

Company Renamed: Sumitomo Riko Company Limited is now official

-New corporate philosophy based on the Sumitomo Spirit has also been established-

Sumitomo Riko Company Limited (Headquarters: Komaki City, Aichi Prefecture, President: Yoshiaki Nishimura) announces that it was officially renamed from Tokai Rubber Industries Limited as of October 1, 2014. At the same time, we have established our business principles “Sumitomo Riko Group Management Philosophy” based on the ideas of “S(Safety), E(the Environment), C(Compliance)”, stepping forward toward a leap in the future.



At the renaming commemoration



President Nishimura explaining the importance of renaming

The change was resolved at the board meeting on May 26, 2014 and approved at the shareholders' meeting on June 19. After the approval, we accelerated the preparation and executed the renaming as scheduled.

Today, during the ceremony for our employees at the headquarters and Komaki plant (Komaki City, Aichi Prefecture), Matsusaka plant (Matsusaka City, Mie Prefecture) and Fuji Susono plant (Susono City, Shizuoka Prefecture), the top management explained to the employees its commitment to acquire the overwhelming brand equity through the renaming as well as the execution of its business operations on the basis of the Sumitomo Spirit and the Sumitomo business principles. In addition, directors and auditors, from the president Nishimura on down, attended the unveiling ceremony at the headquarters and announced the new corporate signboard.



At the ceremony for employees

President Nishimura emphasized “Building on the momentum under the new company name, we will further accelerate our expansion into new markets and fields, enabling Sumitomo Riko to be a “Global Excellent Manufacturing Company” supplying the finest quality products to the world as a mega supplier.

With the trustworthy global brand in our company name, we will further contribute to build a safe and comfortable society for the people all over the world, utilizing the high-polymer compounding technology we were found on.

<The Sumitomo Spirit and the Sumitomo Riko Group Management Philosophy>

The Sumitomo Spirit is based on the business principles called *Monjuin Shiigaki* that Masatomo Sumitomo, who founded the House of Sumitomo, left as instructions to his descendants. Developed and augmented by later generations, the guidelines became family precepts in 1882 and in 1891 they were formulated into the two Sumitomo business principles. These principles have guided all Sumitomo Group business operations from the start of the Besshi copper mine to the present day. As members of the Sumitomo Group, Sumitomo Electric and our company have inherited that spirit, inspiring us to strive to benefit society through all our business activities.

The Sumitomo business principles consist of two articles.

1. Sumitomo shall achieve prosperity based on a solid foundation by placing prime importance on integrity and sound management in the conduct of its business.
2. Sumitomo's business interests must always be in harmony with the public interest. Sumitomo shall adapt to good times and bad times but will not pursue immoral business.

The Sumitomo Spirit can be summarized as follows:

1. Sumitomo's business operations should place prime importance on integrity and trust.
2. It is vitally important to have an enterprising spirit, and actively pursue profit by promptly and precisely responding to change without resting on past achievements. At the same time, we must never seek gain through shortsighted or unethical practices.

On the basis of these principles, upon renaming our company today, we have consolidated our previous Company Creed and Basic Management Philosophy and established the Sumitomo Riko Group Management Philosophy which clearly states our commitment to "S, E, C".

1. We will provide superior products and services to meet customer needs based on technological innovation.
2. We will place top priority on safety and work to ensure the safety of people and society.
3. We will strive to protect the global environment and to contribute to creating better communities.
4. We will maintain a high standard of corporate ethics and observe all laws and regulations to earn public trust and confidence worldwide.
5. We will foster an invigorating corporate culture that respects our employees' diversity, personal qualities, and individuality.

【Contact Information】

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