Group Corporate Philosophy

Company mission
[Our Mission]

We will create a wonderful future
with our technology, ideas, and passion.

Company vision
[Vision]

As a company respected by everyone,
we will give the highest priority to harmonizing an affluent society
with the environment by offering new value
that exceeds people's expectations.

Company values
[Our Values]

We pledge the following:

• Ensure harmony between the environment, society, and people.

• Be careful of safety, security, health, and comfort.

• Courageously accept the challenges of new ideas.

• Promptly respond to changes and opportunities.

• Be sincere at all times.

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Message to stakeholders

The year 2017 was *the first year of the mission* in which the previous management philosophy evolved and where we established the new group corporate mission that responds to globalization and the diversification of human resources. We are now expecting a dramatic change in the management environment. All employees in the group have pledged and are determined to work together to become "a company loved by everybody" by gathering our technology, ideas, and passion to contribute to a future filled with smiles.

In this report, we will introduce the essence of the past, present, and future of Daiken so that you—the stakeholders—can understand the efforts of our group.

We hope you will enjoy reading this report and will continue to support us in the future.

Masanori Okuda

Representative director
President and executive officer

Editorial Policy

In this third integrated report, we will introduce our advantages through the long history, our efforts for solving social problems through business activities, and medium- to long-term growth strategies as a series of value creation stories. Also, we tried to make the report showing real Daiken by improving the pages about governance such as expanded top interview, a message from a new outside audit, and a face-to-face meeting with outside directors.

We hope this report would help a wide range of stakeholders such as shareholders and investors understand corporate values and growth potential of Daiken. Please visit our website for details of ESG information on environmental data.

About cover design

Three arrows on the cover mean Daiken's three core businesses (industrial materials, building materials, engineering), priority three markets in the medium-term management plan (public and commercial buildings, global markets, home renovation market), and three-stage medium-term management plan toward the achievement of the long-term vision. Through these efforts, we will deploy our business from houses to non-houses and from Japan to overseas. The cover design shows our growth to *an all-embracing company for building materials* and the future vision reflected in our corporate message *toward the future going beyond the functions of yesterday*.