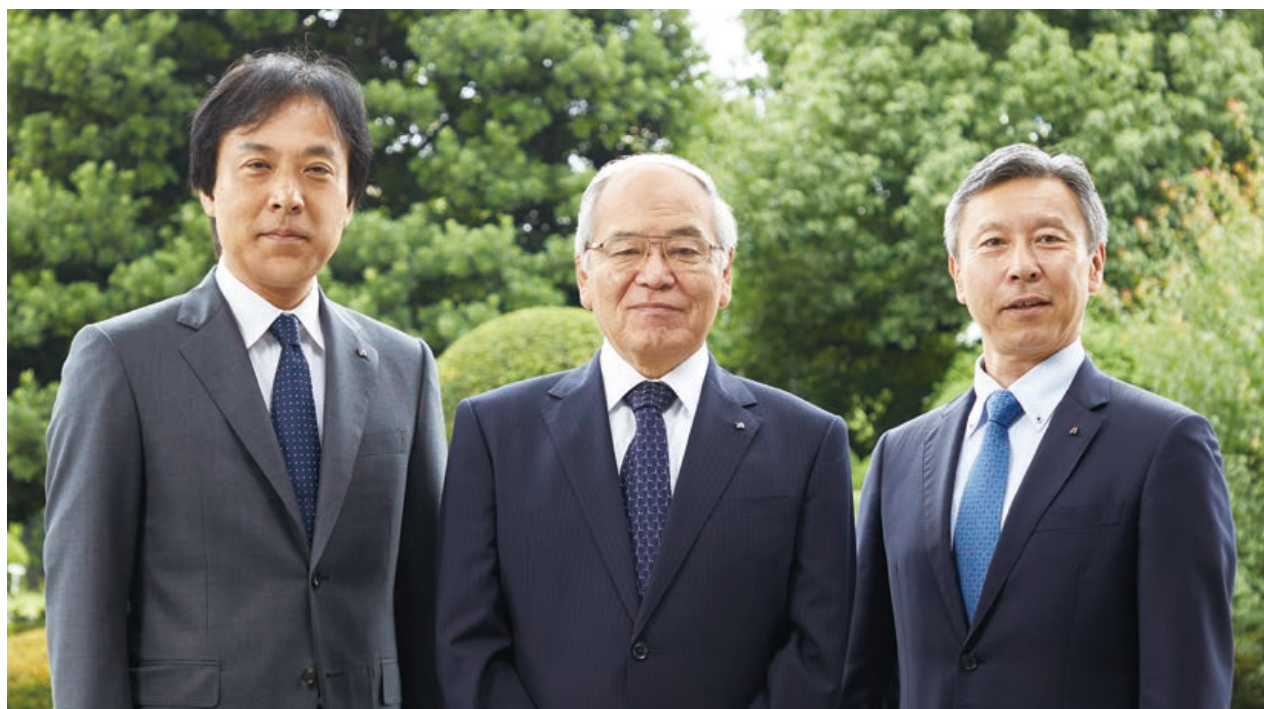


Message from Top Management



Hirokazu Hamada
Representative Director,
President,
Measurement Business Group President

Hirokazu Hashimoto
Representative Director,
Chairman of the Board,
Group CEO

Masumi Niimi
Director,
Senior Vice President,
PQA Business Group President

Continuing to create value for the building of a sustainable society by following the Anritsu Way

Anritsu was founded 123 years ago in 1895, the same year that saw the world's first radio transmission test. Throughout its long history, Anritsu has been a pioneer in information and communications. Innovations in communications infrastructure have dramatically transformed society, providing the gift of communication and connectedness while simultaneously advancing society on a global level. Anritsu's philosophy encompasses the idea that if something can be imagined, it can be made real, and the Company is now applying the technology used for the visualization of information and communications to the food and pharmaceuticals domains.

Through these efforts, we have fostered a uniqueness in Anritsu characterized by a philosophy based on the ideas of "Sincerity, Harmony, and Enthusiasm" and "Original & High Level."

We believe the "envision : ensure" brand statement effectively encapsulates the essence of Anritsu's promise "to share our dream with our customers and create a vision. A vision that, through innovation, leads to tangible results that exceed customer expectations."

There is a growing call for "sustainability" in society today, and the need for a balance between the sustainable development of society and economic growth is something we all share. An example of this is that while the industry is focused on 5G development, which represents the state of the art in mobile broadband, half of the world's people still have no access to the Internet. Elsewhere, the world's population continues to rise, and benefitting from limited food resources without waste while simultaneously eliminating hunger is becoming a key social issue.

We intend to contribute to a society that leaves no one behind by following the "Anritsu Way", making good use of management based on shared knowledge as a result of cooperation and collaboration with stakeholders around the world.

Anritsu Way

The "Anritsu Way" stems from the "Sincerity, Harmony, and Enthusiasm" and "Original & High Level" philosophies we have cultivated since the Company's founding. These ideas have become part of the Company's DNA and are effectively encapsulated in the "envision : ensure" brand statement.



..... Sincerity, Harmony, and Enthusiasm

This operating philosophy reflects Anritsu's values as well as its commitment and attitude toward the conduct of its business.

Sincerity: Trustworthiness in meeting the expectations of customers and all stakeholders

Harmony: Using all knowledge of all parties from inside and outside the Company, adaptability to respond promptly to changes in the business environment and society's demands and

Enthusiasm: For innovation that hones forefront technologies, such as 5G and the Internet of Things (IoT), and provides new value

..... Original & High Level

This concept speaks not only to the superior level of value provided to society and customers by our products and services, but also to the way we conduct our business activities, from upstream to downstream operations, including our methods for advancing projects and management systems, as well as the overall corporate culture that contributes to our ability to produce such products and services.

Brand Statement

Through sharing our dream and vision with our customers, our dedication to innovation will lead to tangible results that exceed their expectations. Anritsu's commitment to its brand statement.

envision : ensure

We share a dream with our customers, one that will lead to tangible results. While giving them unwavering support, we are dedicated to innovation.

We provide our customers with products that have significant added value. This is the source of trust in our relationship, and the driving force behind our vision.

The colon (:) symbolizes equality and mutual influence.

We will always bring dreams to fruition.