

**October 17, 2007**

A large, faded watermark of the Nicca logo is centered in the background. The logo consists of a stylized green flower-like shape above the word "NICCA" in a bold, sans-serif font.

**Growth and trust**  
**Our business in Asia**

**Yasumasa Emori**  
**President**  
**Nicca Chemical Co., Ltd.**

# Profile

**Date of Birth: Feb. 2nd, 1962**

**1985: Graduated from Keio Univ.**

**(B.S. in Science and Chemistry)**

**Mitsubishi Chemical Corporation**

**1989: Nicca Chemical Co., Ltd.**

**1992: Vice president of Nicca U.S.A., Inc.**

**2001: President of Nicca Chemical Co., Ltd.**

**Hobbies: Golf, Jogging**

# Fukui Prefecture

## Domestic share No.1

- Long-staple polyester : 24.6%
- Frame of glasses : 96.5%

Reference: Local economic outlook 2005  
Touyou Keizai Shinpousya

Fukui

- Near from Kyoto
- Wet climate

The center of textile processing

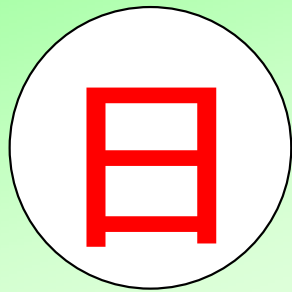
© CyberMap Japan Corp.

Kyoto

# Origin of NICCA

**1920's: EMORI TRADING exported Hydrochloride to manufacture amino acid for soy source to China.**

**1930's: We began to produce amino acid by ourselves due to a natural disaster in China.**



Japan: 日本



China: 中華人民共和國



**Consists of 2 Chinese characters from both countries' name.**

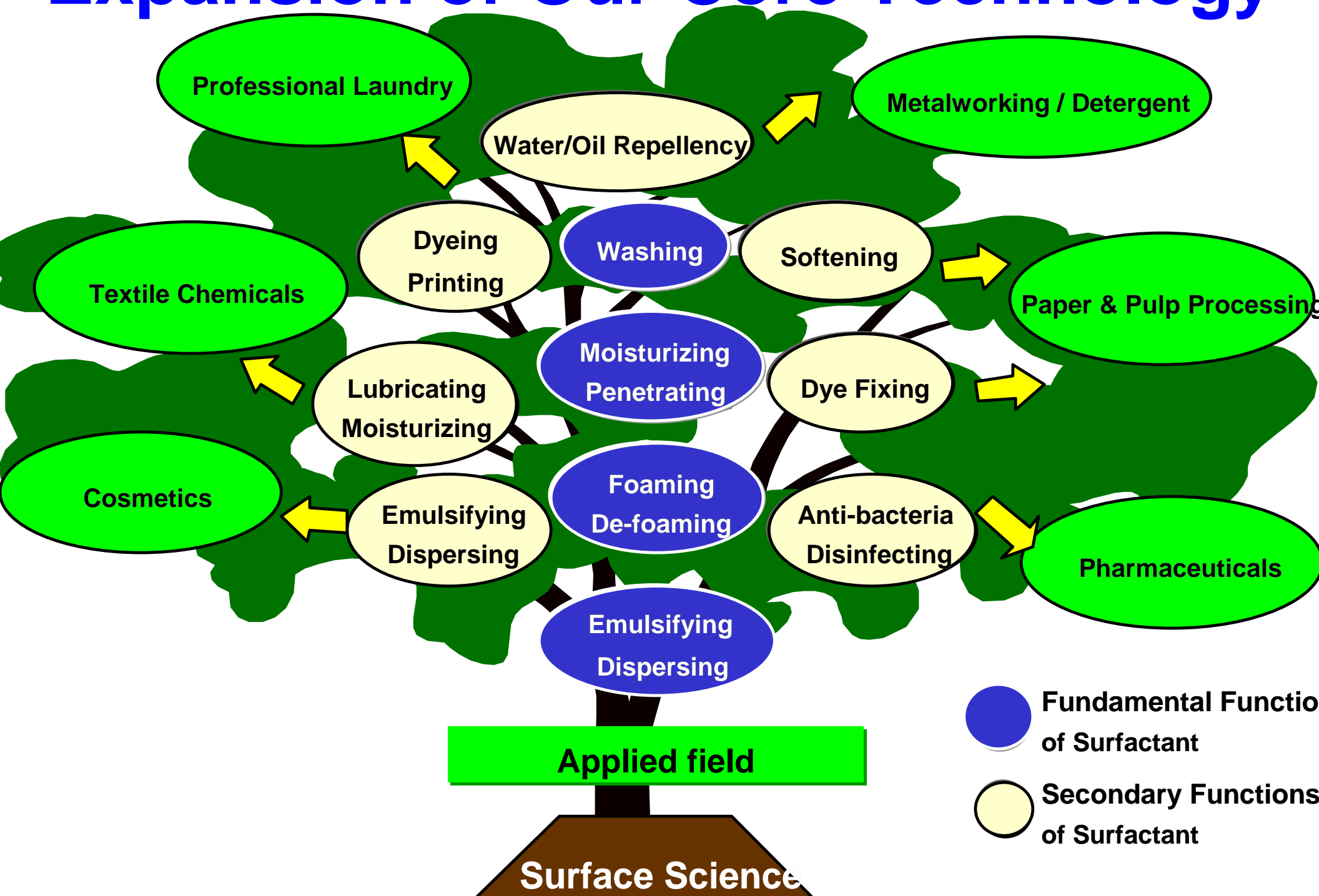


# NICCA CHEMICAL CO.,LTD.

**\*Unit ; million yen**

- **Founded** **May 1938**
- **Incorporated** **September 1941**
- **Sales** **\* 32,399**
- **Profit** **\* 1,514**
- **Number of Employees** **1,059**
- **Number of Researchers** **320**
- **ISO 9000, 14000 Certified**

# Expansion of Our Core Technology



# Major Business Fields



## Automotive Chemicals

Flame retardant/ Deodorant/  
UV Absorber /Paint-protect



## Textile Chemicals

Processing agents/ Anti-  
bacterial /Water repellency



## Cleaning Chemicals

Surfactants for dry  
cleaning/ Finishing agents



## Pulp & paper Chemicals

Deinking/ Defoaming/  
Volume-increasing



## Thermal paper Agents

Bisphenol S/  
Developers



## Metal-working Chemicals

Mold release/ Lubricants



## Cosmetics

Hair color/ Permanent  
treatment/ Hair care



# Focus on R & D



R&D personnel:

**1/4 of our total workforce**

Sales of new products:

**20% or more (c.f. Total sales)**

R&D costs: **6.1% (c.f. Total sales)**

Request test: **350 cases/ month**

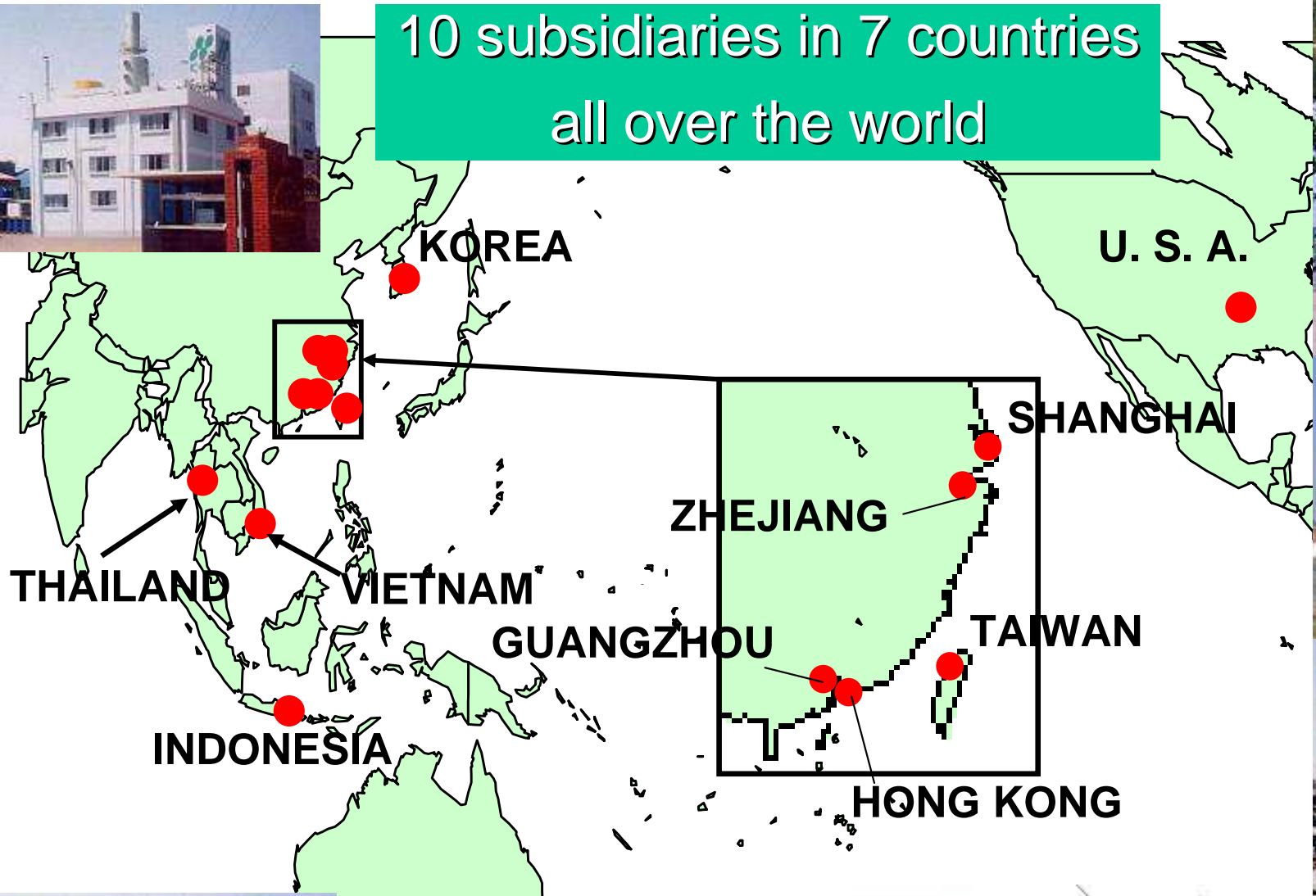




# Focus on Global Network

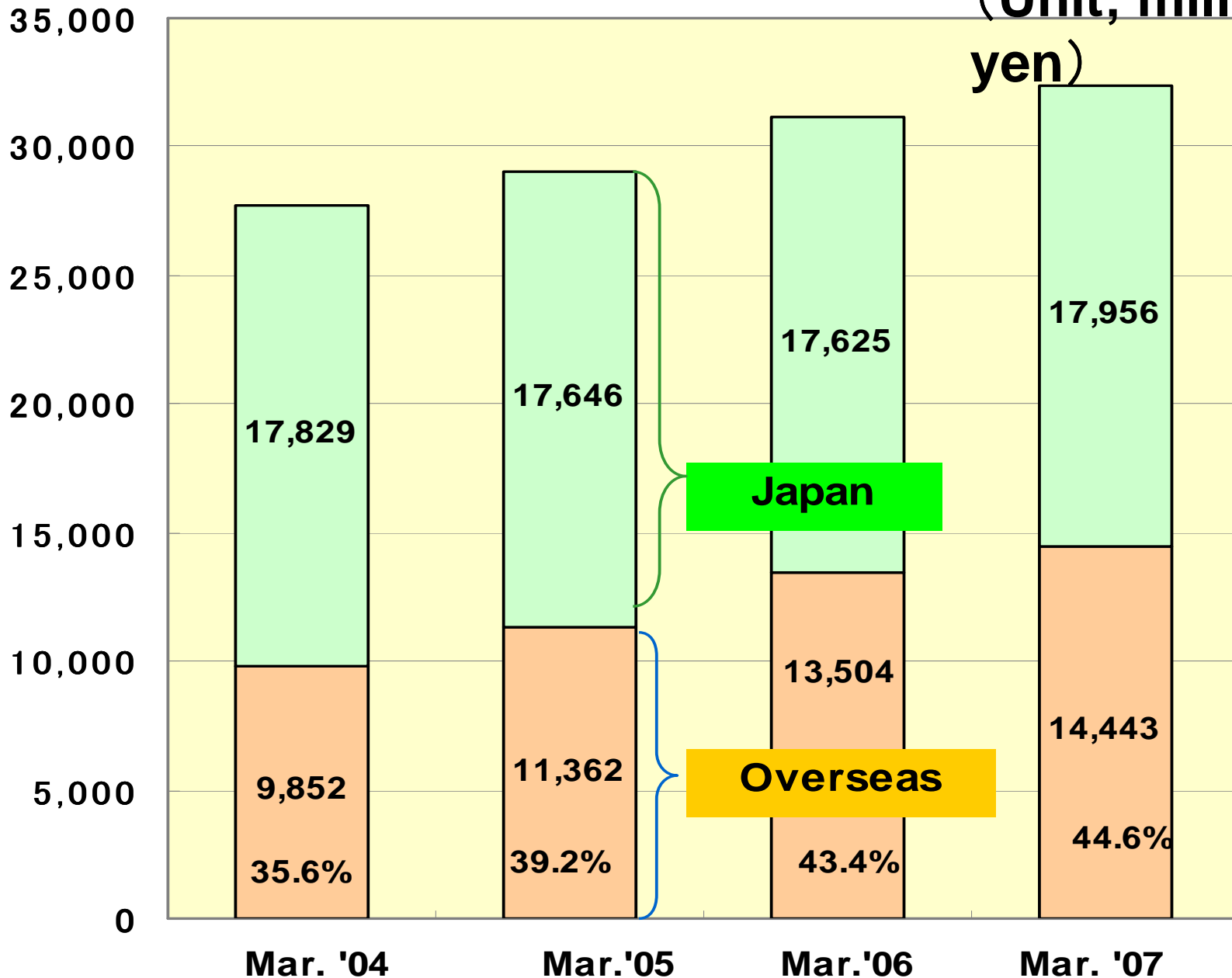
KOREA

10 subsidiaries in 7 countries  
all over the world

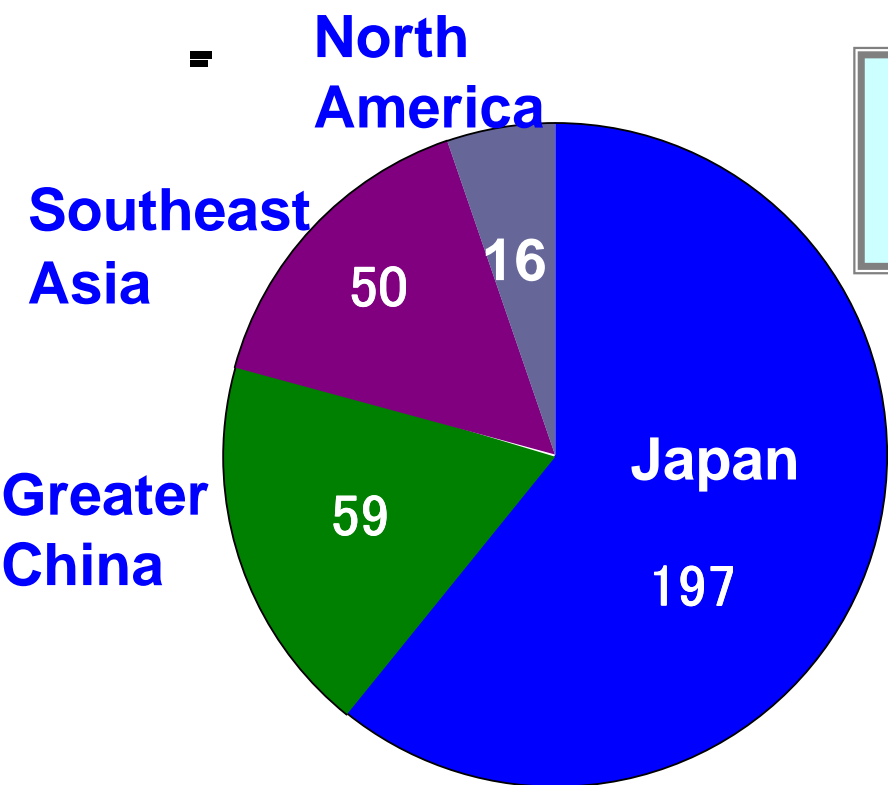


# Domestic / Overseas Sales Consolidated

(Unit; million yen)

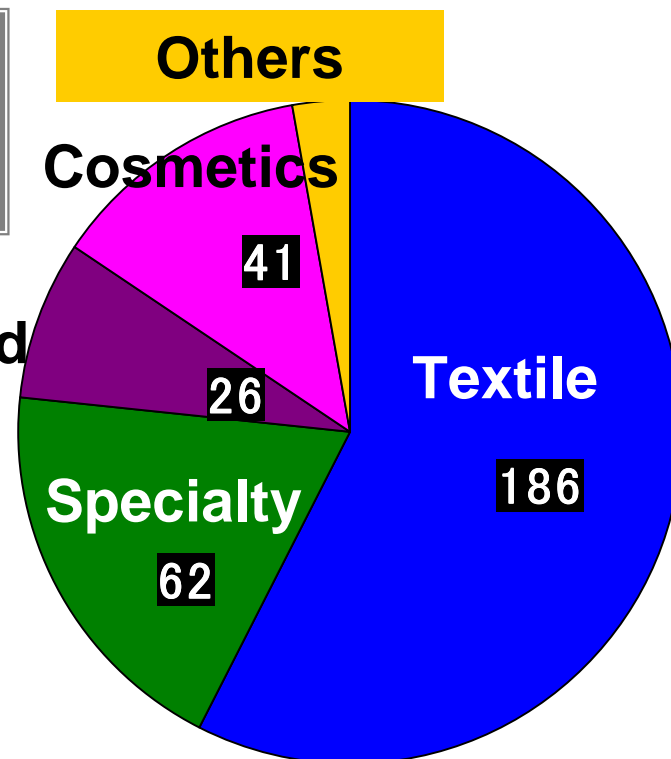


# Sales by regions/ business fields



**Sales**  
323 billion yen

Household



(Unit: Million yen)

**Sales RC**

	Sales	RC
Japan	19,721	2.9%
Greater China	5,925	5.2%
Southeast Asia	5,087	15.5%
North America	1,665	-13.9%

**Sales RC**

	Sales	RC
Textile	18,587	4.2%
Specialty	6,224	10.7%
Household	2,585	-1.3%
Cosmetics	4,137	0.0%
Others	866	-5.1%
<b>Total</b>	<b>32,399</b>	

# Our Vision

Win No.1 trust of world-wide customers.

Contribute to society by providing technologies.

Evolve our company with employees' growth.

**Vision**

**Goals**

- Absolute quality assurance
- Cost reduction
- New product development

**Strategies**

3 years

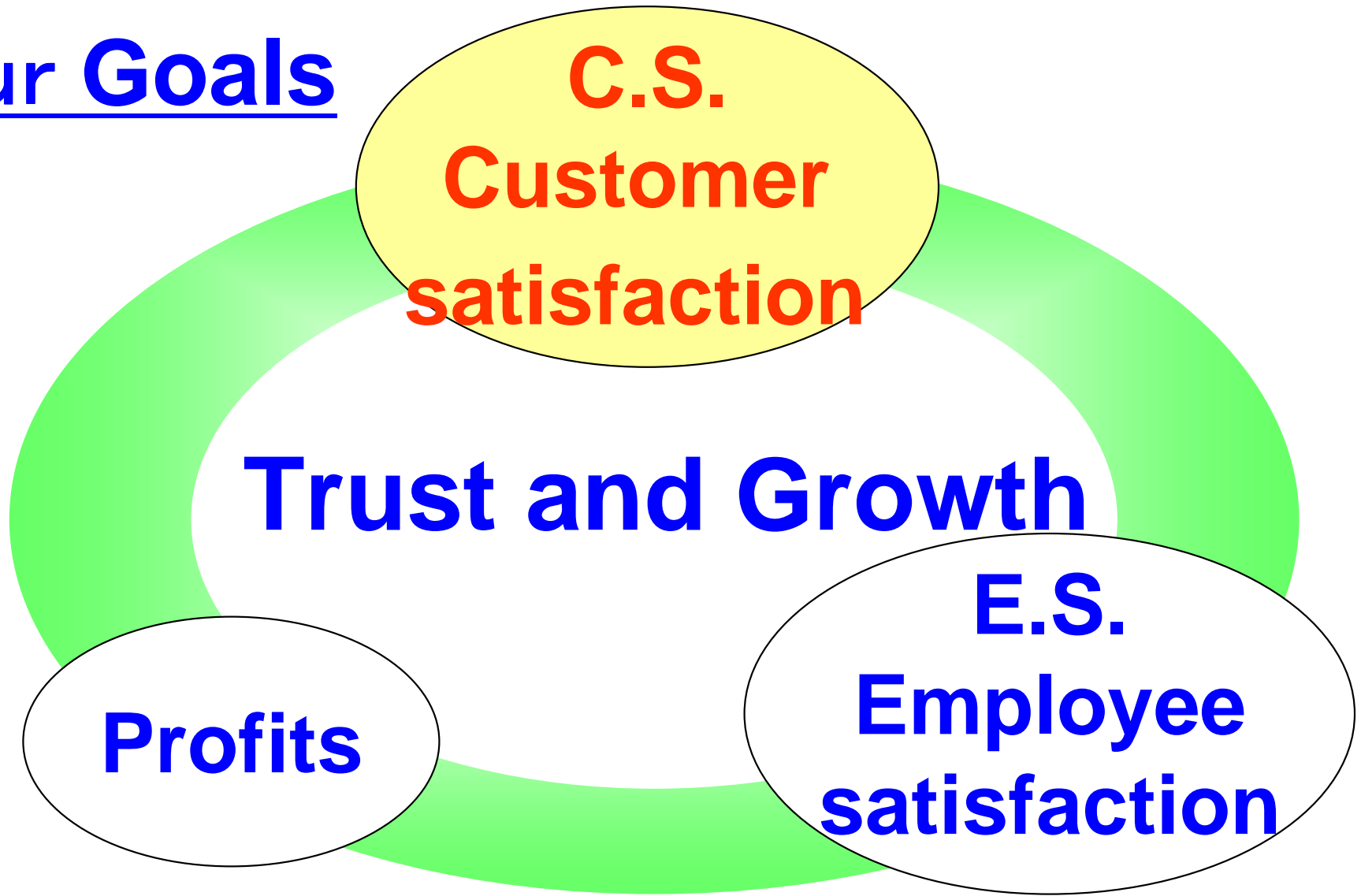
5~7 years

**Status Quo**



**Principals**

# Our Goals



**Absolute  
Quality  
Assurance**

**Cost  
Reduction**

**New product  
development**

**Unity of Production, Sales and R&D**

# 3 Principals of NICCA

- *We constantly supply high quality products which excite us and customers.*
- *We constantly evolve and grow.*
- *We create an environment in which every one of us can work creatively.*



# Think globally. Act locally.



- **Sharing 3 principals with local staff**
- **Joint ventures with local companies**
- **Blend in with local culture**



# **Realize C.S. with speed & accuracy**

- R&D functions of each subsidiary**
- Full-scale local production**
- Absolute quality control system**
- International conferences**

**(Sales, Production, R&D, Management)**



# Sense of a big family

- No people, no company
- We are in the same boat
- Unite hearts respecting one's originality
- Awards in company-wide gatherings.



# NICCA International Quality Control Meeting



**Stimulation**

**Learning**

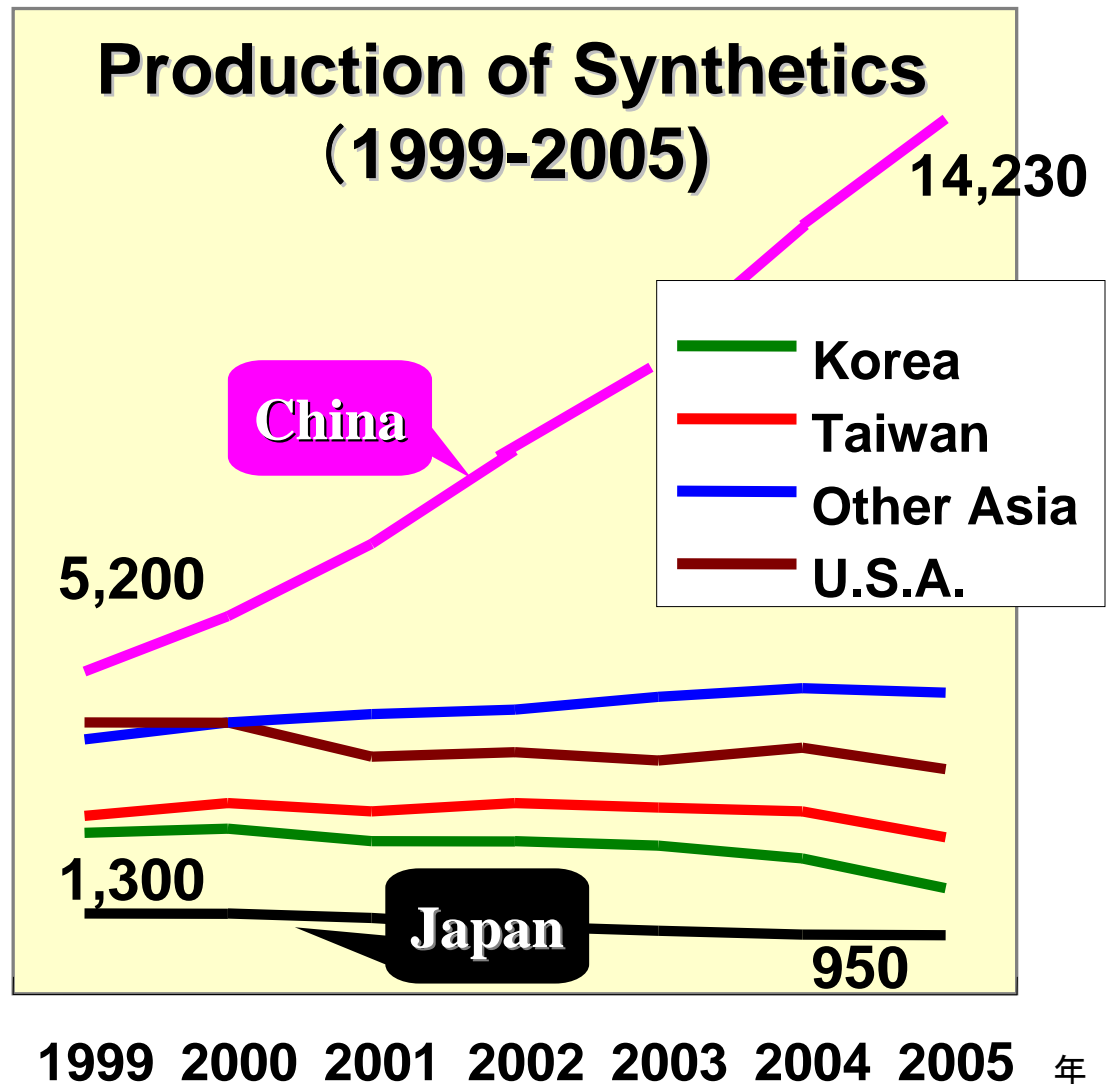
**Teamwork**



# Focus on Greater China

Unit: thousand ton

Huge market of textile chemicals



# Our cooperation in Greater China

ZHEJIANG NICCA



(Manufacturing center in East China)

Shanghai Technical Solution Center



Strengthen cooperation



R&D basement in China

Head office

ZHEJIANG NICCA

Shanghai Technical Solution Center

GUANGZHOU NICCA

Shishi Office

TAIWAN NICCA

HONG KONG NICCA



TAIWAN NICCA



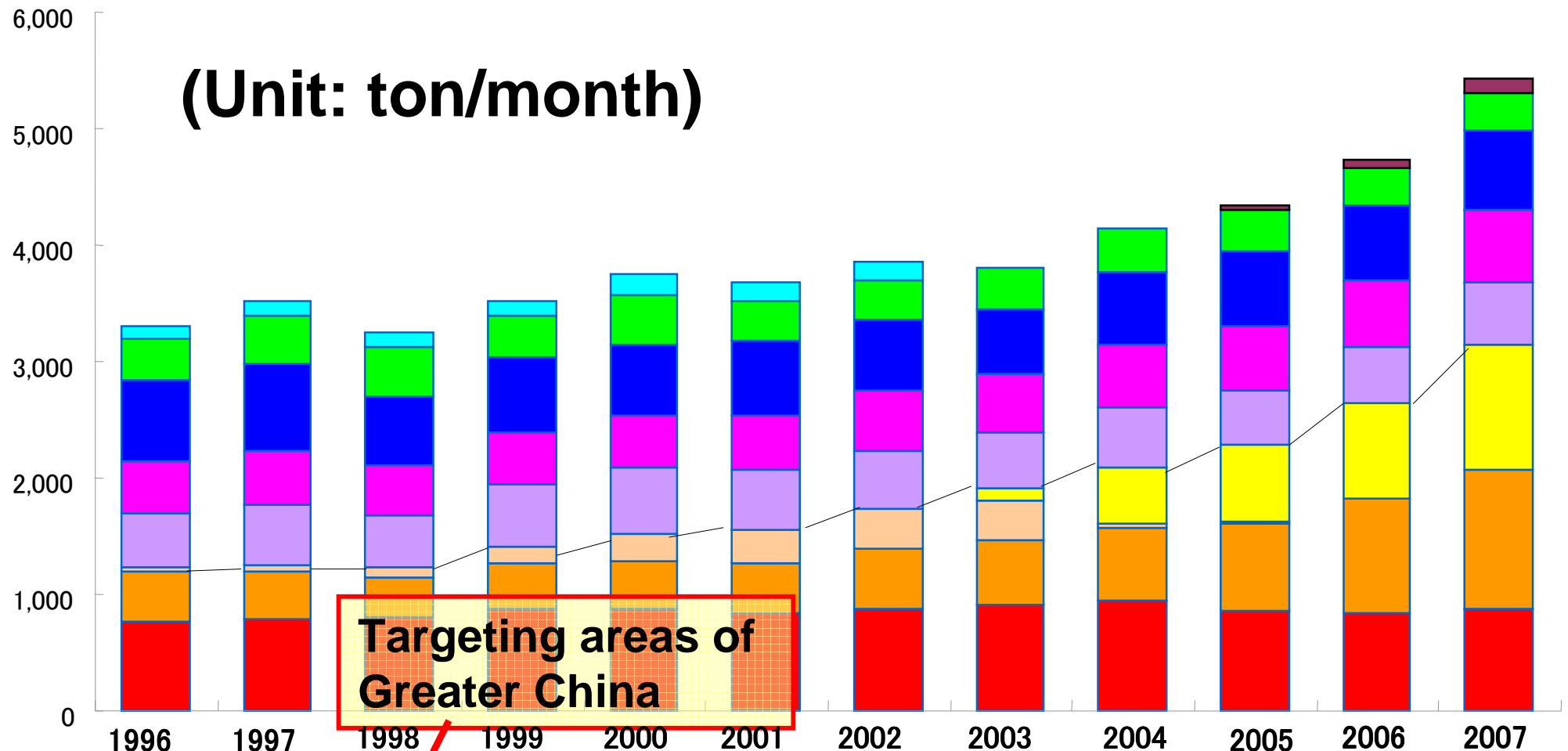
GUANGZHOU NICCA

# Expansion of Zhejiang Factory



# Sales quantities of overseas subsidiaries

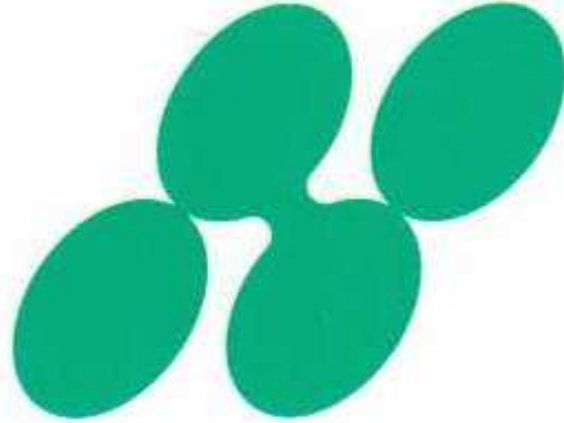
(Unit: ton/month)



Targeting areas of Greater China

- Taiwan
- Hong Kong/ Guanzhou
- Hangzhou
- Zhejiang
- Korea
- Thailand
- Indonesia
- U.S.A.
- Brazil
- Vietnam





**NICCA**

**Don't sell a product itself,  
but provide technologies  
to customers.**

**< Our founder's words >**