

# Company Philosophy and Mission



## 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

## 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**  
envision : ensure

### —The Anritsu Promise—

As well as sharing our dream and vision with our customers, it shows that our dedication to innovation will lead to tangible results that exceed their expectations. This is the commitment that “envision : ensure” symbolizes.



### The Concept in “envision : ensure”

The “TYK radio telephone,” the world’s first practical use wireless telephone and the original of the smartphone. The common-battery telephone, the foundation for the public telephone.

The first domestically-manufactured radio broadcast receiver and television transmitter.

Innovative test and measurement instruments for communications which supports optical and digital networks stretched across seas and borders and mobile broadband services today.

Anritsu, which has always supported the advancement of the information-telecommunication society, now makes a new promise in order to ensure that we proceed on the path towards being the global market leader. The concept “envision : ensure” expresses Anritsu’s promise.

“Anritsu promises to share our dream with our customers and create a vision. A vision that, through innovation, leads to tangible results that exceed customer expectations.”

This is the message contained in envision : ensure.

## About This Report

Anritsu marked the 120th anniversary of its founding in 2015, and is already moving forward into the new era of communications. Over the 120 years since Anritsu began business activities, its strengths have made it possible to contribute to the development of the IT field, including wired and wireless communications devices and related measuring equipment. Two strong strands of DNA have served Anritsu well over the years and are the source of its strengths. These are “Sincerity, Harmony, and Enthusiasm” and “Original & High Level.” These two are even more important today as the development of communications continues.

This report has been prepared to help our stakeholders understand these two strands of DNA. As an integrated report, this publication presents information on financial factors, including financial performance and corporate strategy, and non-financial factors, such as information on environmental and social matters, in an integrated fashion.

Looking ahead, we will manage Anritsu with a strong sense of purpose and, through our main business activities, will aim to contribute to the creation of a safe, secure, and prosperous global society.

1. For information on facts and other information that have a material impact on the Anritsu organization’s capabilities for creating corporate value in the short, mid, and long terms, please refer to the Business Review section of this report (beginning on page 18) or our website: <http://www.anritsu.com/ir>
2. In preparing this report, we have made reference to international reporting frameworks, including those provided by the International Integrated Reporting Council (IIRC) and others as well as the G4 Sustainability Reporting Guidelines (Version 4) of the Global Reporting Initiative (GRI).

### Supporter of the UN Global Compact

Anritsu is actively responding to the requirements of global society through its business activities.

In March 2006, Anritsu declared its support of the 10 principles of the UN Global Compact (UN-GC), which are grouped in four categories: Human Rights, Labor, Environment, and Anti-Corruption. The Anritsu Group as a whole integrates these principles into its CSR activities.

### Promotion of CSR Management: <http://www.anritsu.com/csr>

Based on its Company Philosophy, which is expressed as “Sincerity, Harmony, and Enthusiasm” and “Original & High Level,” Anritsu promotes communication with its stakeholders as regards social issues relating to the economy, society, and the natural environment, and takes initiatives to address these issues in its main business. Our principal activities are presented on our website as CSR (sustainability) promotion activities.

### Our Other Disclosure Publications: <http://www.anritsu.com/ir>

- Financial Information
- Securities Reports, Quarterly Financial Reports, Internal Control Reports
- Mid-term Business Plan, Business Briefings
- Business Reports
- Information for the General Meeting of Shareholders
- Other Information



2015 Sustainability Report



2016 Company Profile