

January 5, 2015
Masanori Ikeda
President
NIPPON SHOKUBAI CO., LTD

New Year's Message to the Employees

NIPPON SHOKUBAI CO., LTD [Tokyo Stock Exchange - TSE: 4114] ("NIPPON SHOKUBAI") will make final decisions about capital investment for expanding production capacity of acrylic acid and superabsorbent polymer and others within this year, and also accelerate development of new products focused on new energy-related materials and health and medical materials, to achieve the goal of our long term business plan "Reborn Nippon Shokubai 2020", which was started from April 2014.

And we believe that such growth of company can be made by human resources. Thus, we improve our employee's education programs. We also renovate corporate culture for developing an active corporate team and organization.

Changing in business environment like sharp depreciation of Japanese Yen and concerns in a volatile world, may give us tough situation, though we get off to a good start in our long term business plan. Please get on with your work to achieve the goal of FY2014 (from April 1, 2014 to March 31, 2015). And let's progress so that NIPPON SHOKUBAI and its group companies may become a company which everybody can be proud of.

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