

Purpose

Provide the joy of vision and health care through our technology, and deliver unwavering commitment to people all over the world

NIDEK CO., LTD.

Purpose and Core Competence



Provide the joy of vision and health care through our technology, and deliver unwavering commitment to people all over the world

Dedication to Eye Care

Dedicate to eye care, and continuously take on the challenge of realizing dreams such as visual prosthesis and regenerative medicine products

Business Domain

Technology and Quality

Provide technology and quality that meet the diverse needs of customers, such as ophthalmologists and opticians Eye & Health Care

Corporate Citizenship and Bonds Value our corporate citizenship and bonds among employees

Responsibility as a Manufacturer Deploy our responsible business models

globally, integrating all processes from development and production to sales and services

Corporate Policy: Three "AI"s - The Three "AI"s form the basis for taking action. All employees do their work with an understanding of this policy.	
"KIGAI"	NIDEK has the strong will to try challenging and overcoming difficulties, even if it seems impossible.
"CHIGAI"	NIDEK differentiates itself from other companies by making possible what others cannot and remaining a valuable company forever.
"SEKAI"	NIDEK aims to contribute to people all over the world by driving the global market with our products and services.
	Purpose of Establishment: Our business is to design manufacture, and sell instruments to realize the following dreams:

Irpose of Establishment: Our business is to design, manufacture, and sell instruments to realize the following dream 1. "invisible to visible" 2. "visible to recognition" 3. "excellent products for vision"

Materiality

Coexistence with a diverse society

Providing eye care solutions to diverse users worldwide

- Build systems that assimilate ever-changing, diverse needs
- Provide products and services that cater to diversity
- Expand the fields in which we provide products and services



Building a society that promotes preventive care

Promoting eye-based preventive care to help maintain people's health

- Make eye exams more accessible
- Build partnerships to expand the use of eye exams
- Share information on maintaining eye-based health



Provide the joy of vision and health care through our technology, and deliver unwavering commitment to people all over the world



Environmental consideration and resource recycling

Building environmentally friendly production systems

- Develop environmentally friendly products
- Perform educational activities for environmentally friendly products
- Save resources by promoting DX



Support for patients with eye conditions

Improving people's QOL together with our partners

- Take on the challenge of developing technology to make the invisible to visible
- Create products that support our vision
- Develop an environment with the aim of improving QOL





Business Model

Coexistence with a diverse society

Providing eye care solutions to diverse users worldwide

Build systems that assimilate ever-changing, diverse needs

Strengthening systems for cooperation between business partners, distributors, and local opinion leaders

Building an ophthalmology network by expanding our business to sites worldwide while strengthening systems for cooperation between business partners both in Japan and overseas. Thus, providing eye care solutions worldwide.

Provide products and services that cater to diversity

■ Universal designs for products and strengthened services

Developing systems that can handle diverse needs worldwide and providing services such as products with intuitive operations that are non-dependent on visual function or language, and manuals in video format.



Expand the fields in which we provide products and services

Proposing the value of eye care in new business fields

Supporting society through the value of eye care, such as by developing eye examination devices for professions where maintaining visual function is important.



Expanding sales distributors and strengthening partnerships

Expanding our partnerships with sales distributors, delivering products to more users while also promoting joint activities such as eye care education.



Business Model

Environmental consideration and resource recycling

Building environmentally friendly production systems

Develop environmentally friendly products

Product development with the aim of saving resources

Developing products with less environmental burdens by promoting resource reduction in product manufacturing processes, industrial waste reduction, the standardization of parts, and recycling of packaging material.



Production using renewable energy

Application of manufacturing systems that reduce environmental burdens, with the aim of producing products using 100% renewable energy.



Perform educational activities for environmentally friendly products

Proposing solutions to environmental measures that customers engage in

Promoting customer understanding of the environmental performance of our products and proposing appropriate reuse of resources and wastewater treatment. Also proposing services that maximize resource utilization in consideration of the usage environment.



Save resources by promoting DX

Promotion of service digitalization

Enhancing our websites and remote functionality to support customers who use our products and services. Thereby, improving our service quality while also saving resources by reducing the movement of people and things.



Productivity improvements based on company-wide system optimizations

Revising our business processes to make effective use of ICT and optimizing companywide systems, reducing both resource and energy consumption.



Business Model

Building a society that promotes preventive care

Promoting eye-based preventive care to help maintain people's health

Make eye exams more accessible

Development of technologies to make examinations more routine

Developing portable products that are simple, lightweight, and easy to handle, and enabling self-examinations and online eye diagnoses through mobile devices.

These types of products and services are to make eve examinations easy to access.

Build partnerships to expand the use of eye exams

Cooperation with companies and other organizations to expand examination opportunities

Cultivating new partnerships with groups such as research organizations, hospitals, health centers, industry bodies, and dealers to expand examination opportunities, thereby creating a system that supports eye care across society as a whole.

Share information on maintaining eye-based health

Communicating and highlighting the importance of eye examinations together with partners

Promoting educational activities for eye care management by cooperating with partners in measures such as information sharing and workshops.

Supporting the training of ophthalmologists and health care professionals in developing nations.

Business Model

Support for patients with eye conditions

Improving people's QOL together with our partners

Take on the challenge of developing technology to make the invisible to visible

■ Visual prosthesis

Our dream and goal since the foundation of our company has been to develop technologies that make the "invisible to visible", thereby providing the joy of vision.



Regenerative medicine

Contributing to the growth of ophthalmology through the development of products that use regenerative medicine technology.

Biotechnology research Promoting technological research for QOL improvements based on biotechnology.

Create products that support our vision

Providing products for a more comfortable life

Not only providing medical devices, but also proactively developing products that make people's lives richer and more comfortable while utilizing our technological capabilities to improve QOL.



Develop an environment with the aim of improving QOL

Eye-friendly urban planning

By implementing model cases of various activities through partnerships with local governments, hospitals, companies, and other organizations, we enable urban planning that is considerate of people with eye conditions. From here, we will expand these activities worldwide.



Joining and supporting organized activities that contribute to health

Proactively joining organizations that support health both in Japan and overseas, and supporting organizations that contribute to global health.







