Building “Promises” from our “Challenging”

Cataler was founded in 1947, in the midst of Japan’s period of rapid economic growth. 3 years before the US passed the Clean Air Act (Muskie Act) we ventured to respond to public concern about the environment. During the 50 years since, we have continued our challenge, researching and developing catalysts. Our technologies and performance are now recognized throughout the world.

Cataler’s goal is to “create a sustainable and recycling-based society”, and to “protect a clean Earth for children in the future”.

Today, as an industry leader, our vision for the future has shifted from “challenge” to “promise”. The future of all the world’s children is in our hands. So “fruitless challenge” and “unachievable dreams” are unacceptable. “Cataler will protect a clean Earth for children in the future.” We make this promise.

CATALER NEXT50

CATALER GREEN TECHNOLOGY

- High-performance fuel-saving catalysts
- Low platinized electrode catalysts
- Electric powered carbon catalysts
- High-performance activated carbon sheets
WHAT'S CATALYST?

Catalysts Provide Unseen Power

Catalysts detoxify toxic substances through chemical reactions. Although the power of catalysts is unseen, they are essential for detoxifying the toxic substances generated by cars and factories prior to emission. “A sustainable and recycling-based society” is created by the natural circulation of purified air. Our clean Earth is protected in ways unknown to us.
EXHAUST CATALYST

Cataler creates Power of the Honeycomb

This structure is shaped like a honeycomb and is also known as a "honeycomb." The surface of the honeycomb is coated with proprietary solutions called "staply." Staply is highly effective in removing toxic substances.

Cataler creates honeycomb fluid that reduces pollutants to the Earth.

PRODUCT LINEUP

From the No.1 domestic source to a global standard

Cataler uses state-of-the-art technology to manufacture catalysts. Our catalysts are used in vehicles and industrial sectors around the world. We are committed to researching and developing our technology to help create a cleaner, healthier environment.

CATALYST FOR GAS-EMITTING

Catalyst applications include the following:

- Auto gas-emitting catalysts
- Industrial gas-emitting catalysts
- Gas-emitting catalysts for gas-emitting industries
- Industrial gas-emitting catalysts for gas-emitting industries

CATALYST FOR DUST-EMITTING

Catalyst applications include the following:

- Auto dust-emit catalysts
- Industrial dust-emit catalysts
- Dust-emit catalysts for gas-emitting industries

CATALYST FOR WATER-EMITTING

Catalyst applications include the following:

- Auto water-emit catalysts
- Industrial water-emit catalysts
- Water-emit catalysts for gas-emitting industries

VERSUS REGULATION

Overcoming various external factors

Through our innovative technology, Cataler is the leading producer in Japan and the world. Our technology is designed to help reduce emissions and improve the environment.

Product of the catalyst

- Catalyst
- Honeycomb structure
- High efficiency in removing toxic substances
- Improved fuel efficiency

3 steps of making honeycomb

1. Preheating, melting, and stirring
2. Cooling, hardening, and curing
3. Catalyst coating and baking

- The honeycomb structure is a result of the high-temperature baking process.
- The catalyst is bonded onto the honeycomb to ensure its effectiveness.
Offering advanced solutions to support the future of automotive society.

The secret of power generation is contained in the precious metal-supported carbon created using Cataler’s advanced technology. Nano-level particles heighten the rate of reaction with hydrogen and oxygen fuels in order to generate power efficiently. Cataler has succeeded in creating a solution to the issue of electrode catalysts for FCVs. Another secret of “power storage” are “capacitors”. Our company seeks to improve the performance of EVs by using new carbon materials to increase the storage amount.

The “power source” for FCVs

In FCVs, oxygen obtained from the surrounding air reacts with hydrogen contained in the vehicle to cause a chemical reaction that produces electricity and drives the motor. Cataler products “FCV electrode catalysts” which are essential for generating power.

The “driving force” behind EVs

EVs are powered by electricity that is supplied externally. Cataler creates materials to increase the storage capacity of the capacitors (storage batteries) which are the driving force behind EVs.
Through carbon materials, Cataler contributes to purification of the environment in order to provide a comfortable lifestyle.

In a variety of aspects of our daily life, environmental pollution has a negative impact on our health and comfort in the environment. Cataler seeks to achieve a sustainable and recycling-based society in which people and nature live in harmony on a global scale. To achieve this goal, we are working in all fields of daily life, from automotive society to the natural environment. Our company is expanding our business to environmental purification that includes air purification and removal of odors. Cataler protects the health and comfort of daily life.

1. **Residences**
   - **Bringing comfort to the hub of daily life**
   - Achieving a comfortable and healthy lifestyle by removing unseen toxic substances and unpleasant odors. People spend a large amount of their life at home, so we strive to provide a safe and comfortable home environment that provides peace of mind.
   - **Air purification**
   - Prevention of sick house syndrome
   - Deodorization of waste

2. **Automobiles**
   - **Creating a healthy environment inside the vehicle**
   - Unpleasant odors and unclean air tend to stagnate in closed vehicle cabins. Our technology removes unwanted odors and volatile organic compounds to create a healthy cabin environment, thus supporting safe and comfortable driving.
   - **Deodorization of new cars**
   - Removal of VDCs

3. **Industrial production**
   - **Cleaning for manufacturing and medical sites**
   - At production sites for products such as foods and precision instruments, we contribute to improve product quality and healthy working environments. At medical sites, our technology sterilizes instruments to protect precious patients.
   - **Purification of the air in clean rooms**
   - Treatment of stack-emission gas
   - Removal of sterilizing gas

4. **Water**
   - **Preserving a clean environment for all**
   - Catalysts also remove unpleasant odors and water pollution caused by factory waste water and sewage. We work to maintain clean water, as shared resource with a major impact on health.
   - **Deodorization of sewage**
   - Treatment of industrial wastewater
   - Decomposition of ozone used in advanced treatment
R&D Center

This R&D center was established based on an innovative new concept which is aimed at 50 years in the future. The center brings together engineers who surpass the boundaries of corporations, nations, and generations. Through the cooperation of diverse personnel, the center acts as a "platform of knowledge and technology" and a "plant producing advanced technology" that creates a new future through "joint creativity". It is also a symbol of our determination and resolution to fulfill the promises made in CATALER NEXT 50.

"Embracing Challenge"
A spirit inherited and spread by our company

Environmental problems. Today, we face environmental problems unlike anything we have known before. "Solutions" to these issues cannot be found in past successes. Furthermore, innovation cannot be achieved simply by continuing the present level of growth and evolution. Instead, we must embark on new ventures with new ideas. We have to develop new technologies, explore new fields of activity, and cultivate new human resources. CATALER will continue to venture to make our grand dreams reality.

Exhaust catalyst

- Utilizing analytical technology to ensure high performance
- Developing new technologies in the exhaust catalyst field

Electric power

- Development of high-performance carbon materials for secondary batteries
- Analysis of attracting Pt particles for electrode catalysts

Activated carbon

- Improvement of carbon material surface
- Development of a carbon sheet for removing car odors and VOCs
- Performance evaluation of odor VOCs
- Carbon material gas absorption/structural analysis

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15
Cataler possesses an infrastructure for developing stages and production technologies capable of creating advanced technology. This enables us to supply high-quality products to users throughout the world.

**Production technology system for stable global supply of high-quality and reasonably-priced products**

Cataler has implemented an integrated system that spans from fundamental research to production technology development and mass production, and has installed advanced facilities to support our R&D activities. Our unique production technology development system combines the “cultivation of personnel” and an “environment and mechanisms for functioning as an organization.” Through this system, we are able to cultivate specialists who possess world-class technological capability. This personnel is essential to our production technology for supplying high-quality and low-cost products.
EVALUATION

Cataler uses strict inspection standards based on 3 main principles. This makes it possible to guarantee world-class quality. We are uncompromising in our assessment of quality.

Strict inspection and assessment for maintaining world-class quality

At test sites equipped with the most advanced facilities, we verify based on the 3 principles of safety, environment, and durability. Feedback on assessment results is provided immediately to the Product Development Division for use in further quality improvement and reform. This strict, uncompromising inspection/assessment and speedy support cycle supports Cataler quality which is known for being the finest in the world.
Starting from daily life, Cataler focuses on creating a prosperous future for people throughout the world. We strive to create products and workplaces which are friendly to people and the environment. Our ultimate goal is to protect the environment and ensure workplace safety.

"Coexistence" Together with the community

We recognize that our business activities are supported by members of the community. Our company seeks to exist as a member of regional society, growing together with the community and contributing to society. To fulfill this goal, our employees actively participate in volunteer activities. Through these activities, we hope that each employee will joy of coexistence with the community, and will grow into professionals who feel a sense of gratitude and pride as members of a corporation that contributes to environmental protection.

Manufacturing which is friendly to people and the environment

Cataler catalysts contribute to environmental protection

On an annual basis, Cataler's automobile catalysts detoxify approximately 12.5 million tons of toxic substances contained in exhaust gas. We seek to create products which are friendly to people and the environment.

Environmental contribution through spread of our products and increase in quality

Exhaust gas regulations are becoming increasingly strict each passing year, in order to satisfy these regulations, Cataler develops and supplies innovative technology for automotive exhaust gas catalysts. Our catalysts conform to the exhaust gas systems of each automotive manufacturer. Almost all of our catalysts are installed in automobiles and contribute significantly to environmental protection. Furthermore, improving the performance of exhaust gas catalysts makes it possible to decrease the use of precious metals (rare metals, to). By using these cost savings, we contribute to activities for reducing the amount of CO2 emissions.

Activities to reduce the use of precious metals

Activities to reduce CO2 emissions

Disaster-preparedness

Cooperation in tsunami evacuation facilities

Cooperation in earthquake/tsunami evacuation funds

Paying of signs at utility poles for guidance to emergency shelters
CATALER’S QUALITY

To deliver the promised results, Cataler possesses “Three powers” which create even more effective chemical reactions.

Our company cultivates outstanding “people”, produces high-quality products, and maintains systems for effective “action”. Combining these three powers with the power of chemical reactions creates a positive cycle of ever-increasing quality for Cataler.

The power to form a robust company
To prepare for a disaster such as a major earthquake, Cataler promotes an independent risk management philosophy called C-BCM (Cataler-Business Continuity Management) for the realization of human safety and continued product supply. In addition to formulating emergency policies, we continually engage in simulation training in order to maximize our preparation.

The C-QIC (Cataler-Quality Innovation Challenge) initiative was established to create defect-free processes, facilities that don’t breakdown, and business processes that don’t fail. C-QIC is a method of standardizing and improving work in order to provide products and services which surpass the expectations of customers.

The power to cultivate people
Instead of simply contributing to our company as employees, we expect our human resources to contribute to local society as members of the community. Through a “personnel cultivation system” which instills employees with expert knowledge/skills and “social contribution activities” which heighten employee awareness towards regional contribution, we cultivate human resources who are capable of independent thought and action, and who possess rich humanity.

The system for cultivating human resources C-HAM

The power to deliver throughout the world
With an eye on expansion into developing nations, Cataler has started to develop compact production facilities which possess mobility in addition to the conventional aspects of quality, cost performance, and productivity. These compact facilities can be installed at sites throughout the world in order to quickly construct an integrated production system onsite. This has solved the problem of supply speed when expanding overseas by enabling mobile overseas expansion.

Integrated production system
Development of compact production facilities

Perfection of each individual process C-QIC
Continual management of business C-BCM

Social contribution activities
People
Action
Products
GLOBAL NETWORK
The Cataler brand takes pride in bringing reliability to the world.

Even overseas, Cataler is widely recognized for our world-class technological capability and quality. Currently, we are focusing on increasing production capability and sales capability through global expansion. We seek to become the global No. 1 in terms of both quality and market share.

- **Head Office (Kakegawa City, Shizuoka Prefecture)**
- **R&D Site (Iwata City, Shizuoka Prefecture)**
- **Production of motorcycle and 4WD catalysts**
- **Production of 4WD catalysts**
- **Production of motorcycle catalysts**
- **Office**
- **R&D**

**Global Operation Centers**
- **Thailand (Rayong Province)** Cataler Thailand Co., Ltd., [2010]
- **South Africa (Durban)** Cataler South Africa Pty. Ltd., [2013]
- **United States (North Carolina)** Cataler North America Corporation [2016]
- **China (Wuxi City, Jiangsu Province)** Cataler Automotive Environment Technology Co., Ltd., [2013]
- **Indonesia (Bekasi Province)** P.T. Cataler Indonesia [2013]

**Corporate Slogan**
We believe that new value and an innovative future can be achieved by fusing technology and ideas composed of the two seemingly unrelated concepts of “industrial growth and resources” and “an enriched lifestyle and global environment.” As a “medium” that creates harmony between people and the Earth, Cataler creates a new society where nature and industry can coexist and prosper together.

**The idea behind the logo**
The logo of the ARK Creation Centre is a single form that combines diverse elements of differing color and shape. This embodies how we create new value for society by organically fusing a wide variety of diverse knowledge, technology, individuality, and ideas.
Company Overview

Cataler Corporation

Address: 牡丹市, 神戸市北区, 神戸市, 兵庫県, 日本
TEL: +81-77-721-3333

Established: May 8, 1967
President: Hiroaki Sunizawa
Capital: 551.2 million yen
Employees: Non-consolidated: 522 (as of April 1, 2017)
Consolidated: 1,943 (as of April 1, 2017)
Sales: Non-consolidated: 104.4 billion yen (FY2016)
Consolidated: 184.4 billion yen (FY2016)

Changes in sales (billions of yen)

- 2013: 1.646
- 2014: 1.567
- 2015: 1.255
- 2016: 2.042
- 2017: 1.044

Changes in number of employees

- 2013: 207
- 2014: 245
- 2015: 276
- 2016: 379
- 2017: 379

Since our founding, Cataler has grown through the support of countless customers and members of the community. We now seek even further global expansion from our base at CAC (Head Office).