

# Upon publication of Nippon Paint CSR Report 2009

Because of the prolonged global recession, the effects of which became apparent around the autumn of 2008, the future outlook remains cloudy. This “once-in-a-century” crisis has adversely impacted the business management of Nippon Paint as well. Despite this challenging situation, it is our great pleasure that Nippon Paint could celebrate the 128th anniversary of its founding on March 14, 2009.

Our former president Makoto Matsuura often stressed that as a company allowed existence in society for more than a hundred years, we must seek corporate management that earns the trust and confidence from society, so that we are able to continue our business. Mr. Matsuura’s words had an especially significant meaning to me as I became responsible for steering the Nippon Paint Group safely through this extremely challenging situation. I am determined to carry on based on his aims and aspirations.

During the course of its 128-year history, Nippon Paint has encountered a number of extremely adverse situations, even more severe than today. But we have always overcome these challenges and sustained our business. We take pride that our ability to overcome these situations is imprinted in our corporate DNA. By drawing on this DNA, all our efforts will be devoted to coping with the current crisis and positioning the company on a new growth track. Once this is accomplished, we will be able to pass the baton to the next generation as we have been doing for the past 128 years. I am confident that we will sustain our position for 150 years, 200 years and beyond. As president, I believe it is my responsibility to lead the Nippon Paint Group to continued success.

Nippon Paint’s Management Policy, which was established in 1924 after the company weathered past critical moments, clearly states our predecessors’ commitment to contributing to society through our businesses, as well as the importance of working for the mutual harmony and benefit of our partners. Mindful that this spirit serves as the core element of Nippon Paint’s CSR activities, we will preserve and continue embodying this spirit.

As a paint manufacturer, we believe that contribution to society through paint and coating products is our most important mission above everything else. Keeping our responsibility as the leader in the industry firmly in mind, we will work harder to develop products and systems that can contribute to the sustainable development of society.

We sincerely welcome any and all comments regarding this Report and Nippon Paint Group’s CSR activities.



June 2009

**Kenji Sakai**  
Representative Director and President