NEWS RELEASE

Niterra Co., Ltd.

Announcement of Publication of “Niterra Report 2024”

NAGOYA, JAPAN, October 30, 2024 — Niterra Co., Ltd., a leading Japanese manufacturer of spark plugs and ceramics with an evolving portfolio focused on ceramics and beyond, is pleased to announce the publication of its Integrated Report for the fiscal year 2024, "Niterra Report 2024“.

The Niterra Group has published the Integrated Report to help all of its stakeholders understand and disclose the Group's business strategies and efforts to promote sustainability. Here are some of the highlights of this year's report.

“Niterra Report 2024”



Download the PDF of the 'Niterra Report 2024'
URL: https://www.ngkntk.co.jp/english/ir/library/integration_report.html

(1) Featured Messages from Executives and Employees

Messages from the Group’s executives and employees have been included throughout the report to foster a deeper understanding and connection with stakeholders.





(2) Highlights on the "Competitive Advantages" of the Group

To showcase the Group’s strengths, pages have been dedicated to explaining their "competitive advantages".

- Pages 19-21 feature a roundtable discussion with three external directors and Takashi Kawai, the Group's President and CEO. The discussion focuses on the Group's strengths and challenges as it approaches the next five-year mid-term management plan aimed at enhancing corporate value.



- Page 25 includes a message from the executive overseeing the new business and strategy. It discusses the Group's efforts to redefine the technologies and ideas that serve as its strengths, and initiatives to transform its business portfolio.



Through this report, the Group aims to enhance its corporate value by improving its quality of communication with stakeholders.

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 2023 (to March 2024) totaled 614.4 billion yen (4,389 million USD). Niterra has 32 bases in Japan and 61 overseas, and approximately 16,000 employees worldwide. Please visit https://www.ngkntk.co.jp/english/.