

## Message from the President



### Contributing to a sustainable society by solving social problems with the power of catalysts

**Susumu Endo**  
President and Representative Director

#### Further promoting sustainability management based on our 60-year history

Founded in April 1964, we celebrated our 60th anniversary in 2024. This achievement was possible thanks to the support and cooperation of all our stakeholders. We would like to express our deepest gratitude to all those who have proceeded with us and supported us.

Looking back over the past 60 years, I would like to emphasize that since our founding, we have supported several industries through the development and supply of catalysts. In the 1960s, Japan entered a period of rapid economic growth. This led to a steady increase in the man-

ufacture of chemical products and a surge in demand for precious metal catalysts, which are essential to the manufacturing process. To meet the needs of our customers, we have been providing process catalysts which have been widely supporting society through their use in the manufacturing processes of all kinds of industrial products such as petrochemicals, pharmaceuticals, agrochemicals, electronic materials, and energy.

In the 1970s, as automobiles became more common, air pollution from exhaust gases became a social concern. To

solve this problem, we began manufacturing auto exhaust catalysts that neutralize toxic substances contained in automotive emissions. Each year, as emissions regulations became more stringent, we developed higher performance catalysts to meet the new standards. In this way, we have made a significant contribution to reducing environmental impact. We have also put much effort since our inception to the recovery and recycling of precious metals, a limited resource, from used catalysts.

I am proud to say that our strength lies in our track record of steady progress in supporting a wide range of industrial development while helping to reduce environmental impact. We will continue to contribute to environmental protection and the realization of a circular society by devel-

oping auto catalysts that meet increasingly stringent emission standards and improving technologies for recovering and refining precious metals.

Meanwhile, climate change and other environmental issues have become more serious in recent years. I recognize that it is essential for companies to proactively address these global societal issues. Our corporate philosophy is “we contribute to achieving a sustainable and quality global environment and affluent society through chemistry.” Based on this philosophy, our Vision 2030 describes the ideal state of our company in 2030. To realize this Vision, we will drive sustainable growth through sustainability management as a company that society continues to need and trust.

#### Contributing to the realization of a decarbonized society by providing new value in catalysts

In Vision 2030, we set a goal of increasing the proportion of business that helps solve social problems to 80% or more of our total business. Catalysis is based on the accumulation of knowledge from so many fields that some have called it an integrated art. Maximizing its potential and using it to solve problems is our main mission. One of the most pressing challenges is the realization of a decarbonized society. Catalysts can make a significant contribution.

One example is the use of hydrogen. In recent years, the infrastructure for a hydrogen society has been rapidly developed in Europe and the United States. In Japan, the Basic Hydrogen Strategy was updated in 2023. Hydrogen is attracting attention as a clean energy source that can replace fossil fuels. We were one of the first companies to focus on the use of hydrogen. For example, we began developing catalysts for fuel cells in the 1990s. Since then, we have continued to develop products for the realization of a hydrogen society. Consequently, in the area of mobility, we are already working on electrode catalysts that will be a core component of fuel cell vehicles (FCVs). In addition to developing next-generation catalysts, we are also working to establish technology to recover and reuse precious metals from used electrode catalysts.

Looking at the entire value chain (production, storage/transport and use), catalysts are expected to be used in hydrogen production and transport using hydrogen compounds such as ammonia. Ammonia is attracting attention not only as a hydrogen carrier but also a fuel itself, and another application of our technologies is the purification of ammonia combustion exhaust gases. Furthermore, I believe we can fully leverage our accumulated knowledge in the following areas: Direct Air Capture (DAC), or technology to extract CO<sub>2</sub> directly from the atmosphere; technologies related to carbon dioxide utilization such as methanation and synthetic fuels; and decarbonization technologies in chemical synthesis processes such as flow synthesis reactions.

There are a wide range of technological areas in which we can contribute to solving social issues, including the realization of a decarbonized society. We will engage in open innovation more than ever and work with our stakeholders to develop new technologies that contribute to the realization of a sustainable society.

I would like to ask you, our stakeholders, for your continued support and cooperation.