

August 2, 2023

Niterra Co., Ltd.

Niterra Co., Ltd. is sponsoring the "Future Society Showcase Projects" – "Future Life Expo: Future City" project of Expo 2025 Osaka, Kansai, Japan- Share Niterra Groups technologies and ideas that will create a sustainable recycling society for the rest of the world.

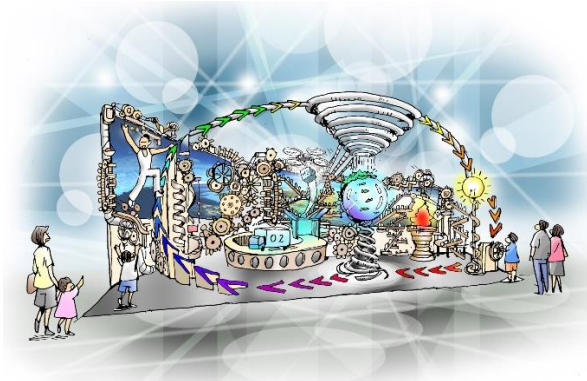
Niterra Co., Ltd., (President: Takeshi Kawai, Headquarters: Higashi-ku, Nagoya) hereby announces that we will be a Silver Partner in sponsorship and exhibit at the "Future Life Expo: Future City" project*1 part of the "Future Society Showcase Projects"*2 at Expo 2025 Osaka, Kansai, Japan (hereinafter referred to as "the Expo") .

■Background of Sponsorship

On April 1, 2023, we changed our English company name from NGK Spark Plug to Niterra and formed the Niterra Group. The new group name incorporates our organization's desire to become a company that contributes to a sustainable society and brightens the earth. This aligns with the Expo's goal of finding solutions to global challenges and inspiring hope for the future, as expressed through their theme "Designing a Future Society for Our Lives."

■Exhibition

At this Expo, which has the concept of -People's Living Lab- A laboratory for a future society, our exhibition will be the "CyclusNiterrium-Niterra laboratory for sustainable recycling society-" . We will share Niterra's unique technologies and ideas that contribute to achieving this goal. Visitors will also be able to learn what a sustainable recycling society is and they can see what can be done to promote this society and take the experience home.



Exhibition image

■ Thoughts on the exhibition

Over our company's history of more than 80 years, we have continued to take on the challenge of resolving social issues in response to the changing times. We have diversified our business with ceramics as our core, and have built up the trust of our customers in various products, especially spark plugs, which have the world's No. 1 share in the automobile industry.

Today, global environmental changes represented by climate change and social issues are becoming more and more complex, and the world around us continues to change.

Our corporate mission is to solve social issues while promoting the transformation of our business portfolio without sticking only to "ceramics," which is our core technology while facing the issues of the world. We aim to continue contributing to society and the future with our technologies, products and services.

At the "Future Life Expo: Future City" project, which we sponsor at this Expo, we want children who will lead the future with the concept of Society 5.0 to tickle their curiosity, feel, learn, notice, think what they can do and take home their ideas. And we want to create a sustainable recycling society that coexists with the earth together.

Through this sponsorship, we will share "Niterra's challenging and transformative DNA" and "Passion put into Niterra", show our determination and contribute to the realization of a bright future society at the Expo attracts attention from around the world.

*1 "Future Life EXPO" is one of the six areas of the "Future Society Showcase Projects", and is an incubation type project that implements various ideas. "Future City" is one of the main projects of the "Future Life Expo". Based on the concept of Society 5.0, "Future Life Expo: Future City" project consists of five business fields. IHI Corporation and Hitachi Zosen Corporation will also exhibit in the field of Environment and Energy where we exhibit.

*2 This project is a general term to mention a group of projects that provide experiences to a wide range of participants and visitors from Japan and abroad by utilizing technologies and services that support the theme of the Expo, "Designing Future Society for Our Lives" for the development, operation, exhibition, and events of the Expo site which will be a "People's Living Lab", in the form of "demonstration" that gives a sense of the future after 2025 and "implementation" that is suitable for the Expo.

For details, please refer to <https://www.expo2025.or.jp/en/>

URBANNET NAGOYA NEXTA Bldg.
1-1-1, Higashisakura, Higashi-ku, Nagoya

*3 A coined word that combines the Latin words “cyclus,” (circulation) , our English company name “Niterra” and “ium,” (place).
It shows our unique technologies and ideas that contribute sustainable recycling society.

■ Corporate Profile

Niterra Co., Ltd. is a comprehensive ceramics manufacturer that manufactures and sells spark plugs and ceramics products with the world's top market share.

On April 1, 2023, we changed our English company name to Niterra a coined word that combines the Latin words “Niteo,” (shine) and “terra,” (earth), and will continue to operate in the Environment & Energy, Mobility, Medical, and Communication fields. We aim to achieve transformation of our business portfolio by promoting business development in four domains.

Founded in 1936, the company has approximately 16,000 employees worldwide and provides products and services at 33 bases in Japan and 59 bases overseas. Consolidated sales for fiscal year 2022 (As of March 31, 2023)total 562.5 billion yen.

For details, please refer to <https://www.ngkntk.co.jp/english/>.

■Inquiries regarding this matter

Corporate Communication Dept.

Niterra Co., Ltd.

Tel: +81-52-218-6248