

Murata's Corporate Grand Design



Our Corporate Grand Design – A vision of the Murata that we seek to be

Throughout the history of our company, the ideals embodied in the Murata Philosophy have served as the base for our corporate management, and we have experienced considerable growth in tandem with the evolution of our electronics society. We believe that the future holds many more opportunities for electronics, which will drive further growth in this field. To allow us to remain a company capable of contributing to the advancement of society in the midst of a drastically changing market environment, we have drawn up our "Corporate Grand Design," which lays out the actions that Murata must take and the company that we must be.

In the face of an increasingly global market and the ever-diversifying needs of customers, Murata must maintain its ability to offer the world's highest standard of customer value. It will require the cooperation of Murata members around the world and our many other global partners to build a value network that delivers solid customer value.

It is important that Murata employees continuously ask themselves what values customers require, and how the work they do may help to provide these values. As we embrace a common vision of the Murata we seek to be in ten years time, we are taking a bold step forward towards a new Murata capable of providing new values.

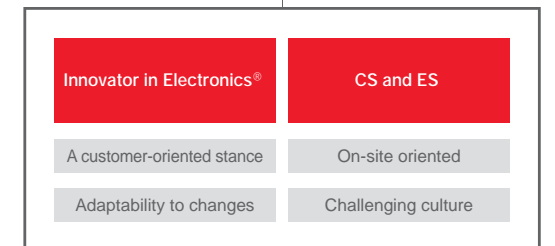
President
Statutory Representative Director
Tsuneo Murata

MURATA PHILOSOPHY
WE PLEDGE...

To Contribute....
To The Continued Worldwide Development Of
Industry And Culture Through
Management Commitment

To Pursue...
Total Quality And Customer Satisfaction, While
Continuously Introducing Innovative Products In
Integrated And Interrelated Technologies Which
Will Allow Our Company, Our Employees,
Customers And Other Partners, And Our
Communities

To Grow And Prosper....
With An Appreciative Feeling Of Mutual Pride
and Trust



CS: "Making the efforts to have our customers consistently recognize the value we offer"
ES: "A workplace environment in which the employees find their work challenging and in which they can continue to grow"