



## **VISION**

A Company that will be able to supply all the products, services and needs of the country through the orchestrated effort of healthy people working in a safe and healthy environment, considering protection and ecology of nature in the performance and achievement of the Corporate Goal.

## **MISSION**

To provide high quality goods and services that will satisfy the human needs, enriching the lives of every individual today and the future generation considering their living environment, at the minimum cost possible in our daily operations.

## **VALUES (Principles)**

The “Seven Principles” are the guiding principles in upholding and implementing the Basic Business Philosophy of the Company.

### **Contribution to Society**

We will conduct at all times in accordance with the Basic Management Objective, faithfully fulfilling our responsibilities as industrialists to the communities in which the Company operates.

### **Fairness and Honesty**

We will be fair and honest in all its business dealings and personal conduct. No matter how talented and knowledgeable we may be, without personal integrity, we can neither earn the respect of others, nor enhance our own self – respect.

**Cooperation and Team Spirit**

We will pool our abilities to accomplish our shared goals. No matter how talented we are as individuals, without cooperation and team spirit we will be a company in name only.

**Untiring Effort for Improvement**

We will strive constantly to improve our ability to contribute to society through our business activities. Only through this untiring effort can we fulfill our Basic Management Objective and help to realize lasting peace and prosperity.

**Courtesy and Humility**

We will always be cordial and modest, respecting the rights and needs of others in order to strengthen healthy social relationships and improve the quality of life in our environment.

**Adaptability**

We will continually adapt our thinking and behavior to meet the ever – changing conditions around us, taking care to act in harmony with nature to ensure progress and success in our endeavors.

**Gratitude**

We will act out of a sense of gratitude for all benefits we have received, confident that this attitude will be a source of unbounded joy and vitality, enabling us to overcome any obstacle we encounter.