



## PRESS RELEASE

### NTN-SNR is making the world Nameraka, unveiling its new visual identity

With a wealth of experience spanning over 100 years across a wide range of sectors such as industry, aerospace, and automotive, NTN-SNR knows how to adapt to market changes, thanks in particular to its cutting-edge technological innovations in response to client expectations. With a view towards aligning its image with its market position, NTN-SNR is reaffirming its identity through the slogan *"Make the world Nameraka"*. This is shared by the entire group throughout the world, and asserting itself as NTN in Europe. This new philosophy is inspired by the original Japanese word Nameraka. It combines a technological dimension, the mastery of friction, and a certain vision of the world, of the fluidity of movement, and of harmony with the environment. This is a reflection of the Group's know-how, leadership, and vision for the future as it asserts itself as an international, global company.

#### A SHARED PHILOSOPHY

Founded on strong values that are shared by the various entities, the philosophy *"Make the world Nameraka"* perfectly sums up the Group's vision. Proud to be at the service of the movement. The primary aim of the company is to be an agent of change by participating in the development of a more fluid, more mobile, and more harmonious future inspired by greater efficiency in the use of energy.

At the European level, this philosophy revolves around four key words:

- **Together**

*Who we are? We are all together at the service of motion.*

- **Design**

*What we do? We design precision engineering.*

- **Harmony**

*In what we believe? We believe in a harmonious society.*

- **Positive mobility**

*What we are aiming for? We build positive mobility.*

This common corporate identity, a key component of the Group's development plan, enables it to assert itself worldwide under a single identity. As a unifying element across Europe, it also reassures clients who are seeking strong, global partners. Internally, this new image engenders a sense of belonging and also plays a key role. It clearly shows that NTN is a solid group equipped with the necessary resources to meet the challenges of the crisis and the major changes currently taking place in the markets.

#### A STRONG IDENTITY...

More comprehensible and above all highly

differentiating, this change of identity is also an opportunity to renew the messages and modernise the visual codes of NTN in Europe to better reflect the Group's image. Combining positivity, futurism, and innovation, it reflects the conceptual and technological evolution of NTN applications while capitalising on a global Group with a pioneering spirit. A Group that has never ceased to expand its know-how, particularly through the acquisition of SNR in Europe more than 15 years ago.

Thanks to its clean lines and original, distinctive colours, the manufacturer stands out in its markets, boasting a new dynamic. This impetus goes hand in hand with the Group's desire to reassert its leadership through strong values and a new approach towards innovation favouring open R&D, based on partnerships.

#### ... AND SHARED BY THE BUSINESS UNITS

Beyond the adoption of the motto *"Make the world Nameraka"* by the corporate side of the company, NTN conducted a reflection process jointly with its various Business Units. The intention is to articulate and share this philosophy with each of them in order to ensure overall coherence and a true operational foundation. In this manner, the BUs facilitate, embody, and convey the Group's vision on a daily basis with baselines specific to each:

- BU Automotive: "Let's make the world a better road to drive"\*
- BU Aerospace: "Let's make the world a sharing space"\*
- BU Industry: "Let's make the world move forward"\*

This is also reflected in three strong messages serving as guidelines for the Group: to ensure and assume its



leadership in the automotive market, to maintain its pioneering spirit in the aerospace sector, and to provide innovative and efficient solutions for the industrial world.

The new identity of NTN in Europe will be rolled out in several stages starting from 20 September 2021.

- MIDNIGHT PURPLE

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