enacted April 1, 2011) Note: We establish action guidelines for each policy.

We view CSR not just as a responsibility but as an opportunity to be accountable through review of the NGK SPARK PLUG Group's economic, environmental and social activities from a global perspective, to enhance corporate value, and to contribute to the sustainable development of society in accordance with our Corporate Philosophy.

Risk Management Policy

We are prepared to deal with various possible risks, such as natural disasters, accidents and spread of new infectious diseases. If such a risk should arise, we will act to minimize the impact on our stakeholders. We also work to restore and continue smooth business operations, thereby maintaining trust from our stakeholders.

Compliance Policy

We acknowledge that our company is a member of society. In the light of this, we enhance corporate ethics, comply with laws and ordinances, international rules, and company regulations, striving to become a company trusted by the international community.

Information Security Policy

We regard our own information assets as one of our management resources. Through the protection and effective use of our information assets, we pursue healthy maintenance and development of our business.

Corporate Quality Policy

We continue to supply "Quality Products" to society with an emphasis on "Customer First," "Total Involvement," and "Continuous Improvement" principle.

Information Disclosure Policy

Aiming to become an enterprise capable of receiving great support and popularity from people around the world, we strive to conduct transparent business operations and fair information disclosure.

Procurement Policy

We aim to realize globally optimal procurement based on our quality products principle. To this end, we focus on strengthening cooperation with suppliers and promoting our CSR efforts throughout our supply chain system, while at the same time striving to carry out proper purchasing transactions when procuring materials and parts, based on the following guidelines:

Human Resource Policy

We acknowledge that employees are the most important management resources. In the light of this, we respect the diversity and individuality of our employees and cultivate abundant human resources, striving to promote the further development of our Group as a whole.

Occupational Safety and Health Basic Policy

We strive for occupational safety and health as the starting point of business activities on the basis of respect for human life and dignity.

Social Contribution Policy

As a good corporate citizen, we at the NGK SPARK PLUG Group aim to contribute to society through the effective use of management resources.

Environmental Policy

We positively promote actions for environmental conservation through all business activities to contribute to construction of a sustainable society with the participation of everyone concerned.