

Our Philosophy

Trustworthiness and Creativity

Our corporate philosophy is "Trustworthiness and Creativity." These are simple words, but they are not easily put into practice. These important words represent unchanging principles to which we will always be dedicated.

Our Aspirations

Meeting needs. Exceeding expectations.

"Our Aspirations" mean not only to meet the needs of customers but also to provide customers with new value that exceeds their expectations. "Meeting needs. Exceeding expectations." is our vision for the future.

Our Commitments

Be proactive

Be broad-minded and well-informed in order to act quickly and resolutely.

Communicate well

Harmonize diverse skills by thinking out of the box and communicating effectively with others.

Seek new knowledge

Pioneer new potential through self-study and insatiable curiosity.

Display integrity

Work with diligence and sincerity as a responsible individual.

These are the everyday policies we live by to realize our aspirations.



Strengthening our foundations through sustainable growth.

In 2011, we were forced to deal with two crucial tasks: recovering from the damage caused by the Great East Japan Earthquake and restoring our digital SLR camera manufacturing subsidiary in Thailand, which had been damaged by severe flooding. These were types of adversities that we had never experienced in our history. However, they offered us unique occasions to implement our ongoing efforts to strengthen our corporate foundations.

I believe a company's corporate foundations are solid only if it is able to make decisions quickly and enact integrated, effective measures unanimously. It must also be able to execute accurate, speedy responses to environmental changes by innovating its business processes. And it must also realize sustainable growth. The swift actions we took in response to disaster clearly illustrate that Nikon has been accumulating the power to maintain growth even in the most severe circumstances.

Market conditions continue to be harsh and unclear. Despite this, the Precision Equipment Company shortened production lead times and reduced costs — achievements that enabled the company to respond quickly to market changes and seize better business opportunities. The Imaging Company is aggressively investing in emerging markets, promoting establishment of the Nikon brand and facilitating acquisition of leading positions for its products. The Instruments Company is promoting development of innovative products such as Super Resolution Microscopes in the bioscience business and the non-contact 3D metrology system in the industrial instruments business. In addition, as part of our plans to create new businesses employing our core technologies, Nikon has resolved to enter the health and medical field and aims to embark on this in three to five years.

As always, Nikon is dedicated to Corporate Social Responsibility (CSR). CSR at Nikon seeks to realize our corporate philosophy: Trustworthiness and Creativity. To this end, all members of the Nikon Group will further their commitment to understand and share this philosophy. While we progress with developing business continuity plans for the future, we will also work to minimize potential threats to our production systems and improve risk control so that we can always maintain a stable supply of our products and fulfill our responsibility for quality.

We ask for your continued support and guidance as we execute business plans that contribute to the welfare of the world.

Makoto Kimura

Representative Director, President, Member of the Board

Exciting Encounters

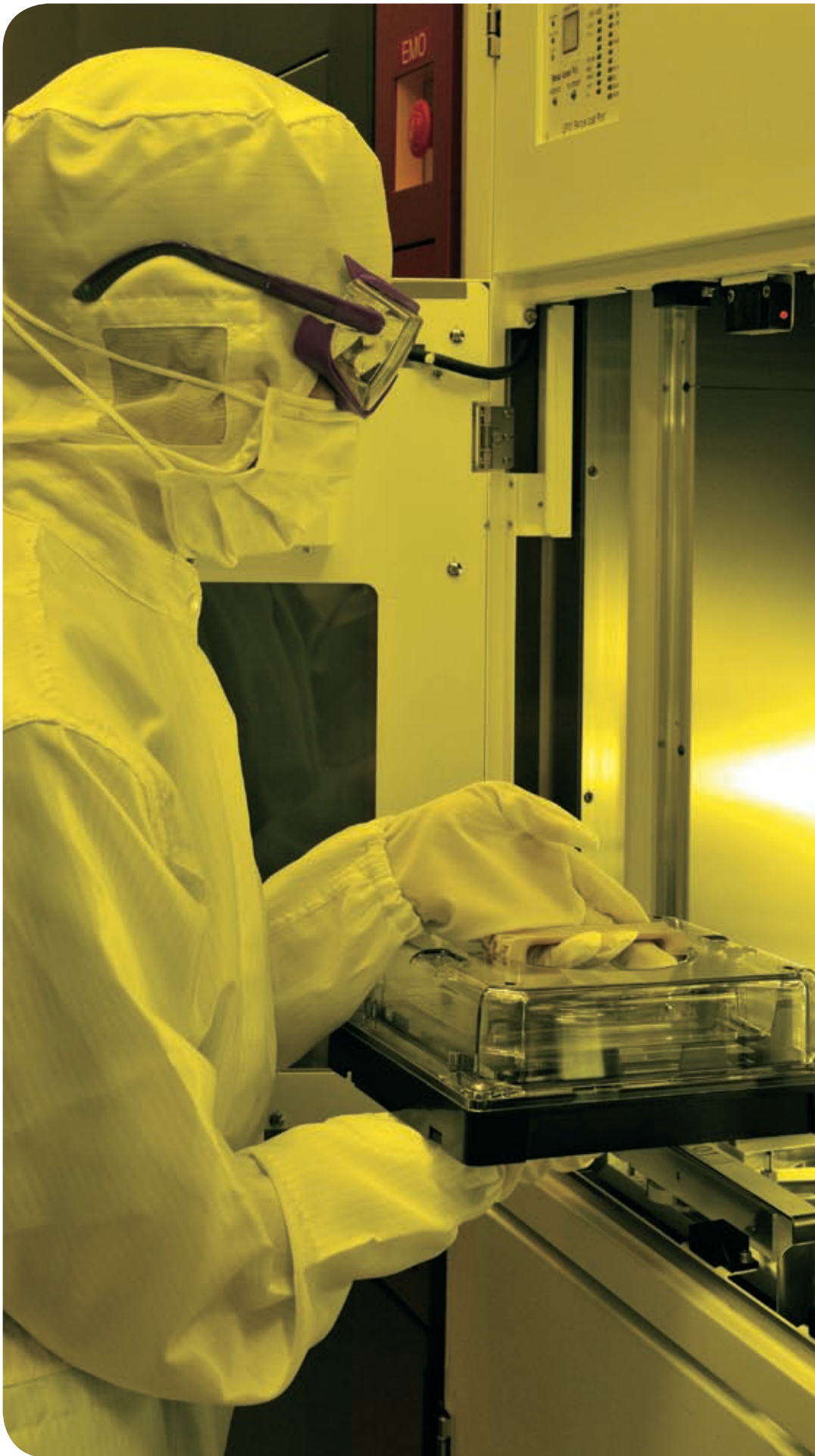
Shoot superior pictures.

Experience the vividness of nature up close.
Enjoy large-screen, high-definition television with family
and friends.

Broaden communications with high-performance,
easy-to-use personal computers and smartphones.
Exciting encounters with new products and services
will realize people's dreams.
Nikon's technology will be there.









Uncompromising Technology

How far will IC integration go?

Will cameras equal — or surpass the human eye?

How far can we peer into outer space?

How clear will the mechanism of life become?

Our incessant advance toward dreams and our unwavering spirit for research will open the doors to the future.

Nikon's technology will be there.