

Noritz's Business and Philosophy



Regardless of how energy sources change, the Noritz Group will supply indispensable products while expanding its lineup beyond water heaters.



Sustainability Well-Being Care

Since it was founded in 1951, Noritz has strived to enhance Japan's bathing culture and improve people's lives based on the belief of its founder, Toshiro Ota, that "quality baths bring joy to people." The Company expanded its business beyond Japan in the 1990s, bringing more comfort and convenience to consumers by supplying products and services tailored to each country's market and culture.

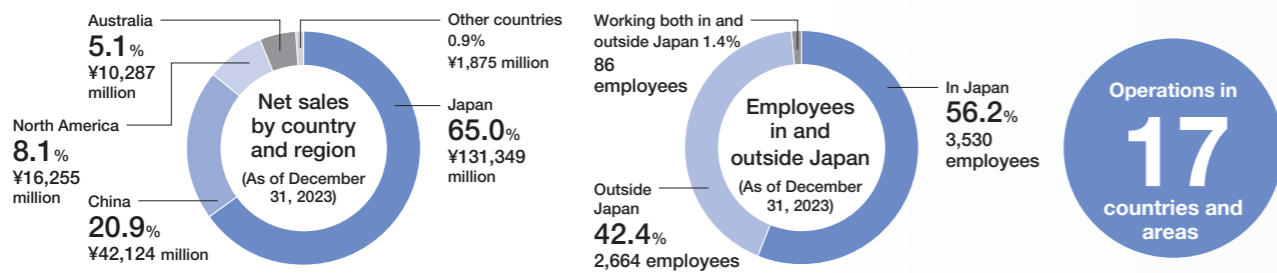
To provide products and services that help communities live more comfortably and contribute to the planet, Noritz will continue offering satisfaction to people around the world through its business activities while tackling environmental issues.

About NORITZ



Supplying indispensable products for people's lives and communities

The Noritz Group mainly sells water heaters, kitchen appliances, and heating ventilation and air conditioning systems to the residential housing market as well as to commercial, industrial, and agricultural markets. Having proactively expanded its operations worldwide, the Group is supplying indispensable products to countries in Asia, North America, Europe, and Oceania.



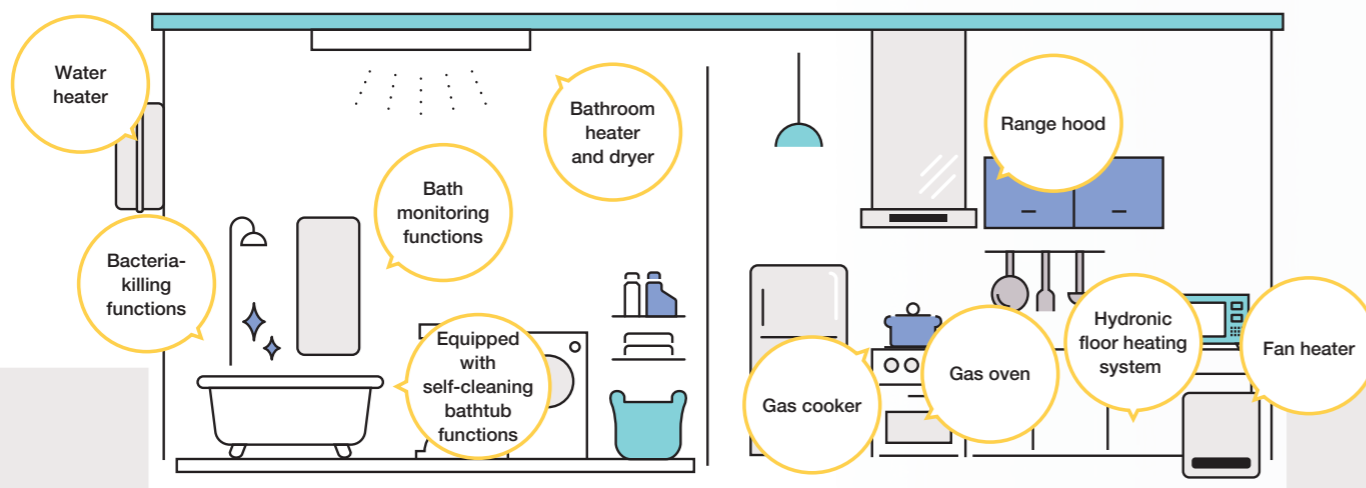
Main manufacturing companies



- Japan
- Noritz Corporation: Akashi Main Factory (Hyogo Prefecture)
 - Harman Co., Ltd. (Osaka Prefecture)
 - RB Corporation (Ibaraki Prefecture)

- China
- Noritz (Shanghai) Home Appliance Co., Ltd. (Shanghai)
 - Sakura Bath and Kitchen Products (China) Co., Ltd. (Jiangsu)
 - Sakura Shunde Co., Ltd. (Guangdong)
- North America
- PB Heat, LLC (Pennsylvania)
- Australia
- Dux Manufacturing Limited (New South Wales)

In the Home Noritz's household products



In the Community Places that use Noritz's products



The Noritz Group's Mission, Vision, and Values

A determination to keep evolving

Renewing the Group's management philosophy with an eye toward 2030

To meet public demands and expectations amid constant changes in its operating environment, the Noritz Group created a new value statement and a vision statement oriented towards 2030 based on its mission to provide "the simple comforts of life" through its products. On the momentum of this renewed management philosophy, the Group as a whole will keep taking on challenges, do what it can now for the future, and continue bringing comfort to people around the world.



Mission

The Simple Comforts of Life

Vision

Take Our Established Businesses to New Heights

We will deliver our products through different energy sources while enhancing quality and efficiency and minimizing our environmental impact.

Innovate in new fields

We will endeavor to develop products that bring greater comfort to everyday activities that involve hot water, making these innovations accessible around the world.

Values

Everything Starts from a Challenge

- Change** Always strive for a higher level and initiate change.
- Challenge** Lead by action, move forward with determination, and foster trust in the team.
- Create** Take on challenges, fulfill our purpose, and create new value as we envision the future.

