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# VALUE CREATION STORY

Since its inception in 1950, TAIYO YUDEN has been engaged in the Electronic Components Business, focusing primarily on capacitors. By constantly taking on new challenges and leveraging its long-honed core technologies, the Company has not only made lifestyles more convenient, but has also contributed to the discovery of solutions to various social issues.



Rutilcon, barium titanate tubular ceramic capacitors



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.

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**

