

## Value Creation Process

What kind of products and services will society demand in the future? Our conclusion was to refine our surface modification technologies further and transform a diverse range of surfaces with chemistry. To achieve this, we have decided to leverage our three strengths – our unique technological capabilities to benefit society, the provision of a broad range of products and services to all industries, and our global network – and create new value by sparking innovation through collaboration among R&D, sales, and production departments.

