

Anritsu Way

The identity that typifies Anritsu Corporation, and which the Company has dedicatedly fostered since its foundation, is compressed in two phrases in its corporate philosophy: “Sincerity, harmony, and enthusiasm” and “Original & High Level.”

“Sincerity, harmony, and enthusiasm”

can be defined as the management philosophy that shows our mind-set and values, including the attitude, thoughts, and preparedness the Company has in conducting business.

Sincerity: Reliability to meet the expectations of customers and all stakeholders

Harmony: Adaptability to respond promptly to changes in the business environment and society’s demands by using all knowledge of all parties from inside and outside the Company

Enthusiasm: Innovativeness to provide new value by polishing up cutting-edge technologies such as 5G and IoT

“Original & High Level”

exist in the spirit of enterprise that extends from the upstream to the downstream of Anritsu’s corporate activities.

- (1) The superior social and customer value provided by our products and services
- (2) The corporate culture, management system, and work procedural methods that give rise to those kinds of deliverables.

Contribute to the development of a safe, secure, and prosperous global society



Corporate Philosophy

Company Philosophy

Contribute to the development of a safe, secure, and prosperous global society by offering **Original & High Level** products and services with **sincerity, harmony, and enthusiasm**

Company Vision

Achieve continuous growth with sustainable superior profits through innovation, using all knowledge of all parties and contribute to the sustainability of society

Company Policy

1. Make energetic organization synthesizing the knowledge of all employees
2. Capture growth drivers through innovation
3. Be a leader in the global market
4. Contribute to the creation of a society that is friendly to people and the Earth as a good corporate citizen

Anritsu Group Charter of Corporate Behavior
Anritsu Group Code of Conduct



Brand Statement envision : ensure

To provide a more specific image to the ideas of “Sincerity, Harmony, and Enthusiasm” and “Original & High Level” that are key to what makes Anritsu unique, we have created the clear, concise, and globally universal phrase “envision: ensure” as our brand statement.

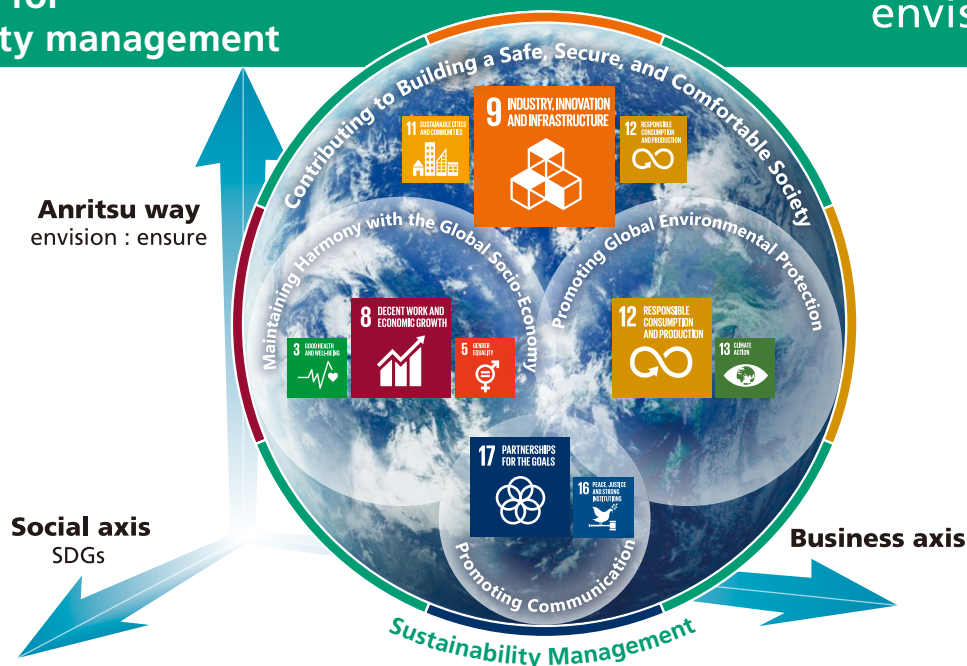
We believe this brand statement effectively encapsulates Anritsu’s message “to share our dream with our customers and create a vision that, through innovation, leads to tangible results that exceed customer expectations.”

Society is currently confronted with a wide variety of sustainability-related issues, including those related to the development of social infrastructure, including next-generation information and communications networks, as symbolized by 5G and IoT, as well as issues related to ensuring food safety and security, and realizing greater efficiency in the distribution of food.

Anritsu has contributed to technological innovation and society by providing products that meet the needs of customers, including TV broadcasting equipment, Japan’s first radio broadcast receiver and the world’s first practical wireless telephone. Inheriting this pioneer spirit, we will continue to contribute to the realization of a safe, secure, and prosperous global society by promoting sustainability management and contributing to the resolution of social issues, including those outlined in the Sustainable Development Goals (SDGs).

The targets for sustainability management

envision : ensure



Sustainability Policy

The Anritsu Group believes our business should increase our long-term value through contributions to the sustainability of global society with sincerity, harmony, and enthusiasm.

1. We will contribute to building a safe, secure, and comfortable society through our business activities, based on our long-term vision
2. We will maintain harmony with the global socio-economy and society through ethical company activities.
3. We will contribute to the preservation of the global environment by promoting environmental management for the coexistence of people and nature.
4. We will build strong partnerships by promoting communication with all stakeholders.