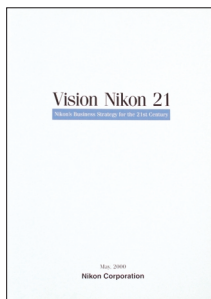
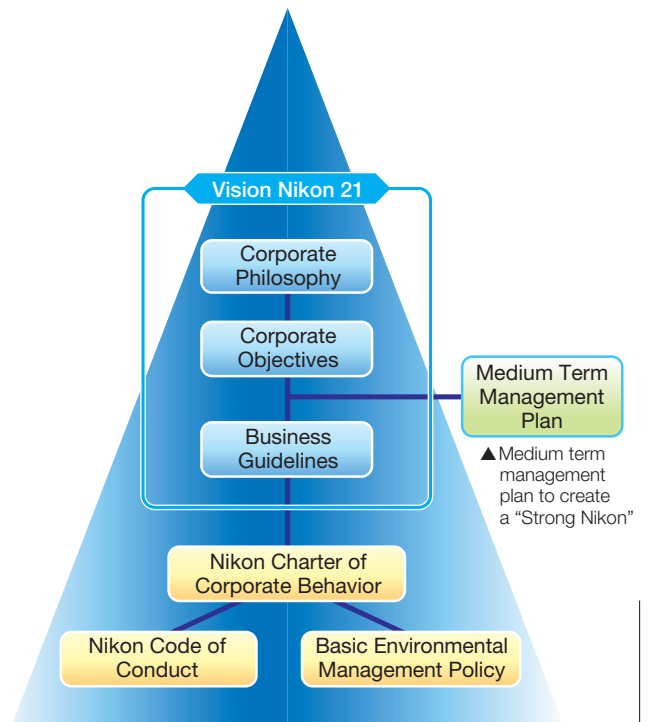


With its sights on the first decade of the 21st century, in March 2000, Nikon established “Vision Nikon 21”, the leading concept behind its business activities, with an aim to clarifying the future stance and direction of the Nikon Group.



To further assure the realization of the aims of “Vision Nikon 21”, steps were taken such as the establishment of the “Nikon Charter of Corporate Behavior”



## Corporate Philosophy

### Trustworthiness and Creativity

#### Trustworthiness

Nikon: Is trusted and loved by people worldwide.  
Exists and prospers in harmony on all levels throughout the world.

#### Creativity

Nikon: Creates new values by maintaining pride and faith in our business, and by encouraging an entrepreneurial spirit.  
Appeals to people all over the world and satisfies them with efficient and useful products and services.

## Corporate Objectives

To put into effect its corporate philosophy, the Nikon Group is making every effort to achieve the following objectives:

- Contribute to the promotion of the life and culture of people around the world by offering the best quality products and services with superb technology as our backbone.
- Accomplish a solid management structure wherein each company of the Nikon group strives to grow, evolve and flourish together.
- Bring further transparency to gain the trust of our customers, shareholders, employees, business partners, and society at large.

## Business Guidelines

To realize the principles of our corporate philosophy, business guidelines have been established that each individual employee should put into practice.

In particular, specific business guidelines have been set down concerning the “environment”, “safety” and “business ethics” to assure that social norms take priority.

## Nikon Charter of Corporate Behavior and Nikon Code of Conduct

To assure that individual Nikon Group directors and employees behave sensibly based on a high level of morality, in April 2004, the “Nikon Charter of Corporate Behavior” was established and the “Nikon Code of Conduct” was amended.

\*For details, please refer to “CSR Activity Promotion” on pages 12 and 13.