



Press Release

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For immediate release



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Mid-term Management Plan “STEP 3000-II” (FY2015-FY2017)

The ADEKA Group has formulated STEP 3000-II, a medium-term management plan for the period from FY2015 to FY2017, and begins implementing the plan in April this year.

In STEP 3000-II, we follow the three basic strategies of STEP 3000, our previous medium-term management plan, with a view to becoming “*a Good Company*” with annual sales of 300 billion yen to celebrate the centennial of our company’s foundation in January 2017.

1. Vision up to 2025 : Medium- to Long-Term Management Vision

Staying true to the ADEKA Vision 2025 plan, which shows our medium- and long-term goals for 2025, the ADEKA Group will develop a wide range of businesses around the world, including the chemicals and food businesses that currently provide the operating basis of our group. We will strive to become a global company that contributes to society (and affluent lifestyles) through our business operations while playing a leading role as a manufacturer in the development of global technology.

ADEKA VISION 2025

A global company that creates value for tomorrow and contributes to affluent lifestyles through innovative technologies

2. Mid-Term Management Plan (FY 2015-FY 2017)

The goal of this medium-term management plan is to create “a Good Company” with annual sales of 300 billion yen. In line with our strategic roadmap, this plan is for the first three years of ADEKA Vision 2025. We will strive to enhance group management, to expand overseas businesses, and to further develop core technologies.

■ Basic Strategies

1) Expand businesses with a special focus on core businesses:

Aim to expand businesses, focusing on our core businesses (polymer additives and foods), to achieve annual sales of 300 billion yen.

2) Develop a third core business:

Aim to develop a third core business in the information/electronics area to support the profit expansion of the ADEKA Group.

3) Create new businesses and expand into other fields:

In addition to expanding our current businesses, we use our resources for M&A and alliances to create new businesses and expand our business in terms of size and area at an accelerating pace.

New businesses (areas we will particularly focus on) :Life sciences and environmental energy

■ Plan name : STEP 3000-II –Creating “a Good Company”–

■ Targets

(Unit : billion yen)

	FY2014	FY2017
Net sales	220	300
Operating income	14.2	24
Overseas sales	90	150
Overseas sales ratio	41%	50%

[Management indexes]

- Operating profit ratio : 8%
- A total of approximately 70 billion yen scheduled to be invested by FY2017

■ Three Basic Policies



* Detailed explanations about STEP 3000-II will be provided in the FY2014 financial results briefing session (May 29, 2015).