

Corporate Philosophy

Anritsu renewed our company vision in April 2021 under our company philosophy, which we have continuously promoted with the same positive attitude since our establishment. Please look forward to the new Anritsu.



View Anritsu's brand introduction video here

Anritsu

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

Beyond testing, beyond limits, for a sustainable future together

Company Policy

1. Growing day-by-day both as people and as a company based on self-development and sincere effort
2. Solving challenges through internal and external cooperative collaborations and harmonious relations
3. Making breakthroughs with enthusiastic and progressive spirit
4. Devoting the company and stakeholders to building a people- and planet-friendly sustainable future

Brand Statement

Advancing beyond

While renewing the company vision, we have also created our new brand statement of "Advancing beyond".

We will strive to perfect our core competence of "testing" and grow the pillars of our next businesses by seeking new value beyond conventional "testing" as well as new business fields, combining both internal and external ideas and technologies. This brand statement contains our strong desire for the company vision to exceed Anritsu's previous limits to create a sustainable and attractive future for the next generation, working together with all who are involved.

Sustainability Policy

The Anritsu Group aims to increase our long-term corporate value through contributing to building a sustainable future of the global society with "Sincerity, Harmony, and Enthusiasm."

1. We will contribute to building a safe, secure, and prosperous global society through our business activities, based on our long-term vision.
2. We will take the initiative in solving environmental issues, such as climate change, to contribute to building a people- and planet- friendly future.
3. We will respect the human rights of all people and strive to create a workplace offering healthy lives and decent work for all where diverse individuals can grow together.
4. We will operate as a business with high corporate responsibility, peaceful, just, and ethics while maintaining business transparency to meet our social obligations.
5. We will promote communications with stakeholders to develop strong partnerships and meet the challenges of solving social issues.