

# Murata's Philosophy

Sharing Our Ideas Globally in Order to  
Become the Company that We Seek to Be



We contribute to  
the advancement of society  
by  
enhancing technologies and skills  
applying scientific approach  
creating innovative products and solutions  
being trustworthy  
and, together with all our stakeholders,  
thankful for the increase in prosperity.

## Pursuing the possibilities in electronics for 70 years

In October of this year, Murata will celebrate the 70th anniversary of its establishment. Since our founding in Kyoto in 1944, we have created various technologies and products in our pursuit of fine ceramics. Throughout those 70 years, we have been supported by our customers as well as all our various stakeholders, and, today, we have grown into an enterprise composed of 101 companies in 23 nations worldwide. We extend our heartfelt appreciation to all of those who have cooperated with and supported us through the years.

## Toward emerging markets and new applications

Murata summarizes the company that we seek to be in our "Corporate Grand Design". And, as a part of our "Mid-Term Strategy" that is used to realize that goal, we are providing greater value to Murata's strongholds, such as the mobile communications and automotive markets, and are further accelerating the measures that we are implementing toward emerging markets and new applications. We are continually building stronger relations with local manufacturers in emerging countries, working to promptly grasp the needs of those markets, and providing new value in those emerging markets that drive the global economy. In addition to the automotive market that we have conventionally concentrated on, today we are also enthusiastically injecting new Murata technology and products into applications for the environment, energy, and health care markets.

## Renewing our stance as an "Innovator in Electronics"

At Murata, we are strengthening the measures for all Murata members who dot the globe to share the "Murata's Foundation" (our "Philosophy"), which is the basis for all of our judgments and actions. Our "Visual Identity" (VI), which expresses that Foundation, was renewed this April, in order for all global Murata members to firmly reflect upon that Foundation as well as towards our "Innovator in Electronics" slogan. In order to rapidly respond to changes in the times and to answer our customers' needs in a timely fashion, all members will continue to share the same goals and purpose and to cooperate closely. In the future as well, Murata will continue contributing to the advancement of society through product development and creating high value-added goods that are ahead of their times.

Tsuneo Murata  
President  
Representative Director