

Message from the President

Founded in 1922, the Asahi Kasei Group is a diversified manufacturer centered on chemistry. Throughout more than nine decades of growth, we have continued to proactively diversify and adapt our operating portfolio to changes in the economy, changes in society, and changes in the environment. We are now a major global enterprise with operations in the four business sectors of Chemicals & Fibers, Housing & Construction Materials, Electronics, and Health Care.

The economic climate and social structure are now changing dramatically. The advancing shift in global economic growth to emerging markets is having significant effects on business activities. A wide variety of changes are underfoot, including the shale-gas revolution and other issues of resources, energy, and the environment, the continuing evolution of information technology, ageing and declining populations, greater general awareness for health and safety issues, and fragmentation of consumer tastes. While such changes pose challenges for us, I believe at root they represent opportunities. Asahi Kasei's products, technologies, and services in all four of our business sectors hold great potential to provide new value to society. In Chemicals & Fibers we have proprietary products and catalyst technology, in Homes & Construction Materials we are making innovative lifestyle proposals, in Electronics we are entering new industrial applications, and in Health Care we are focusing on unmet medical needs, to mention just a few examples. By constantly innovating in both tangible and intangible ways in line with emerging trends, we will continue to create new value for society as a company that people rely on the world over.

The Asahi Kasei Group is now advancing along this path guided by our For Tomorrow 2015 strategic management initiative. Based on our Group Mission of contributing to life and living for people around the world, we hold providing new value to society by enabling "living in health and comfort" and "harmony with the natural environment" as our Group Vision. By actively innovating through our products, technologies, and services, we fulfill our Group Slogan of "Creating for Tomorrow." Our effort remains focused on helping people worldwide achieve a richer society.



President Toshio Asano

