

A steady step into the light.

As we continue heading into the light, we gaze at the world lying before us and lay out a vision of Nikon's place in it, pursuing the value that society demands while facing the challenges that confront us. Our 100+-year history of taking on the future propels us forward, to the year 2025 and onward to 2030. Today, we forge ahead toward tomorrow, confident in the power of each step.

A Vision Based on “Trustworthiness and Creativity”

Since its founding in 1917, Nikon has sought the limitless potential of light, continually providing new value to meet the expectations of its customers. It is this very history that is the wellspring of the Nikon brand, and the origin of the “Trustworthiness and Creativity” referenced in the corporate philosophy. In order to respond to the demands of society in times to come, we must use this history as a base to refine and further increase the value of the brand. To achieve this, in the Medium-Term Management Plan, “Where we will be in 2025” is described as “Providing Products and Services optimized to meet our customer needs.” We have also established a direction for the entire company of strengthening delivery of solutions that integrate end-products, services, and components. We are currently working to further stabilize the main businesses of Imaging Products and Precision Equipment, where we have built our earnings base, while seeking to expand earnings in the strategic businesses of Healthcare, Components, and Digital Manufacturing, which are our generators of new value. Through these initiatives we aim to become a key technology solutions company in a global society where humans and machines co-create seamlessly, thus expanding the business and enhancing corporate value. Please continue to look forward to the future of Nikon.



Representative Director
President

Toshikazu Umatate

OUR CORPORATE PHILOSOPHY

Trustworthiness and Creativity

Our corporate philosophy is “Trustworthiness and Creativity.” These are simple words, but they are not easily put into practice. These important words represent unchanging principles to which we will always be dedicated.

OUR VISION

Unlock the future with the power of light

Unleashing the limitless possibilities of light.

Striving to brighten the human experience. Focused, with purpose, on a better future for all.

THIS IS THE ESSENCE OF NIKON.