

Anritsu Way

“Sincerity, Harmony, and Enthusiasm” “Original & High Level”

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

The identity that typifies Anritsu Corporation, and which the Company has dedicatedly fostered since its foundation, is compressed in two phrases: “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. Respectively, the meanings are:

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

This identity has been amassed historically as corporate value.

“**Original & High Level**” means (1) the superior social and customer value provided by our products and services, and (2) the corporate culture, management system, and work procedural methods that give rise to those kinds of deliverables. In other words, “Original & High Level” can be said to exist in the spirit of enterprise that extends from the upstream to the downstream of Anritsu’s corporate activities. Having created many original, pioneering products, for which the needs of society and customers had been taken into consideration, Anritsu has been contributing to the development of society. Anritsu will leverage that ability to make change in confronting the solutions to sustainability issues that global society requires.

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

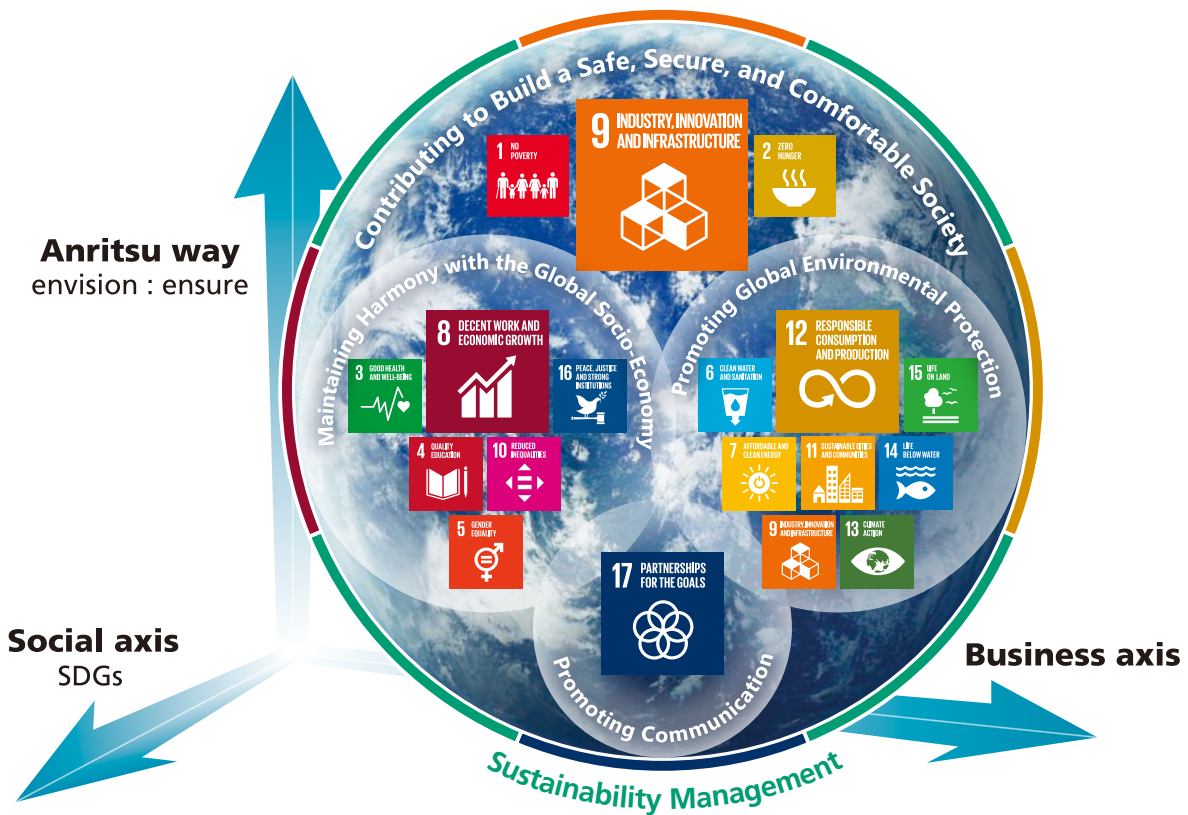
1. Make energetic organization synthesizing the knowledge of all employees
2. Capture growth drivers through innovation
3. Be a leader in the global market
4. Contribute to the creation of a society that is friendly to people and the Earth as a good corporate citizen

Brand Statement

envision : ensure

The “envision : ensure” brand statement symbolizes Anritsu’s 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.” The Company throughout its history has been contributing to technological innovation, providing products meeting the needs of customers, such as the world’s first practical use wireless telephone, Japan’s first radio broadcast receiver, and television broadcasting equipment. The pioneer concept of “I think, therefore I realize.” has been passed down through the history of the Company, and we intend to carry this philosophy going forward as we take on new challenges. Together with our stakeholders, we are committed to resolving sustainability-related issues, and we focus, in particular, on the Sustainable Development Goals (SDGs) noted below, in order to contribute to realization of a “safe, secure, and prosperous global society.”

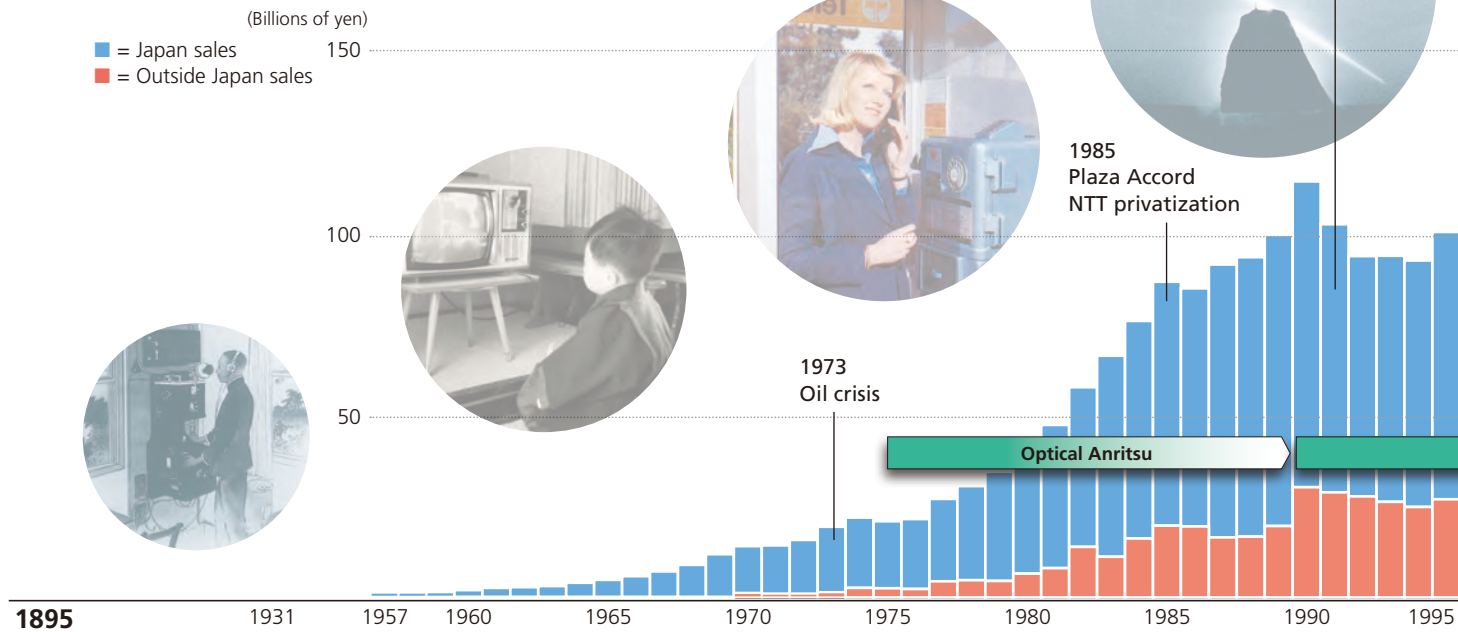
The targets for sustainability management



The Sustainable Development Goals (SDGs) were unanimously adopted at the UN General Assembly in September 2015. The Anritsu Group will continue to contribute toward the achievement of these SDGs through its business activities.

Anritsu Value History

Anritsu has been continuing to provide “Original & High Level” value to society with “Sincerity, harmony, and enthusiasm” for more than 123 years. Having since its foundation accumulated the technologies that are the source of the Group’s corporate value —such as in communications, testing and measurement as well as in inspection— the Company has also garnered absolute trust from its customers as a result. Here, we present a history of these Anritsu value creations.



Foundation	Anritsu Electric Co., Ltd. established	Company name changed to Anritsu Corporation
Sekisan-sha Annaka Electric Co., Ltd.		

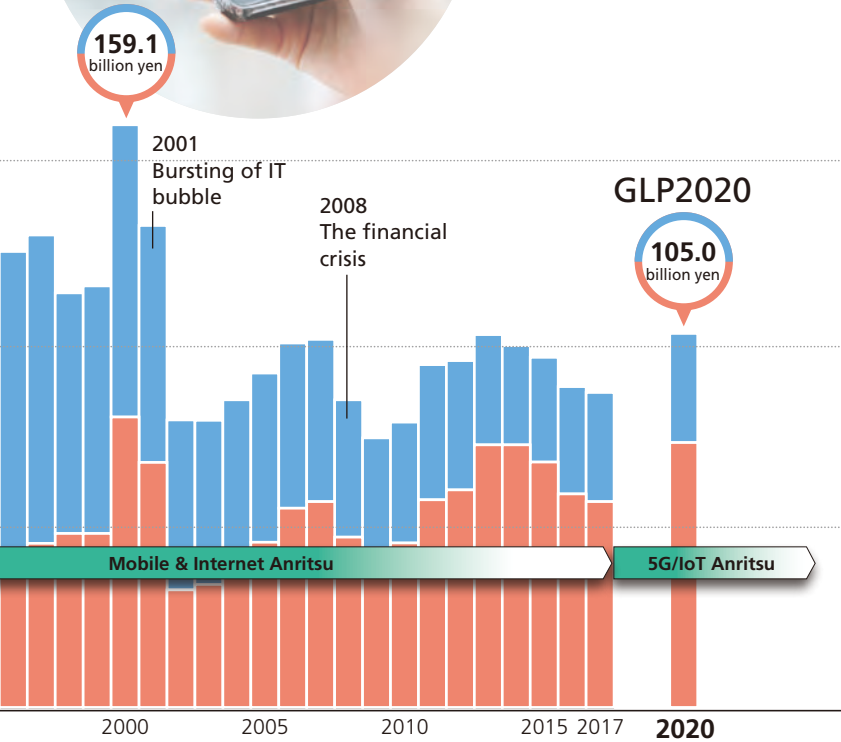
Dawning of new era (1885–1930)	Period of wired/wireless integration (1931–1949)	Period of revival under revived Anritsu Electric Co., Ltd. (1950–1962)	Business expansion brought about by diversification (1963–1974)	Optical Anritsu (1975–1989)
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History of Change by Showing Sincerity, Harmony, and Enthusiasm

<p>Bears burden of dawning of new era for Japanese information and communications technology</p> <p>Company mired in management crisis due to economic downturn in aftermath of Great Kanto Earthquake, Great Depression, and intensified competition</p>	<p>Anritsu Electric Co., Ltd. founded by merger of Kyoritsu Electric (Sekisan-sha) and Annaka Electric Co., Ltd.</p> <p>From outbreak of Sino-Japanese War to war era (armaments boom)</p> <p>Began corporate reconstruction by switching to civilian demand even as war ended</p>	<p>Restarted under second company system on basis of Enterprise Reconstruction and Reorganization Law</p> <p>Supported expansion and upgrading of communication infrastructure for Japan’s reconstruction</p> <p>Construction of Tokyo headquarters office/opening of Atsugi business office (current headquarters)</p>	<p>Promotes business diversification through system comprising six business divisions</p> <p>Supports development of communications infrastructure that underpins Japan’s high growth</p> <p>Starts payphone export business</p>	<p>Establishes business foundation in United States with mass deliveries of microwave line measuring equipment to AT&T</p> <p>Domestic and overseas optical measurement business expanded by increased investment in optical communications networks</p> <p>Expansion of T&M equipment market due to opening up of communications market following NTT’s privatization</p> <p>Expansion of overseas payphone business</p>
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History of Challenges to Achieving Original & High Level

<p>Becomes pioneer in wired communications in Japan (manufacture of payphones)</p> <p>Bears burden of making world’s first wireless telephone practical (TYK radio-telephone)</p>	<p>Development and manufacture of Japan’s first television transmitter</p> <p>Development of magnetic recorder (AC bias system)</p>	<p>Mass production of payphones and magnetic switching devices</p> <p>Microwave line measuring instrument forerunner of T&M equipment business</p> <p>Development of radio equipment for vessels</p>	<p>Development of T&M equipment for digital transmissions</p> <p>Checkweigher development serves as forerunner of Products Quality Assurance (PQA) business</p> <p>Development of computers and their peripheral equipment</p>	<p>Development of T&M equipment for optical fiber communications (optical time domain reflectometer [OTDR], world’s first optical pulse tester)</p> <p>Card-type payphone</p>
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120th anniversary



Building foundations as multi-national company (1990–2000) **21st century; Path to becoming global brand (2001–)**

100th anniversary of foundation: 21st Century Company Vision "To become a global company with global technologies for global customers"

Integrates and expands overseas development, manufacturing, and sales bases following acquisition of Wiltron Company

Falls into red due to Heisei Era depression

Business selection and concentration: withdrawal from non-core businesses, proceeds with business transfers

Records all-time high profit and significant slump into red due to North American IT bubble

Management structure reforms (headquarters functions centralized at Atsugi)

Growth toward becoming global leading company in mobile T&M business field

Enters operations support systems (OSS) market following acquisition of Nettest

Produces series of T&M equipment for digital mobile wireless use

Development of SONET/SDH/PDH/ATM analyzer for high-speed, large-capacity optical digital communications market

High-speed semiconductor device (monolithic microwave integrated circuit (MMIC)) developed

Development and external sales of excitation light sources (optical devices) for optical amplifiers

World's first W-CDMA conformance test system developed

Development of world's most-efficient millimeter-waveband flat antenna

Development of the world's first 5G chipset terminal verification tester that complies with 3GPP standards

Adaptability

Reliability

Innovativeness

- Intellectual capital**
 120 years of knowledge accumulation, ability to innovate
- Human capital**
 Global organization and human resources
- Social and relationship capital**
 Partnerships with leading companies
- Financial capital**
 Financial stability in preparation for changes in market situation
- Manufactured capital**
 Original & High Level production processes
- Natural capital**
 Environmental management that extends along entire value chain

The Value Creating Story

The sources of Anritsu's corporate value are its tangible and intangible capitals, which are also the basis for the values that Anritsu holds dear: Reliability, Adaptability, and Innovativeness. Anritsu uses the capital it has amassed to the fullest extent possible to provide solutions to social issues through the conduct of its corporate activities.



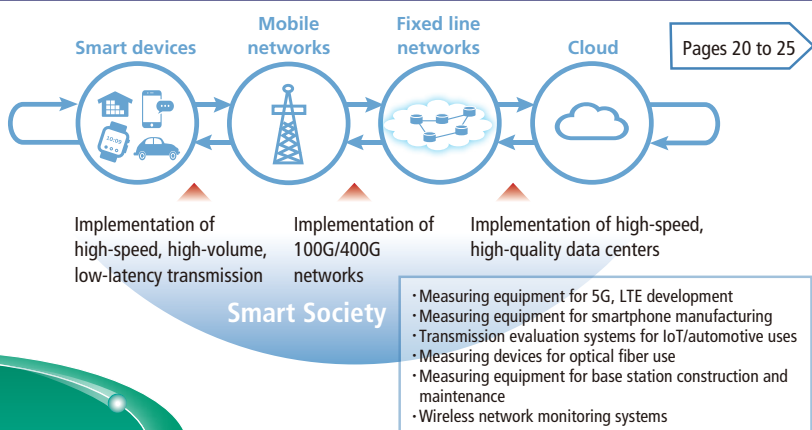
* PQA: Products Quality Assurance

“envison : ensure” expresses the unending challenge of social innovation and our intent to take the initiative in advancing the limitless cycle of value creation.

Outputs

Test and Measurement Business

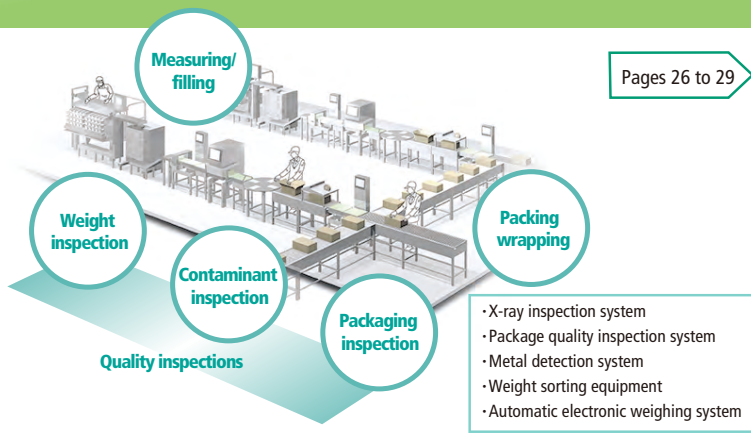
Measurement solutions that support 5G/IoT networks and drive social innovation



ensure

PQA Business

Solutions for assuring quality of food products and pharmaceuticals



Value Provided to Society

Contributing to creating a safe, secure, and comfortable society

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Put into place a safe and secure infrastructure which leads to the building of a sustainable society and encourages innovation

11 SUSTAINABLE CITIES AND COMMUNITIES

Put in place a robust network infrastructure that will provide safety and security in all areas and lead to building a sustainable society

2 ZERO HUNGER

Realize a society where everyone can live in safety and security by enhancing quality assurance for food and pharmaceutical products.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Implement a sustainable society where food loss is kept to a minimum.

Contributions in the ESG Domain

8 DECENT WORK AND ECONOMIC GROWTH

Together with diverse human resources, we seek to contribute to the creation of workplaces where each individual can achieve personal growth and experience job satisfaction.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Contributing to the creation of a society with sustainable consumption and sustainable corporate production practices

17 PARTNERSHIPS FOR THE GOALS

Contributing to the creation of shared value with collaboration among all stakeholders

Sustainability Management

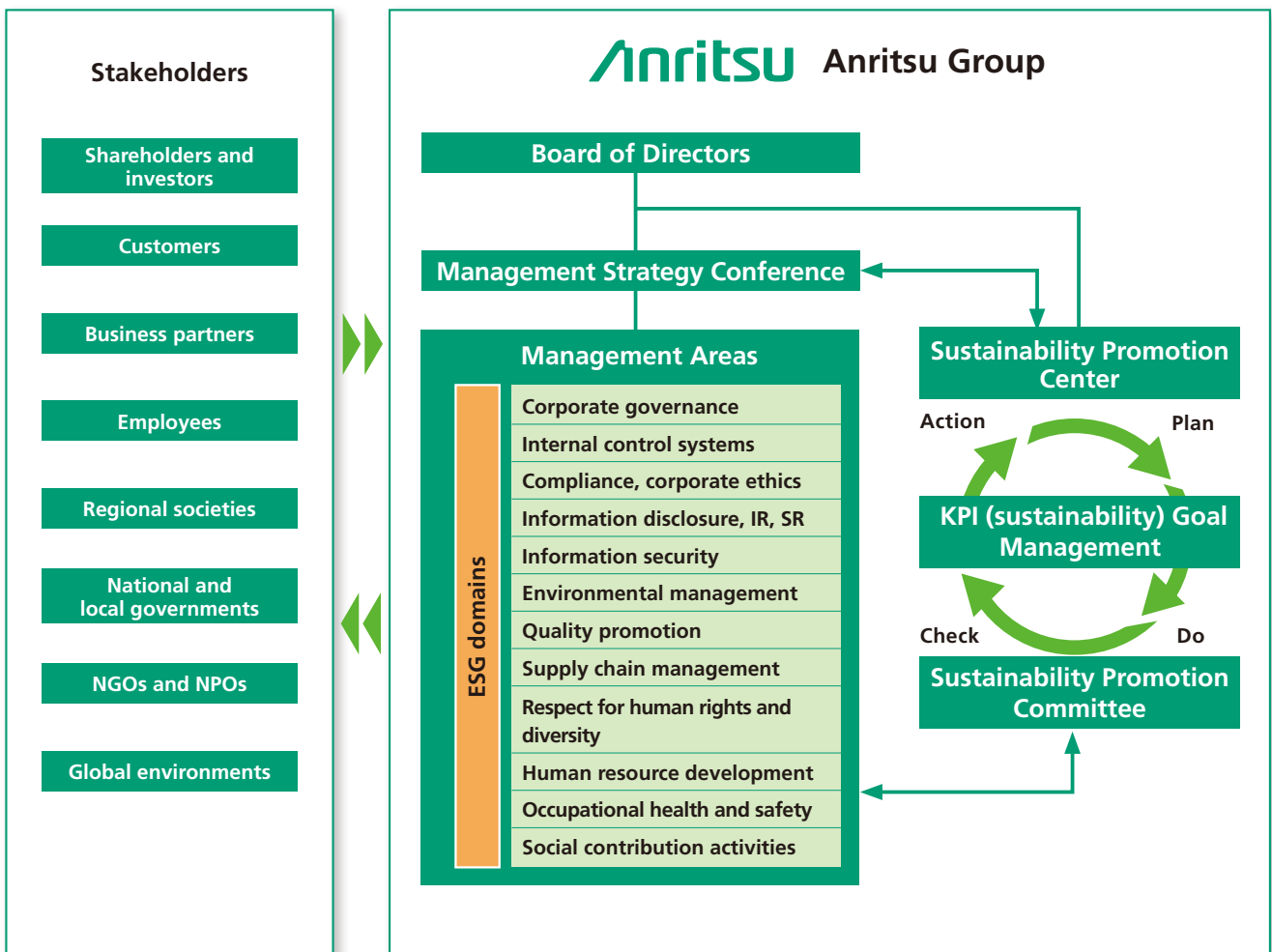
Anritsu has been actively engaged in CSR activities in accordance with its Company philosophy, Company vision and Company policies. Achievement of our CSR goal is the ultimate aim of all our CSR activities, and we have accordingly established a new sustainability policy that targets the further clarification of our contribution to a sustainable society through the development of these CSR goals.

The Company at the same time has established the Sustainability Promotion Center, with a Sustainability Promotion Committee comprising leaders in the main operating and ESG domains. The department is in charge of the promotion of sustainability-related issues for the Anritsu Group.

Sustainability promotion activity will follow the corporate value improvement policies as determined by the Board of Directors and at a Management Strategy Conference and fall under PDCA activity as part of the new GLP2020 Mid-Term Business Plan targets (see page 9).

In respect to key ESG issues and social issues the Company aims to alleviate through its business activities, we have sought to maintain objectivity and inclusiveness in addressing the concerns of each of our stakeholders and have accordingly identified and prioritized key issues for action after consulting and cooperating with all related departments.

System for Promoting Sustainability



Sustainability Management Structure

