Niterra

NEWS RELEASE

Niterra Co., Ltd.

Niterra Group Outlines Future Initiatives Following Conclusion of Expo 2025 in Osaka, Kansai, Japan

The Group participated in the Expo with a display on Challenge and Future Initiatives in the "Designing Future Society for our Lives" exhibit

NAGOYA, JAPAN, October 24, 2025 — Niterra Co., Ltd., Japan's leading manufacturer of spark plugs and sensors with an evolving portfolio focused on ceramics and beyond, is pleased to outline the Group's future initiatives and report on the outcomes of its exhibition activities following the conclusion of Expo 2025 Osaka, Kansai, Japan (Osaka-Kansai Expo).

■ Objectives and Outcomes of the Expo Exhibition

The Company changed its English trade name to "Niterra Co., Ltd." on April 1, 2023, marking its transition to the "Niterra Group," and reflecting the Group's aspirations to "contribute to a sustainable society and make the earth shine." The Group chose to sponsor the Expo because it strongly resonated with the theme, "Designing Future Society for Our Lives," and wanted to create an international platform to showcase its vision of hope for a sustainable future.

For the exhibition, the Group established the following four objectives:

- Inspire children, who will shape the future, by sparking their **excitement** and curiosity about the possibilities they can create.
-Convey messages to visitors from around the world through **non-verbal communication***.
-Provide visitors with the opportunity to experience **cutting-edge** and future technologies that can generate excitement.
-Promote the Niterra Group's initiatives aimed at achieving a sustainable society and enhancing the earth's vitality.

*Non-Verbal Communication involves conveying messages without words, encompassing facial expressions, eye contact, gestures, posture, and tone of voice.

At the "Future City" Pavilion, the Company showcased its initiatives in the "Environment and Energy" sector, one of five key areas that contribute to a happy Society 5.0, as envisioned by the 12 sponsoring companies. The Company believes that a happy society is one where "resources and energy are distributed equally to all people." To illustrate this vision, they presented a device called "Self-Contained and Portable Circulation Technology."

The theme of the Company's exhibition was "Cyclus Niterrium – Niterra's Circular Society Experimentation Lab." The exhibit began with a water feature, symbolizing water (Cyclus Aqua), and invited visitors to explore efforts toward achieving a circular society. This was demonstrated through the "Water and Air Circulation Performance," which visually showcased the circulation of water and air

enabled by the Company's technology. Additionally, guests engaged with the "Aerial Sense Device," which allowed them to interact with a three-dimensional projection of a charming original character, "Niteon," representing the self-contained, portable circulation device.

■ **Visitor Data (184 days from April 13 to October 13, 2025)**

Total Visitors to the "Future City" Pavilion: Approximately 1.90 million
Visitors to the Company's Exhibition Place: Approximately 1.33 million
Users of the "Aerial Sense Device": Approximately 63,000

■ **"Aerial Sense Device": Cutting-Edge Technology from the Future Society Experimentation Lab**

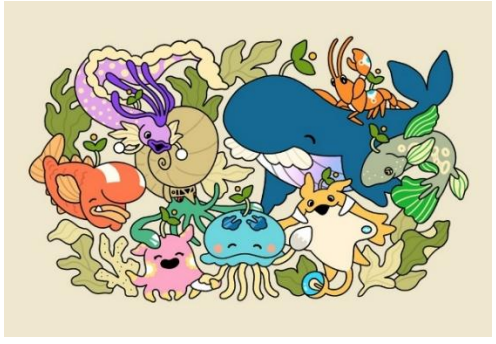
Viewing the Expo as a laboratory for future societal experimentation, the Company developed and showcased the "Aerial Sense Device," a cutting-edge technology designed to embody the vision of Society 5.0 and facilitate a new form of communication. This device featured ultrasonic generating elements made from the Company's **environmentally friendly, lead-free piezoelectric ceramics**. It included:

(1) Haptic feedback using ultrasonic technology
(2) A directional speaker that employed ultrasonic technology
(2) (3) A glasses-free 3D display.

By combining haptic (touch) sensations and auditory feedback with a three-dimensional image projected into the air, the device enabled two-way communication, allowing visitors to experience the diverse possibilities of the technology and expand their aspirations. The Company envisions that, in the future, this technology could be adapted for communication tools and contribute to experiences that are challenging to achieve in the real world, ultimately enriching people's lives and being limited only by imagination.







Left: Overall view of the "Aerial Sense Device"
Upper right: Visitor experiencing the device
Lower right: Original characters "Niteons"

■ Future Business and Succession to Corporate Initiatives

At the Expo, the Company demonstrated the potential for achieving a sustainable society by enabling the circulation of essential natural resources, namely "water and air." These elements can be transformed into fuel, resources, and energy, eventually returning to their original forms. A key approach to realizing this vision is the “self-contained and portable” concept, where a circulation device autonomously moves to locations where resources and energy are needed, ensuring equitable access.

Leveraging the technology and passion cultivated over many years, the Niterra Group aims to transform the insights and resonance gained at the Expo into actionable initiatives. The company is committed to tackling challenges to build a sustainable society, striving for a future in which everyone can find happiness. Niterra looks forward to meeting expectations as it embarks on these critical challenges and thanks everyone who visited the Expo.

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, environment & energy, and semiconductors. The company's consolidated revenues in fiscal 2024 (to March 2025) totaled 652.9 billion yen (4,267 million USD). Niterra has 31 bases in Japan and 62 overseas, and approximately 16,000 employees worldwide. Please visit https://www.niterragroup.com/english/