

Dexerials Formulates Purpose and Statement **“Empower Evolution. Connect People and Technology.”**

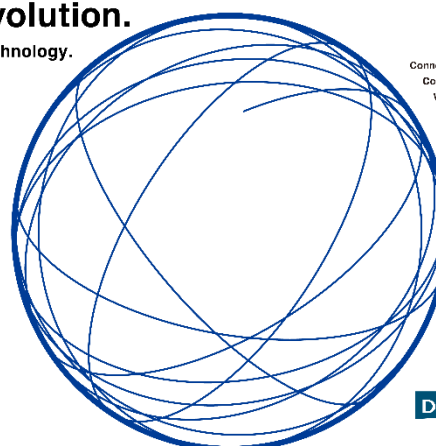
Dexerials Corporation (Headquarters: Shimotsuke-shi, Tochigi, Representative Director and President: Yoshihisa Shinya, hereinafter, “Dexerials”) announces that it has formulated Purpose “Empower Evolution. Connect People and Technology” and Statement. The company also created a video expressing its purpose. (URL: <https://youtu.be/ey5Jar4X9dI>)

Dexerials began operations in 2012*. Since then, it has supported the evolution of technology by developing products that anticipate social and technological changes, by constantly taking on the challenges of creating something that has “Unprecedented innovation”, under its corporate philosophy “Integrity Have Integrity and Sincerity”. Currently, Dexerials develops, manufactures, and distributes electronic parts, adhesive materials, optical materials, and other functional materials that are indispensable in smartphones, laptops, and other electronic devices, as well as in automobiles, which are increasingly becoming electronic. The company operates 8 manufacturing and sales locations in Japan (including those of its subsidiaries) and 12 outside Japan.

As the external environment changes rapidly and the globalization of business progresses, society is demanding that companies work toward business growth through the resolution of social issues. In July 2022, Dexerials launched an in-house project (hereinafter referred to as the “project”) to formulate its Purpose, as a starting point for employees to come together and contribute to further growth and the creation of a sustainable society in this uncertain business environment. Over the course of two years, many discussions were held regarding the significance of our existence in society as well as common ideals to value and implement. The company refined them into its completed Purpose and Statement following based on such in-depth discussions.

Empower Evolution.

Connect People and Technology.



Connecting people and technology.
Connecting community and hope.
We craft the materials, devices,
and solutions that advance
digital technology, and we will continue to
embark on a journey to change the world.

Together with our partners,
we at Dexerials envision the future
and solve every issue with innovation.
Masterfully leveraging the combination
of people and technology,
we open new paths to evolution.

Every day, we embrace the challenge,
for a society that's more prosperous and
efficient. Our aim is to strive for a world
where all stakeholders can enjoy sustainable
and comfortable lives.

Dexerials

Based on its newly formulated Purpose and Statement, Dexerials aims to contribute to the realization of a sustainable society by connecting people and technology, empowering society, and solving social issues, as well as to achieve sustainable business growth and enhance its corporate value.

*Sony Chemicals Corporation was established in 1962 as the predecessor of Dexerials. In 2006, the company name was changed to Sony Chemical & Information Device Corporation, and again in 2012 to Dexerials Corporation.

1. About the Purpose and Statement

Our Purpose is the significance of our existence in society, and the foundation for our corporate activities. Our Statement is a set of common ideals to value and implement.

Purpose

Empower Evolution.

Connect People and Technology.

Statement

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“Empower Evolution.” defines the role of the company towards the realization of its future vision, in creating businesses by providing materials, devices, and solutions that are indispensable for the advance of digital technology, and using them to build trusting relationships with all stakeholders through the resolution of social issues. “Connect People and Technology.” contains a call to stakeholders to work to solve social issues together, and a message to our employees to take on the challenges of this evolution as a matter of personal interest.

The key visual depicts the world connected by a single line by Dexerials, with the main message of connecting people and technologies, and connecting the world.

The Purpose also expresses a relationship with our Corporate Vision of “Value Matters Unprecedented innovation, unprecedented value.” by clarifying the value we provide to society, and that we will evolve together with society.

2. In-house Project to Formulate the Purpose

In July 2022, Dexerials launched the Purpose Formulation Project to revise its corporate philosophy system. First, working group members selected from in-house engaged in lively discussions led by external lecturers, spanning various generations and positions, to create a draft of the Purpose. Later, through the exchange of opinions, we derived our strengths and the future we wanted to create, and gathered the opinions of employees at domestic and outside Japan bases to form a Group-wide proposal. In 2023, we created multiple draft slogans based on the Group-wide proposal. Finally, we conducted an employee vote, including those at bases outside Japan, and made improvements while answering various opinions and questions to finalize the Purpose.

<A working group discussion>



Many of the employees at our bases in Japan and outside Japan commented that they were glad to be given the opportunity to think about the significance of the company's existence and issues within the organization to which they belong, since there is usually little time to think or have conversations about such issues. Many employees also expressed the opinion that "Empower"—which also means "to give confidence and strength"—is a word that enables employees themselves to act with confidence. In this project, employees were able to think for themselves about the value of their company's existence, and formulate a Purpose that many other employees could empathize with.

About Dexerials Corporation <https://www.dexerials.jp/en/>

Dexerials Corporation is a manufacturer providing functional materials for use in smartphones, automobiles and other domains in accordance with its corporate vision, Value Matters - Unprecedented innovation, unprecedented value. On a global scale, Dexerials Corporation manufactures and markets Anisotropic Conductive Film (ACF), optical elastic resin (SVR), anti-reflection film, surface mounted type fuses, industrial adhesives, double- and single-sided tapes and other electronic parts, junction materials, optical materials, and many other materials.