

Value Creation Process

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	<ul style="list-style-type: none"> • Climate change • Energy/resources/water issues • Food shortage
Social trend	<ul style="list-style-type: none"> • Rapid progress of digital technologies • Change in demographics • Smartification of production lines • Changes in the concept of cities (emergence of smart cities) • Increased health and medical consciousness • Increased demand for clean water and air and infection prevention

For Taikisha's specific "value creation" initiatives, please see the special features on pp. 37-42

1 Value Creation Feature Green Technology System Business

Value creation initiative

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

P.37

2 Value Creation Feature Paint Finishing System Business

Value creation initiative

Digital Strategies in the Paint Finishing System Business

P.41

