NEWS RELEASE

Niterra Co., Ltd.

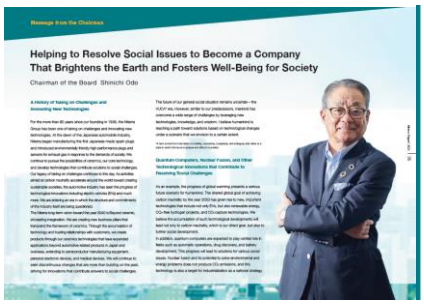
Announcement of Publication of “Niterra Report 2023”

NAGOYA, JAPAN, October 11, 2023 — Niterra Co., Ltd., Japan’s leading spark plug and ceramics manufacturer with an evolving portfolio focused on ceramics and beyond, is pleased to announce the publication of its Integrated Report for fiscal year 2023, "Niterra Report 2023.

The Niterra Group has published the Integrated Report for the purpose of disclosing and gaining a deeper understanding of the Group's business strategies and efforts to promote sustainability to all of its stakeholders. Here are some of the highlights of this year's report.

(1) Communicating the Image of "Niterra"
To communicate the image of "Niterra," the new English-language trade name changed in April 2023, the report has been redesigned using the new corporate colors, "Earth Green" and "Shine Yellow”.
In addition, the layout has been changed to make it easier to read for many stakeholders.

(2) Posting of Numerous Messages from the Group’s Directors and Employees
Messages from the group’s executives and employees are posted throughout the report to help stakeholders better understand the Group's aspirations and to encourage a positive and sympathetic response.


Message from the Chairman

Helping to Resolve Social Issues to Become a Company That Brightens the Earth and Fosters Well-Being for Society

Chairman of the Board Shinichi Ode


01 Diverse Human Resources That Support Our Competitive Advantage

3) Communicating the "Competitive Advantage" of Nitera Group
The new pages explaining the "Competitive Advantage" in order to communicate Niterra Group's strengths have been added. On pages 22-24 are trilogies on the theme of "Competitive Advantage" by Mr. Kawai, President and CEO, and two outside directors.


01 Dialogue

Unlocking the Source of Disruptive Change

Through this report, the Niterra Group will continue its efforts to further enhance its corporate value by aiming for even higher quality communication with its stakeholders.

Niterra Report 2023" PDF download page:
https://www.ngkntk.co.jp/english/ir/library/integration_report.html



Niterra NEWS RELEASE

About Niterra
Founded in Nagoya, Japan in 1936, Niterra Co., Ltd. (formerly NGK Spark Plug Co., Ltd.) is renowned for its NGK-branded spark plugs and NTK-branded ceramic products. Niterra, a coined word combining the Latin words "niteo" (shine) and "terra" (Earth), was introduced in April 2023 to express the reborn company's commitment to sustainability through an evolving portfolio focused on ceramics and beyond. Under the corporate message "IGNITE YOUR SPIRIT," Niterra is now expanding into the growth fields of mobility, healthcare, environment and energy, and communications. The company's consolidated revenues in fiscal 2022 (to March 2023) totaled 562.6 billion yen (4,167 million USD). Niterra has 33 bases in Japan and 59 overseas, and more than 16,000 employees worldwide. Please visit https://www.ngkntk.co.jp/english/.