

Niterra Co., Ltd.

**Announcement of Commencing Activities at  
the Japan's Largest Class Open Innovation Hub, "STATION Ai"**

**NAGOYA, JAPAN, Nov. 1, 2024** — Niterra Co., Ltd., Japan's leading manufacturer of spark plugs and sensors with an evolving portfolio focused on ceramics and beyond, has announced that it will be moving into the largest class open innovation hub in Japan, "STATION Ai," which opened in Nagoya in October 2024, and will begin its activities from November as a partner company.

As part of our "2030 Long-Term Management Plan Nittoku BX," where we aim to increase the ratio of non-internal combustion engine businesses from 20% to 40%, we are actively working on creating new businesses. Through our residency at "STATION Ai," we will accelerate the realization of new businesses by combining the creativity, development methods, and speed of startups with our technical expertise and know-how. Furthermore, we will enhance collaborations with other resident companies and local governments through communications at "STATION Ai."

By actively adopting open innovations, our group will further promote initiatives towards solving social issues and contribute to the realization of a sustainable society.

■ "STATION Ai" website: <https://stationai.co.jp/e>

**About Niterra**

Founded in Nagoya, Japan in 1936, Niterra Co., Ltd. (formerly NGK SPARK PLUG CO., LTD.) is renowned for its NGK-branded spark plugs and NTK-branded ceramic products. Niterra, a coined word combining the Latin words "niteo" (shine) and "terra" (Earth), was introduced in April 2023 to express the reborn company's commitment to sustainability through an evolving portfolio focused on ceramics and beyond. Under the corporate message "IGNITE YOUR SPIRIT," Niterra is now expanding into the growth fields of mobility, healthcare, environment and energy, and communications. The company's consolidated revenues in fiscal 2023 (to March 2024) totaled 614.4 billion yen (4,389 million USD). Niterra has 32 bases in Japan and 61 overseas, and approximately 16,000 employees worldwide. Please visit <https://www.ngkntk.co.jp/english/>.