

# Our Vision

The JFR Group has encountered numerous struggles over its 400-year history. Every time we have faced a crisis, we have returned to our Corporate Credos “Service before Profit” and “Abjure all evil, Practice all good.” We are convinced that our management today is the result of carrying out our business activities honestly while keeping abreast of changes in our customers and society. A company cannot develop without coexisting with society. It is now essential for management to take a longer-term perspective to create a vision of what the company should be in the future, a company of significance for society. Clearly, corporate activities cannot be conducted by turning a blind eye to environmental, social, and human rights issues. By incorporating the concept of sustainability into our corporate and business strategies to address those issues, we believe we can obtain a sustainable management framework for future business growth. With sustainability at the core of our management based on our corporate credos, we will strive to achieve both social and economic value by working to solve social issues through our business activities.

## Corporate Credo

**Service before Profit Abjure All Evil and Practice All Good**

## Basic Mission Statement

We will provide high quality products and services that respond to the changing times, and aim to realize satisfaction that exceeds our customers' expectations. As a fair and trustworthy company, we aim for the development of our group through contributions to society at large.

## Group Vision

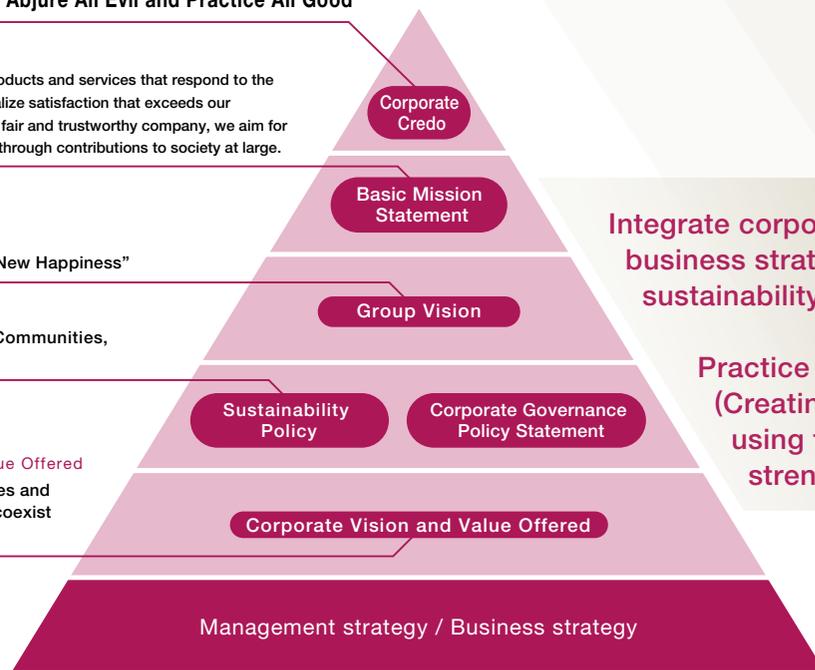
**Create and Bring to Life “New Happiness”**

## Sustainability Policy

**With People, with Local Communities, with the Environment**

## Corporate Vision and Value Offered

**Producing fulfilling lifestyles and creating unique towns to coexist with local communities**



**Integrate corporate and business strategy with sustainability management**

**Practice CSV (Creating Shared Value) using the Group's strengths**



**Create and Bring to Life “New Happiness”**