



Lighting the way for generations.





Nichia President & CEO
Hiroyoshi Ogawa

Ever researching for a brighter world.

This is the guiding principle at the heart of our family-owned business founded by my grandfather, Nobuo Ogawa, in 1956. A pharmacist, his vision was to utilize the abundance of limestone in our hometown to produce materials needed for the treatment of tuberculosis. He decided to begin Nichia in his hometown, as a dream to contribute to the community, create jobs and stimulate the local economy, especially after the devastation from WWII. Eventually, a shift to the manufacture of phosphors ushered in revolutionary advances in lighting that would forever change the energy landscape, including Nichia's invention of the high brightness blue LED in 1993 and white LED in 1996. Over three generations of innovation, hard work and strategic diversification, Nichia has grown to become the world's leading manufacturer of LED products, and one of the most accomplished semiconductor manufacturers globally. For the last sixty five years, we've pushed technology boundaries and welcomed new challenges while maintaining our solid foothold in the marketplace.

Light is a particle. It is also a wave. With this knowledge, Nichia is continually striving to elevate standards for light quality, bringing products to market that outperform the competition. We're focused on lighting the way for innovation and providing our valued customers with the highest quality products available.

In a sea of economic uncertainty, we're proud that Nichia continues to ride the wave of success.

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The Mission and Purpose of Nichia



"Nichia survives in the market with a spirit of fairness and dignity that fosters continuous development. Through this, Nichia continues to be the company needed by society – that is Nichia's mission."

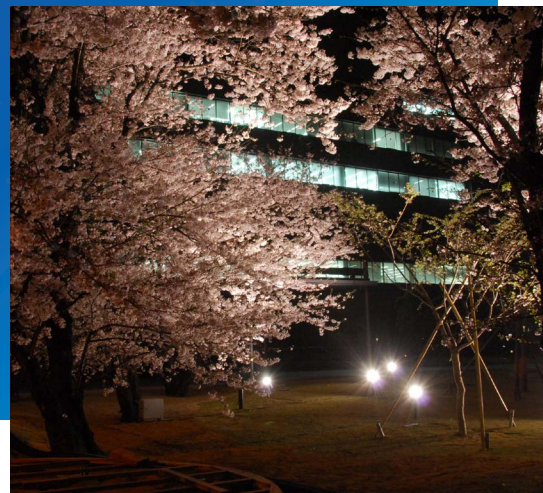
"Under the Fate with Light"

Eiji Ogawa
2011

The light that changed the world.

Who better to lead an industry than the company that developed its technology? In 1988, after twenty plus years of producing phosphors for fluorescent lighting and TVs, Nichia established a plant dedicated to the future of LED technology. By 1993, we achieved something experts said wouldn't be seen before the end of the century — the world's first high luminous nitride blue LED. It was the missing piece in the lighting puzzle that in a matter of three years would lead to Nichia's next great advance, the development of the first white LED.

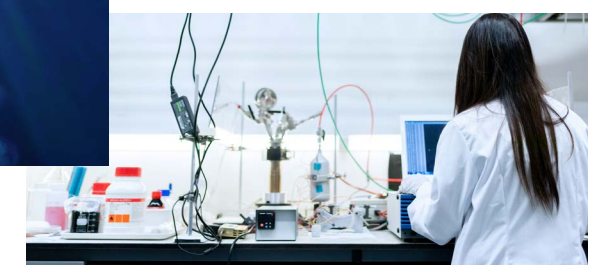
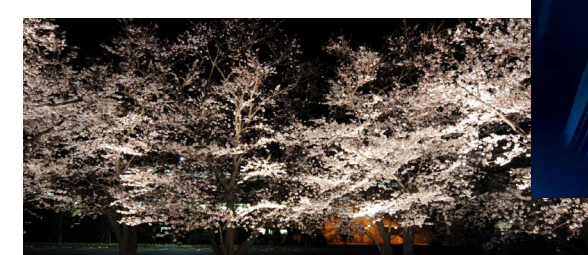
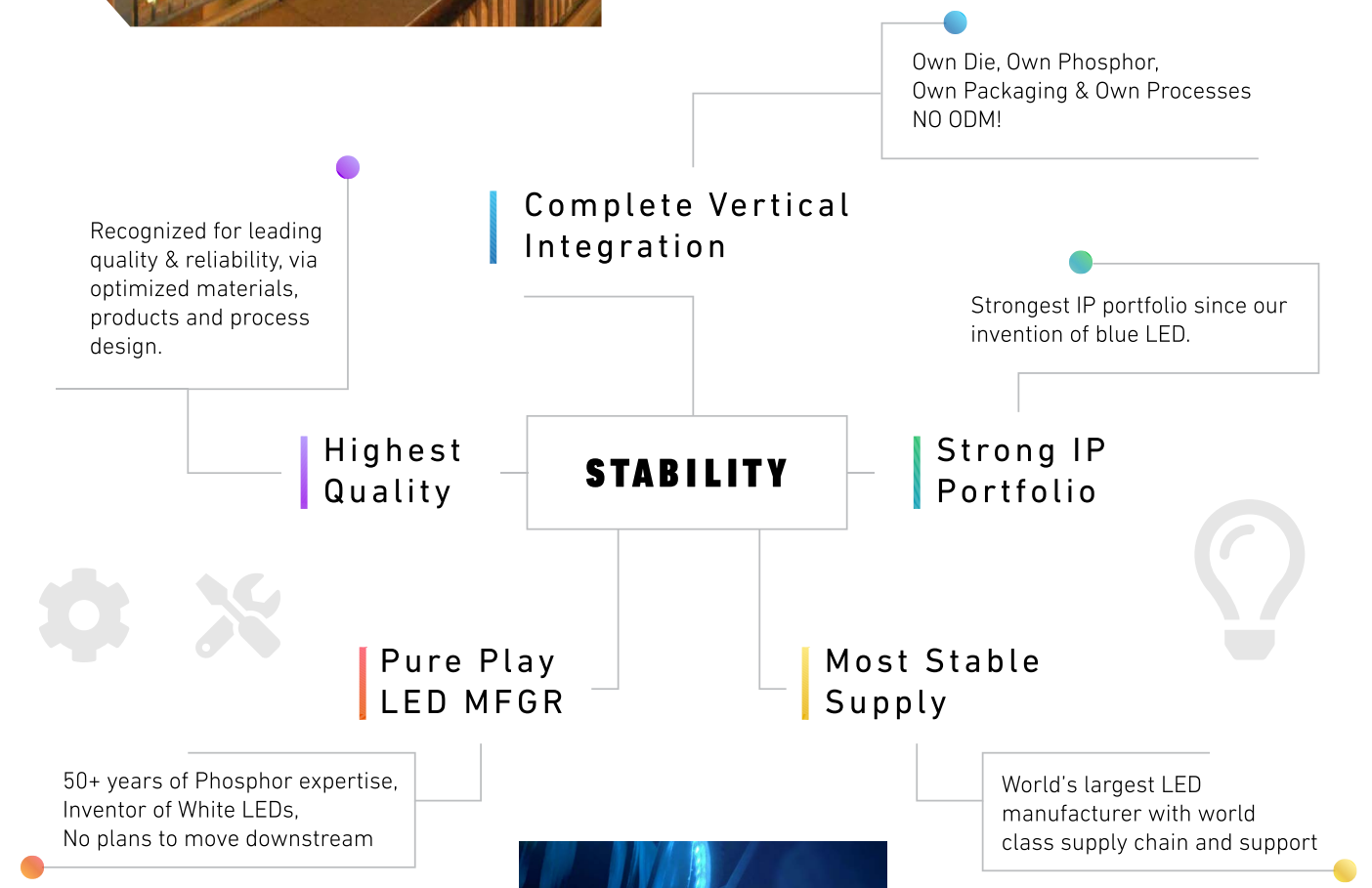
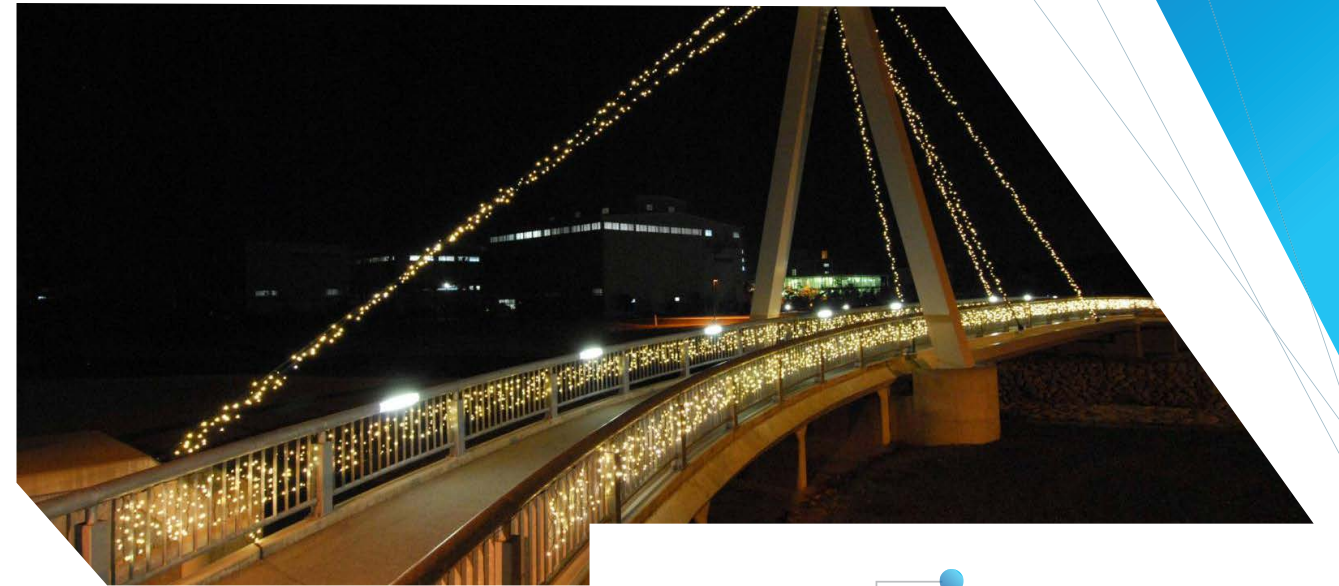
These revolutionary developments garnered accolades and awards, but more important, they served as game changers for worldwide energy efficiency and life changers for those in parts of the world without access to electricity grids, who welcomed a light source that could now run on cheap solar power. Soon additional nitride-based optical semiconductors in various colors and wavelengths were developed, including ultraviolet LEDs and laser diodes. A new era in lighting was born.



Business in 21st century and the spirit of Nichia

"A sustainable society is essential for the continuation of companies. Conversely, companies contribute to the healthy sustainability of society through each employee's dedication to each role within the company in accordance with the corporate purpose. Companies and society have an interdependent relationship."

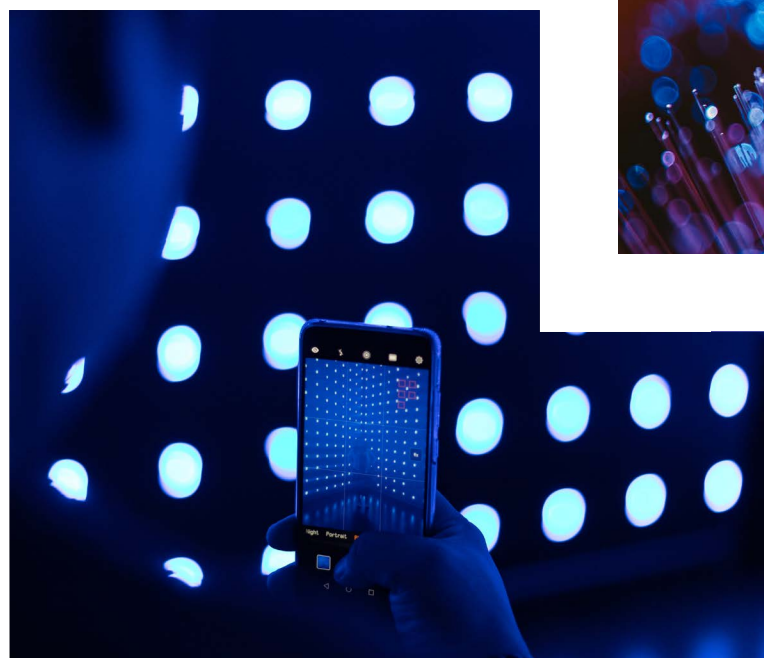
Hiroyoshi Ogawa
2015



Nichia's vast intellectual property portfolio ensures stability and sustained growth.



Application diversity promotes balance, stability, and the opportunity for innovation.

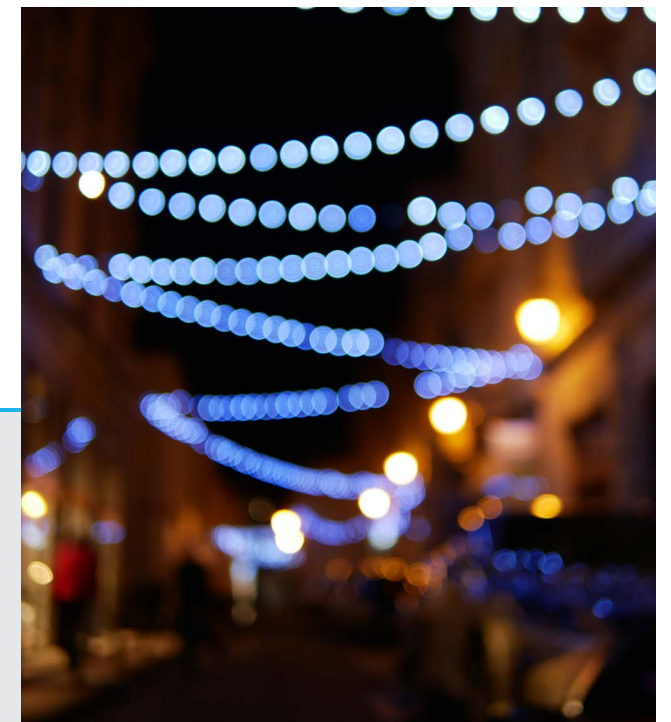


Our diversity is our strength.

Nichia is not only a proud supplier to LED lighting, backlighting, automotive and video display manufacturers, as a trusted brand, we lead the industry for sales in each key segment. Application diversity drives scale, profitability and stability, giving us the ability to weather all sorts of market challenges.

Diversity also fuels innovation through technology sharing. For example, mid-power packages, now the standard for LED lighting, evolved out of advances in our LCD backlighting division. Using similar technology, we devised a lighting grade package that allowed more lights to be packed closer together for a smooth and more linear stream of light. The quality of light was vastly improved as was energy efficiency. It was this collaborative effort between two Nichia divisions that led to an industry-changing innovation.

When you're sitting at your favorite sporting event and look up at the large video display to watch the replay of an important touchdown, goal or home run, Nichia is there. When you look down at your smart phone to send a message to a loved one, Nichia is there. When you're driving in your car and glance at your instrument cluster to see how much gas you have left, Nichia is there. Almost everywhere you go, you are bound to see something touched by Nichia technology. We are honored to play such a critical role in modern society.



Nothing is achieved alone

"Continuous profit cannot be achieved without great support and cooperation of all departments within Nichia: development, technology, production, logistics, sales, marketing, general affairs, accounting, finance and so on.

It is very good to have a dream; however, we must never forget that the realization of that dream requires the cooperation of countless supporters around us."

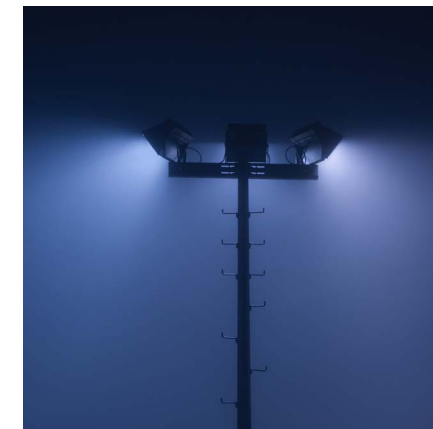
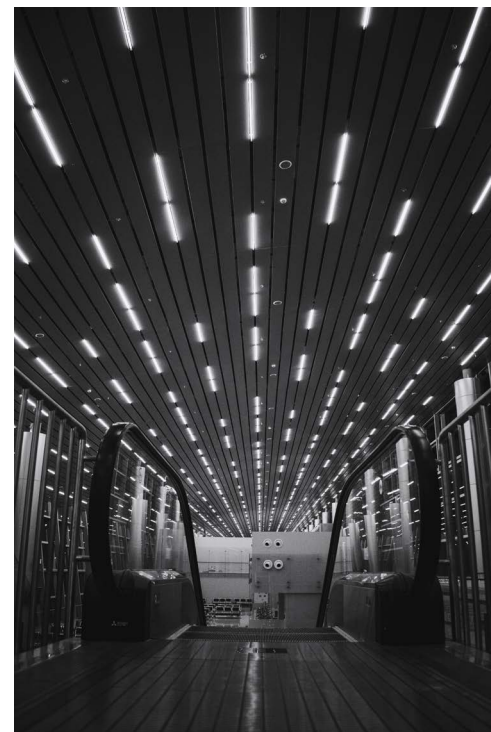
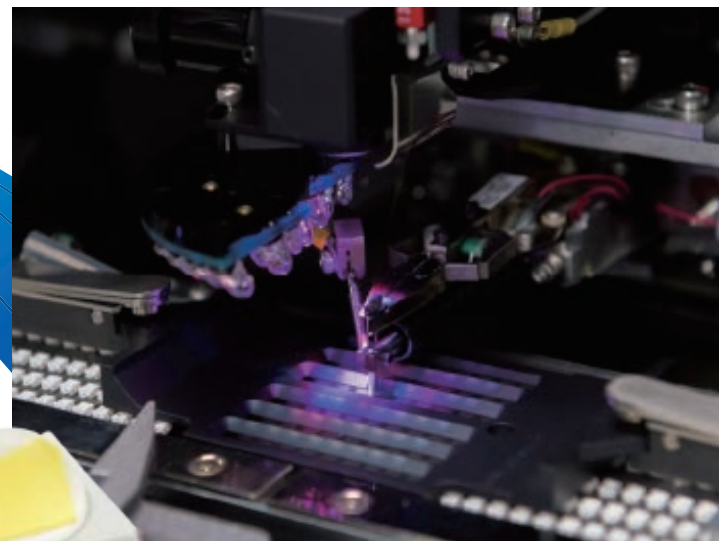
Noboru Tazaki
2004 - Across the Dream

All light is not created equal.

In 1996, Nichia developed the white LED. Today, we're committed to perfecting LED technology with a charge to develop new products that meet today's demands for quality of light. We're looking at ways to control the spectral distribution to create light that has the look and feel of an incandescent bulb. The result is a color and quality that "looks right;" you know it when you see it.

Nichia's complete vertical integration provides us a significant edge over the competition. From customizing our MOCVD to making our own die and phosphor to packaging our LEDs — we do it all ourselves. Nothing is outsourced or left to chance. Aside from being the only company that can say that, when you buy our products, you have the peace of mind knowing quality is controlled solely by Nichia, and derives from a vast portfolio of intellectual property, virtually eliminating the chance for infringement.

Today, you find Nichia LEDs in homes, schools, offices, city streets, hospitals, stores, in stadiums and beyond. We've come a long way and will never stop pushing for better science, better integration, and better light.



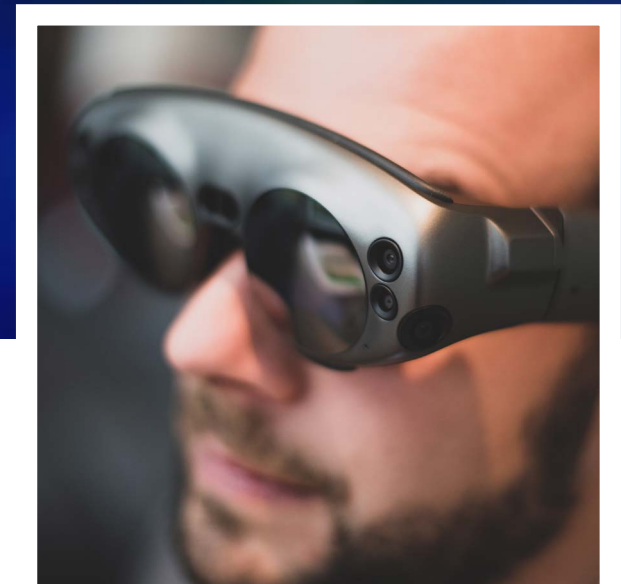
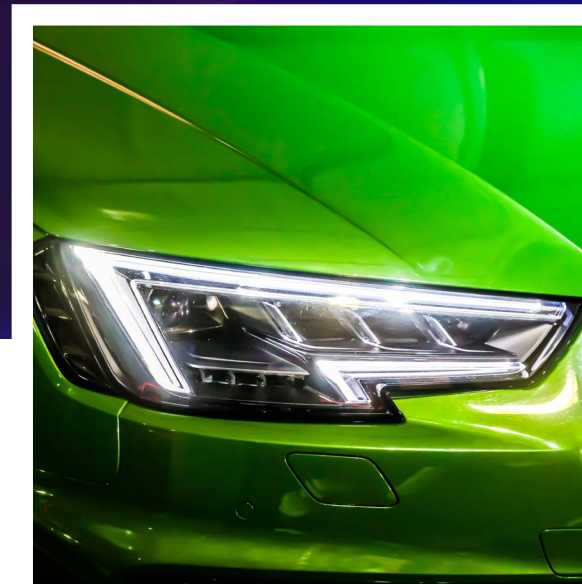
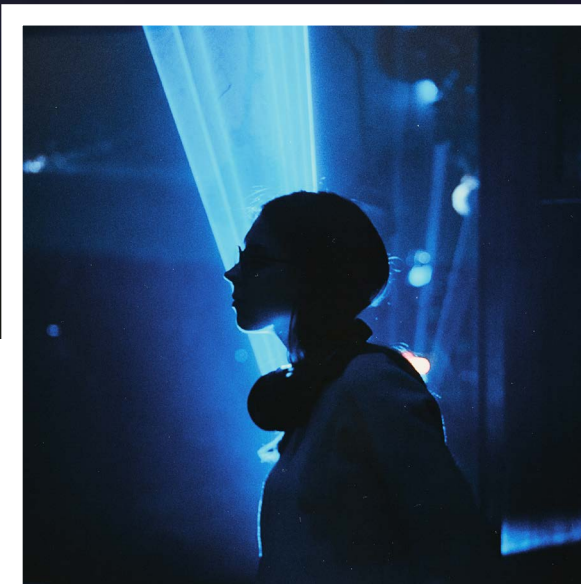
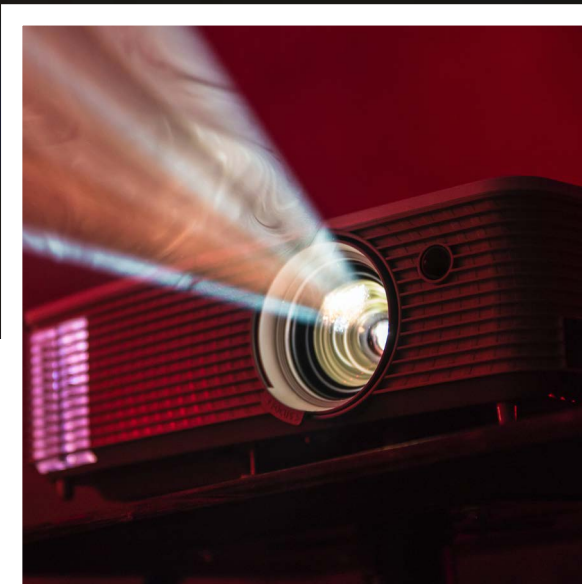
The stability that comes from our deeply integrated sectors lets us focus on things like light quality while other just try to survive.



Our laser diodes are light years ahead.

There's a reason Nichia has a dominant share position in the laser diode market. Our products are simply more advanced. As the industry exploded with the development of white LEDs, laser diodes were already emerging.

By 2000, Nichia developed the first GaN-based violet laser diode, which has since evolved to provide wider bandwidth and higher output, suitable for theater lighting and projection, endoscopy and soon, vehicle headlights, head mount displays and industrial uses.

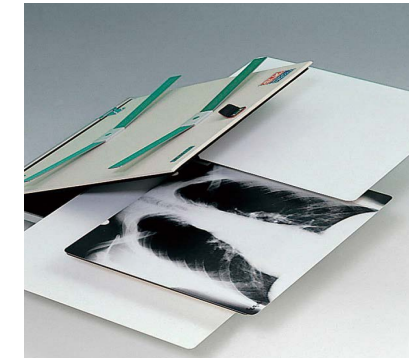


Technologies at the core of who we are.

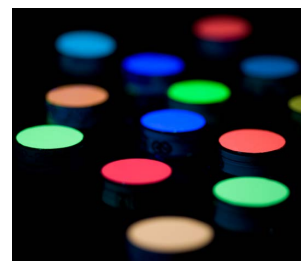
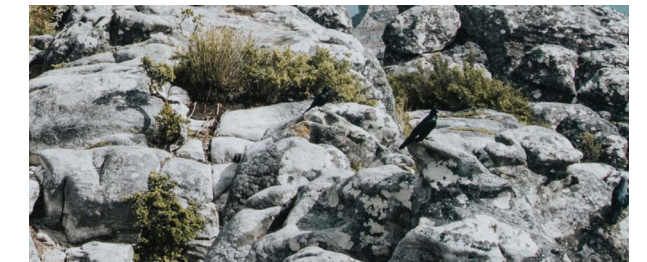


In 1956, our founder began developing materials for pharmaceuticals using the natural resources in his own backyard.

Today, all of our fundamental technologies emanate from the earth. In addition to our semiconductor lighting products, the world relies on our high-quality phosphor, battery materials, magnetic materials, and the many other environmentally-friendly products we produce.



The stability and expertise gained from being a leading materials science company enables Nichia to remain focused on creating and producing the world's best products in our space. We do not need to get distracted or enticed to move downstream and compete with our customer base. We can remain focused and continue to fine tune our own craft.



Phosphors

With over 50 years of phosphor expertise and manufacturing, Nichia has a great history and understanding of the rare earth business. This has enabled Nichia to establish a strategic inventory position of rare earth material that has essentially eliminated risk to Nichia's production of the world's highest quality optical semiconductors.



Battery Materials

Cathode materials for lithium ion batteries are widely used for smart phones, laptops, tools, electric vehicles, energy storage and more. We're the world's leading manufacturer of cathode materials.



Magnetic Materials

With its extremely small particle size, our SmFeN powder has outstanding compound fluidity making it suitable for complex shape molding and integrated injection molding.

At Nichia, we shine a light on science.

One of the core components of our culture has and always will be giving our scientists and engineers the space and resources to pursue whatever paths they find interesting. Because you never know from where the next great innovation will come. As an innovation-driven materials science company, our future success is tied to advancements in Research and Development, which is why we reinvest double digit percentages of revenue back into the company. It's an investment that ends up being larger than the sales of most competitor LED manufacturers, and one that demonstrates our commitment.

Innovation is our daily call to action. With three state-of-the-art R & D centers across Japan and value input from our teams across the world, we're engaged in the enthusiastic pursuit of new developments, and are willing to give them the time and resources they need.

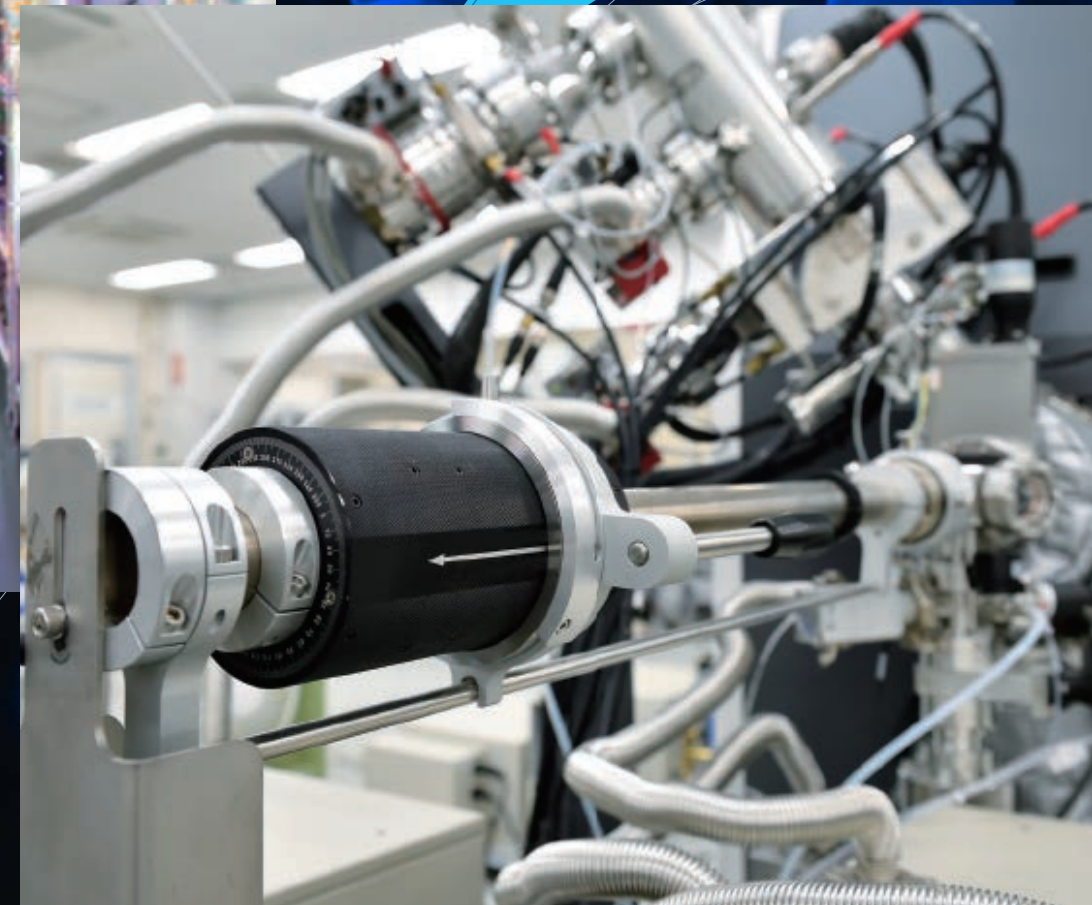


Bonds – The 50th Year Since Foundation

"No product is developed without some difficulties. Outstanding technology and unrivaled capability of providing products builds a strong business and the base for the next generation of competing products. This means that all the work done by those before us have in some way contributed to the work we do today. In a supportive environment where everyone compensates for others' mistakes, employees can concentrate on R&D, new products are created, and the company continues to grow."

Eiji Ogawa
2006

R&D is at the core of who we are and how far we've come.



Quality under control.

In this industry, our good name is everything. Accordingly, the principal basis of our day-to-day is quality control. As the world's largest manufacturer of LEDs, laser diodes, and sensitive chemical materials, we work hard to maintain our high standards, and do so through an integrated management system that includes above-and-beyond testing, inspection, research, analysis, and information security, all ensuring the safety and performance of our products.

In today's marketplace, "Nichia" has become synonymous with quality. It's our legacy, and the product of countless hours of unrelenting focus and hard work. We take enormous pride in our products.



When you guarantee continuity of performance, you guarantee your longevity.

"10 out of 10" is a failure.

In school, perfect marks on an exam meant a lot to students. However, in our business, 10 out of 10 is a failure. In this ever-changing society, today's perfect score will not always stay the same tomorrow. We must manufacture products with a score of "11 out of 10" or more, which can then compete in a market filled with "10 out of 10" products.

Nobuo Ogawa
1969

Management Goal

"Nichia is not a company that is only focused on short-term profits or the simple expansion of sales volume. The core of our management philosophy is to pursue the continuous growth of business through technological development that contributes to society. I believe that our management goal will automatically be achieved if all members of Nichia share in this business vision, perform our work with passion and a dream in mind, and pursue the continuous development of the company through the growth of employees and technologies."

Eiji Ogawa
1997



Our light force emanates from Tokushima.

These days, you see companies scatter their manufacturing facilities across the globe to take advantage of opportunities to reduce costs. At Nichia, we've always taken a different approach. With five of our key plants concentrated in Tokushima, our proximity promotes efficiency while allowing us to see ourselves as an extended family with a strong sense of cultural pride. Together, we share our resources and ideas, and support one another as we work to grow, preserve the environment and improve the quality of life in our local communities.

Grounding our manufacturing in one region streamlines our processes and keeps us strong.



Our international sales team sees the light.

Our manufacturing may be centrally located but our network of 20 sales offices around the globe are strategically placed to illuminate industry concerns and shed light on the needs of our valued customers. Our efforts to listen and incorporate your feedback into production is something we've worked hard to improve over the years. Our international representatives work to carry the core values of our organization into each region, representing three generations of innovation, culture and pride.



Nichia Dayori No. 39

"Observe the public morality of the world and let's develop together with Japan and the industries of the world."

Nobuo Ogawa
1986

How can we improve our processes?

How can we make our quality products work better for you?

Our global teams are always listening and ready for feedback.



For more information,
email us at info@nichia.com.

Together, we're lighting the way for a better tomorrow.



Perhaps once you know all that goes into the production of luminescent material, the idea of a firefly becomes even more wondrous. Deep in the heart of Nichia headquarters, technicians tend to a greenhouse dedicated to the breeding of fireflies.

Each year, once the insects reach maturity, residents across Tokushima are invited to the campus to see the spectacle of their release. Families hold their breath as thousands of tiny creatures are freed to blaze new trails into the night sky. As the darkness gives way to their light, children look up and dream of what is possible.

At Nichia, the thrill of discovery has and always will light our way, bringing new solutions and wonder to the world.

Doing our part.

Because nature gives us so much, Nichia is committed to giving back to the environment in a host of meaningful ways, from producing our products responsibly to creating and funding a foundation dedicated to protecting the environment from global warming, preserving plant and animal species in our native environment and beyond, and more.

The spirit of Gongu

"When a company takes on a challenge, it also means that each of its employees are challenging themselves. Without challenges, dreams never expand, and the company loses its purpose. Each employee's challenge to reach higher is a living testament to the company's existence. You feel joy from making the impossible possible."

Eiji Ogawa
1999 - To be a Dragon



NICHIA

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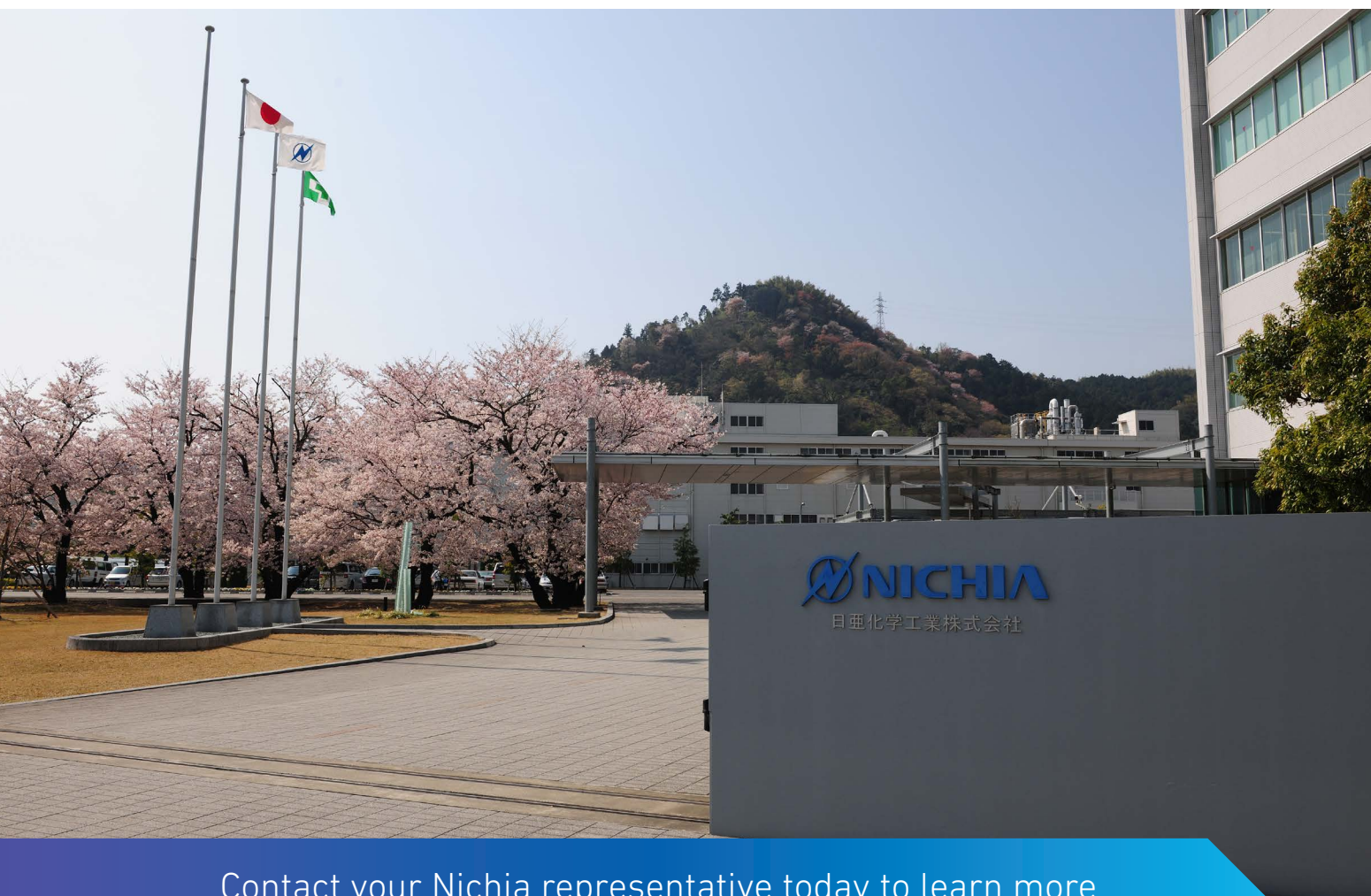
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Contact your Nichia representative today to learn more about Nichia and how we can work together.

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