



 **Inspired**
by you

Employee Brand Book



NIPSEA GROUP

*Innovation with heart
& people at our core*





Much of the success of NIPSEA Group can be attributed to our intense focus to meet local needs as we grow across Asia. This strategy has allowed us to build robust offerings, tailored to the needs of each market with innovative products and solutions.

We set our sights to expand beyond Asia and beyond just paint & coatings. Alignment behind a shared promise will fuel our future growth. This brand book describes the NIPSEA Group's Brand Promise. Our Brand Promise unites our core businesses and channels the energies of each and every one of our employees toward a shared ambition.

You will also find our refreshed Lean for Growth (LFG) values which have been developed to align with our brand promise to ensure we deliver what we promise.

We hope that this booklet will inspire you to grow your ambitions within the NIPSEA Group.

Wee Siew Kim
Group Chief Executive Officer,
NIPSEA Group

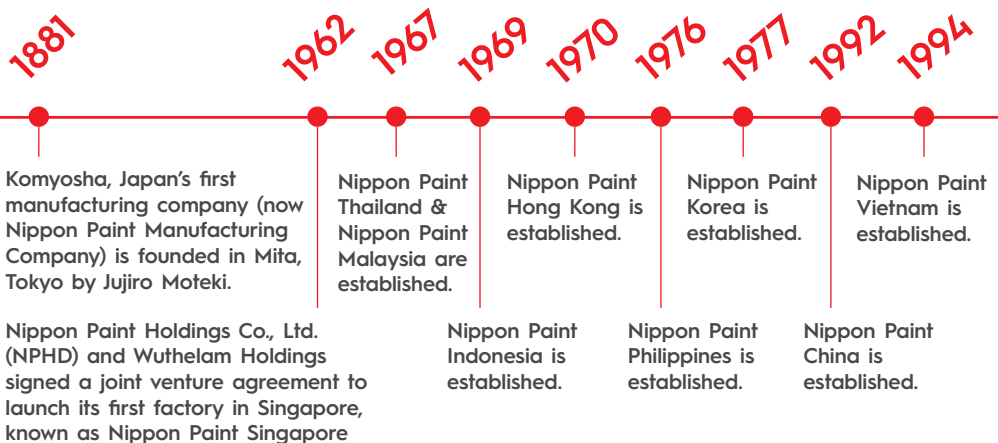
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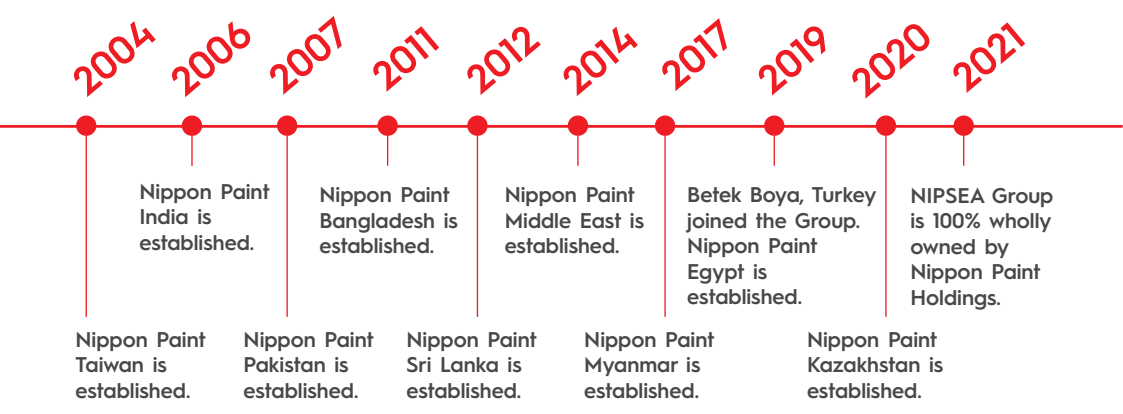
About NIPSEA Group

Nippon Paint was established in 1881 by Jujiro Moteki, who pioneered the company's first paint plant in Tokyo. In 1962, Nippon Paint took their maiden step outside Japan through a joint venture with Singapore's Wuthelam Holdings. The NIPSEA Group was born and Nippon Paint's first factory was subsequently built outside of Japan.

Today, the NIPSEA Group provide total solutions for the built environment industry. This includes Architectural, Industrial, Automotive and Marine Coatings, as well as a range of products beyond the world of paint and coatings.

We are relentlessly driven to focus on our customers and provide innovations that work better for all our stakeholders.





Our Business Segments

The NIPSEA Group operates across a wide range of business sectors. We are known and loved for our household paints, but we also provide paint and coating solutions for large structures such as bridges, every type of automotive vehicle, and industrial coatings such as coil coating solutions.



Architectural Coatings : Home Solutions Colouring Beautiful Homes

We love and protect homes through a huge range of beautiful colours via products that keep them healthy, hygienic, safe and easy to clean. For interior and exterior walls, varied surfaces, and every favourite spot and cosy corner, there is a palette of choices to create the desired mood, textures and finishing.



Architectural Coatings : Professional Solutions Creating Vibrant Landscapes

We celebrate urban landscapes through a variety of environmentally-friendly, water-resistant, dirt-resistant, heat-resistant and coatings for healthier interiors. We offers customized solutions – Health, Smart, and Design - for multi-surfaces and multi-segments across industries to provide long-lasting protection from roof to floor and everything in between.



Industrial Coatings Fortifying Industries

We supply industries with the diverse coatings needed for their differing requirements. From agriculture to construction, home appliances to power plants, our technical teams lead the way in providing bespoke advice together with high-quality products & services. We help industries deal with the most challenging of natural and man-made conditions – humidity and UV radiation, organic and chemical contamination, deep-sea corrosion and extensive usage.



Automotive Coatings Steering Innovation

We continually innovate to provide total service solutions for auto manufacturers and auto-refinishers around the world. From scratch and chemical resistant coatings to full suites of refinishing products, we deliver an extensive range of automotive products including surface treatment chemicals, protective base-coats, intermediate coats and sparkling top-coats.



Marine Coatings Pioneering The Seas

We focus on what matters to our customers; anti-corrosion, durability and increased fuel efficiency. Our revolutionary hydrolytic paint offers superior antifouling properties, which deliver increased energy efficiency and lower environmental impact.



Beyond Coatings Complementary Technologies and Services

By focusing on customer-centric innovations, The NIPSEA Group has generated businesses beyond paint and coatings, to offer flooring, thermal insulation, tiling coating products, waterproofing solutions, adhesives, fillers and sealants.

The NIPSEA Story

How we started

Established in 1962, NIPSEA Group was formed to bring Nippon Paint's innovative paint and coating solutions to the Southeast Asian region. We have come a long way since, operating beyond SEA in over 19 geographical locations and expanding our product offering beyond paint & coatings to become the largest paint brand in Asia Pacific.

Over the years, Nippon Paint has always delivered high quality coating solutions to homeowners and tradesmen alike. We listen to our customers and empower our teams to understand the markets, industries, and consumers that we serve. Championing new ideas and challenging the norms inspire us to deliver a breadth of innovative solutions with superior

product performance so your spaces and surfaces do more for you. From ships to cars, skyscrapers to sheds, and everything in between – no other competitor comes close to providing a total solution experience for the built environment industry.

Today, the NIPSEA Group is a global industry leader working towards a sustainable future through customer-centric growth. Inspired by the needs and ambitions of the people we serve, we're coming together and leveraging our strengths to bring you Innovation with Heart and People at our Core.

At Nippon Paint, we're Inspired by You.

Our Vision

**Building a sustainable future
through customer-centric growth**

Our Brand Promise

**Innovation with heart
& people at our core**



Our Brand Personality



Friendly, Warm & Caring

We're open and approachable, always smiling and willing to welcome others in! We value the meaning of relationships above all else, and put in the effort to maintain them, especially the ones that have stuck with us through thick and thin.

Our friends and colleagues hold us in high regard, as we're loyal and honest, always striving towards win-win situations for everyone.



Our Logo Story

Our logo has evolved over the years, but it has always represented the same guiding philosophy; we always focus on innovations that put customers at our core in the geographies that we operate.

This is why the red 'n' in the center of our symbol represents the attention we give to our diverse customers, while the blue represents the world of opportunity.

Lean For Growth



LEAN FOR
Growth

Our Shared Belief

The Lean For Growth (LFG) culture is what drives the NIPSEA Group as an organization. It forms the heart of what we do and is the foundation of our belief that sustainable growth comes from doing the right thing.

With our new brand promise of 'Innovation with heart & people at our core', our new core values are represented by the acronym: V.O.I.C.E. which stands for:

Value Driven
Openness
Innovative
Collaborative
Excellence

This culture creates a winning formula when coupled with the shared goals of ensuring product excellence, creating innovative solutions, and meeting customer needs.

A new howling wolf calls to the team to unite together for a future focusing on innovations and customer centricity.



Value Driven

- Be efficient and resourceful
- Find ways to always maximise productivity by doing more with less
- Our customers appreciate us for constantly delivering good value for the high quality that we deliver



Openness

- Be open and willing to engage internal & external customers
- We believe that seeking out the customer's feedback is our best learning resource
- Always be customer-centric – put yourself in the customer's shoes and make their experience better



Innovative

- Be inquisitive everyday & inspired to make an impact
- Question the norm and champion new ideas
- We relentlessly pursue creative solutions to improve our work and our organisation.




Collaborative

-
- We respect, trust and support each other
 - Be open in sharing knowledge and best practices
 - Working and growing together as a group with the common desire to succeed



Excellence

- Quality and reliability are in our DNA
- We go above and beyond to exceed expectations
- Hold ourselves to high standard



*Let's continue inspiring
the world, together*

The words and pictures that express our purpose are contained in this book; but the power to bring them to life lies in your hands. We hope you feel proud to be a part of the NIPSEA Group and look forward to a brighter future as the group continues to grow.

 ***Inspired by you***



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[#NIPSEAGroup](#), [#NipponPaint](#), [#inspiredbyyou](#)



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www.nipsea.group