JFR Mission Statement System

Based on the corporate credo "Service before Profit," which shows its commitment to pursuing the right path, the Group developed the Group Vision "Create and Bring to Life 'New Happiness'" in 2017. We always think of each and every customer's life and conduct business activities to make their futures happy.

In 2018, we formulated the Sustainability Policy, which shows our intention to continue to grow to realize a sustainable society underlying our ideas on ESG initiatives and new happiness in life. We also developed the Eco Vision and the Social Vision, which show our environmental and social ideas, based on the Sustainability Policy. The Sustainability Policy, these Visions, and the Corporate Governance Guidelines serve as our ESG guidelines.

In 2019, we formulated the JFR Principles of Action, which set forth the matters the Group should comply with to meet its social responsibilities. The Principles define basic actions to be followed on a daily basis by all officers and individual employees of the Group with an awareness of their own roles and responsibilities.

The Group will work as one and with stakeholders to create sustainable value and increase corporate value through activities based on these policies.

Pyramid (bottom to top):
- Corporate Credo / Basic Mission Statement
- Group Vision (JFR Way)
- Sustainability Policy
- Eco Vision / Social Vision / Corporate Governance Guidelines
- JFR Principles of Action

Corporate Credo / Basic Mission Statement
Service before Profit

Group Vision
Create and Bring to Life "New Happiness."

JFR Way
- Create the future!
- Try without fear of failure!
- Act for yourself!
- Introduce new ideas!
- Be sensible and honest!

Sustainability Policy
With People, with Local Communities, with Environment

Value Creation

Five policies of JFR Principles of Action
1. "JFR conduct policy"
2. "Procurement policy"
3. "Human rights policy"
4. "Anti-corruption policy"
5. "Occupational health and safety policy"