

Corporate Profile

ZEON Corporation was established in 1950 as a producer of polyvinyl chloride resins. Its corporate philosophy is to contribute to the preservation of the Earth and the prosperity of the human race. In 1959, ZEON became the first Japanese company to produce synthetic rubbers, and in 1965 it developed an original process for extracting butadiene, a main raw material for synthetic rubbers, from C4 fractions (the GPB process). With this technology applied to C5 fractions (the GPI process), ZEON is now the world's top producer of products using C5 fractions, as well as specialty synthetic rubber products.

In 2000, ZEON withdrew from polyvinyl chloride operations, the original field of the company. This withdrawal reflects ZEON's commitment to focusing its resources on new ventures. At present, sales and operating income are steadily growing in the company's new Specialty Materials Operations, which include specialty chemicals, information materials, and specialty plastics. Thus, the ZEON Group, which includes 50 subsidiaries and 10 affiliated companies, continues to transform itself.

In 2008, ZEON announced a new medium-term management plan covering the period between 2008 and 2010, Proud ZEON (IZ)-60, with the aim of making great advances and improving corporate value.

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Cautionary Statement

Statements contained in this annual report with respect to ZEON Corporation's earnings plans, strategies, principles and earnings forecasts that are not historic facts are forward-looking statements about the future performance of the Company. They are based on ZEON's expectations, estimates, forecasts and plans that are currently available, and on management's judgment. These expectations, estimates, forecasts and plans involve various potential risks, uncertainties and assumptions. Possible fluctuations in these important factors could cause ZEON's actual performance to differ materially from any future results expressed or implied by the forward-looking statements. Therefore, undue reliance should not be placed on these forward-looking statements. Also, please note that ZEON assumes no responsibility for updating its cautionary statement about the forward-looking statements with respect to new information, future events or any other developments.

Risks, uncertainties and assumptions that may affect ZEON's actual performance include but are not limited to: commodity prices and currency exchange rates, the global economic environment in which ZEON operates, the outcome of ongoing and future litigation, and ZEON's continued ability to procure funds and use financial products and resources.