Taikisha's Mission Statement "Customers First" refers to the spirit of earning the ongoing trust of stakeholders (society in general). This guiding principle has underpinned the ceaseless efforts of Taikisha Group to grasp the change and promptly recognize the environmental and social issues, in order to contribute to the sustainable society through value creation in society, environment and economy.

## **Environment surrounding Taikisha**

Social issues

• Climate change
• Energy/resources/water issues
• Food shortage

• Rapid progress of digital technologies
• Change in demographics
• Energy/resources/water issues
• Food shortage
• Increased health and medical consciousness
• Change in demographics
• Increased demand for clean water and air and infection prevention

Value Creation Feature Green Technology System Business

Value Creation Feature Green Technology System Business

Value Creation Feature Paint Finishing System Business

Value Creation Initiative

Established the new Research and Development Center, TAIKISHA INNOVATION SITE Alkawa

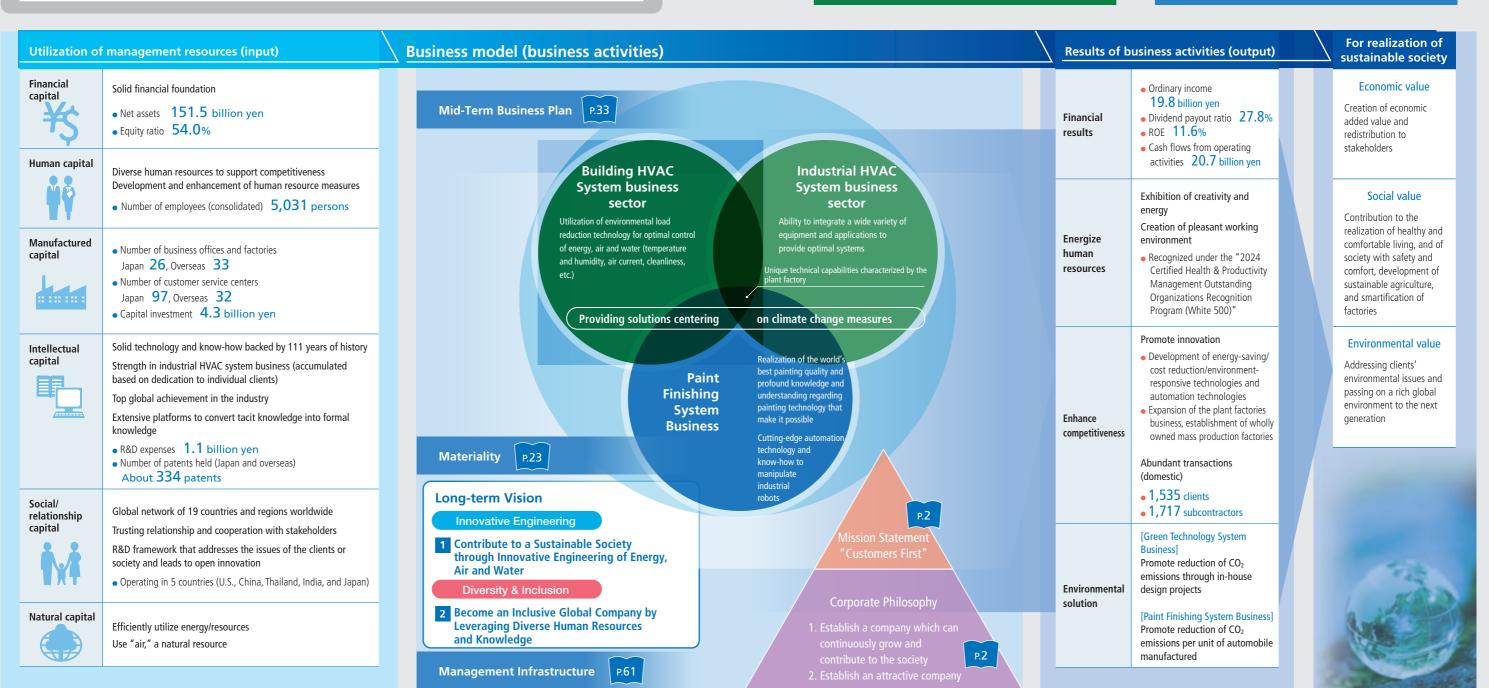
P.37

System Business

Value Creation Feature Paint Finishing System Business

Value Creation Initiative

Digital Strategies in the Paint Finishing System Business



19 Taikisha Integrated Report 2024 20