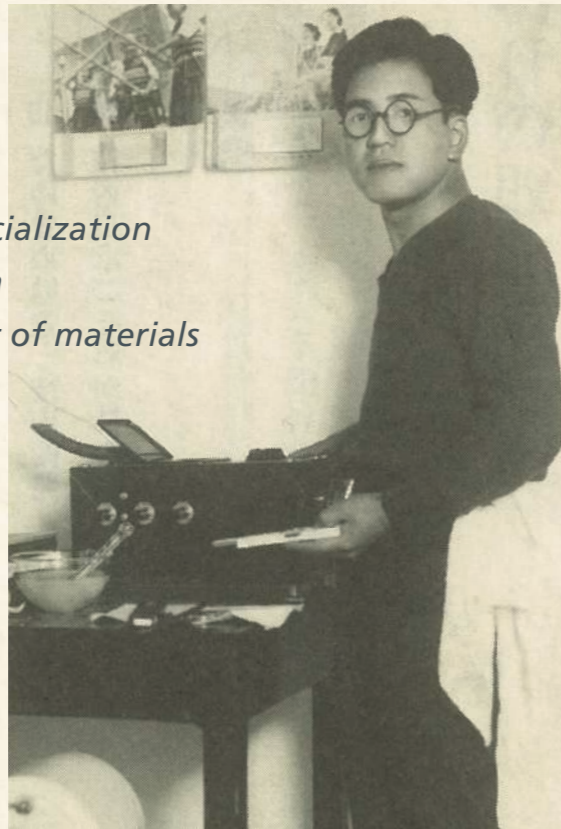


*Product commercialization should start from the development of materials*



Founder  
Hikohachi Sato

Hikohachi Sato, the founder of TAIYO YUDEN, worked as a researcher in ceramic materials before the second world war. Following the belief that 'product commercialization should start from the development of materials,' Mr. Sato launched TAIYO YUDEN to develop and commercialize titanium-oxide porcelain capacitors in 1950.

He also believed that affection for others was the most valuable thing a person could have. The Company's management philosophy has three major components, all of which are designed to improve the social nature of the Company and contribute to cultural development by creating an environment in which employees and their families can live their lives in happiness and prosperity.

The beliefs and philosophy of Mr. Sato live on as the underlying spirit of TAIYO YUDEN.



Rutilcon, barium titanate tubular ceramic capacitors

**Mission**

**Stronger and more socially aware through the wonders of science**

**Management Philosophy**

**Employee well-being  
Betterment of local communities  
Responsibility to provide returns to shareholders**

**Vision**

**To be an excellent company that enjoys the trust and highest regard from all stakeholders**

