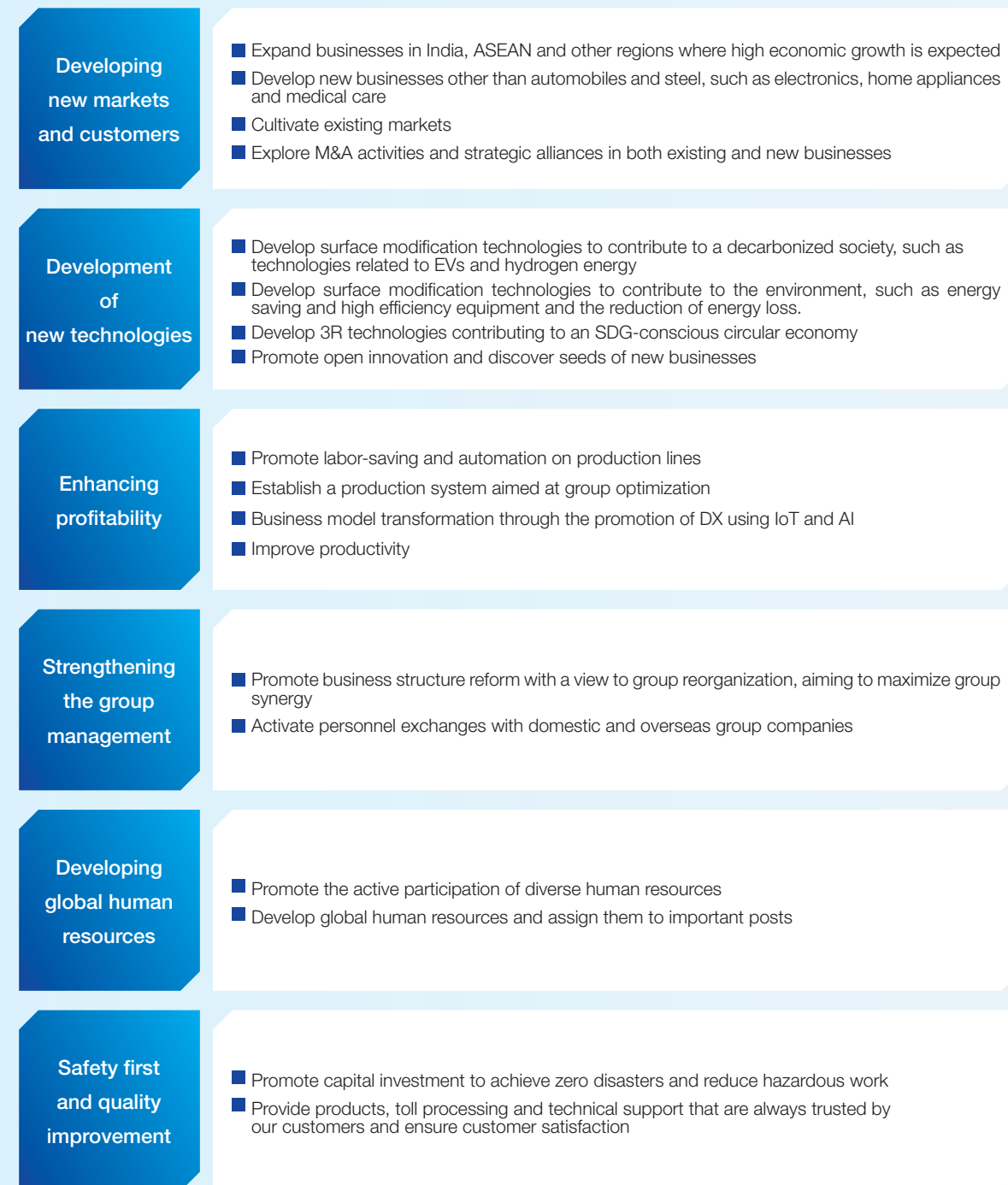


Challenges for Change

To keep pace with the changes in our business environment, we will break free from conventional thinking and established ideas and boldly strive to develop new businesses and reform business processes in pursuit of the creation of new value.



Basic policy

3G management (global, group and governance)

- Growth strategy for surviving global competition
- Optimizing the management of the Nihon Parkerizing Group
- Governance reform

Regional management

We aim to achieve further business expansion and Vision 2030 by promoting strategies tailored to the characteristics of regions with high economic growth potential, including India and ASEAN.

We will build a technical support system that is closely linked to our customers by quickly developing technology that meets the needs of each region. We will promote regional management by leveraging the comprehensive strengths of the group.

Goal of regional management

- Give each region responsibility and making quick decisions based on accurate insight into the direction of market trends
- Understand the needs of customers in each region from a market-in perspective and reflect this in our products, toll processing and technical support.
- Strengthen our profit-and-loss management by clarifying managerial goals for each region
- Developing global human resources and strengthening human resource management through their deployment

Regional management

