The CoorsTek Way　Corporate Philosophy

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VISION STATEMENT | We make the world **measurably better**

Better Today

- **We are inspired** by our legacy of innovation
- **We take pride** in what we do
- **We provide** outstanding value for our customers, teammates, families, communities and world
- **We deliver** leading-edge solutions to improve the lives of people in the communities in which we serve

Better Together

- **We value** the inherent worth and dignity of every individual
- **We share** responsibility, risk, opportunity and reward
- **We collaborate** to solve our customers' most complex challenges
- **We act** with consistency, honesty and respect

Better Tomorrow

- **We push** the limits of what's possible
- **We evolve** to meet the challenges of the future
- **We think** globally and act locally
- **We commit** to near-term results with a long-term view

CoorsTek's Corporate Policy

1. Prioritizing the Customer

We accord the highest priority to customers' satisfaction by providing value-rich products and services based on new perspectives and dynamic ideas.

2. Enhancing Corporate Value

Through constant change in management practices and technological innovation, we strive to garner the trust and meet the expectations of all who are stakeholders in the CoorsTek Group.

3. Contributing to Society

We place the highest consideration on human safety and environmental conservation, and as a good corporate citizen, we aim to achieve a symbiotic relationship with the global community and local communities in which we have a presence by contributing to their developments.

4. Conducting Fair Business

We are fully aware of our social responsibilities as a corporate entity, and we obey the rules and established norms of Japan and other countries as we conduct business fairly and with integrity.

5. Respecting the Individual

We respect each employee's individuality and creativity, and we foster a fair and generous environment in which he or she can grow and evolve as an individual.