

# Corporate Philosophy

President  
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## Continuing to take on new challenges as a pioneer of carbon

Found widely throughout the natural world, carbon has been used by humankind since antiquity. The Toyo Tanso group was one of the first to eye the infinite potential of carbon. Based on the basic philosophy of manufacturing completely novel products and services, which we have held since our inception, we have taken on the challenge of pursuing unique and innovative carbon products specialized for highly functional fields. Our products and technologies are now being used in a variety of fields from domestic spaces to cutting-edge fields such as environment, energy, aerospace, and medical care. Despite this widespread use, however, the potential of carbon is still largely unknown. By combining it with different materials and exploring other uses, the roles that carbon plays and the fields in which it is applied are likely to witness further expansion in the future.

As both a pioneer of carbon and a company that is serious and passionate about taking on new challenges, we aim to be a widely

loved firm that is capable of making a wide range of contributions to society based around the development of new carbon materials. To achieve this goal, we will focus our unwavering passion on mastering carbon and creating commercial applications of completely unique materials, and will strive to provide the same high level of quality, price, delivery times, and technical service the world over.

With our insatiable appetite for new challenges and commitment to ongoing progress, you can expect great things from the future of the Toyo Tanso group.

## Inspiration for Innovation

Our corporate slogan encapsulates the spirit of the Toyo Tanso group, which has been passed down unbroken since our inception.

# Fundamental philosophy and Management policies

The TOYO TANSO GROUP contributes to the world through the pursuit of the possibilities inherent in carbon (C).

- 1** With the raising of the level of customer satisfaction constituting the predominant theme of management, we shall aim to provide optimal levels of quality, delivery times, costs, and services and engage in corporate activities accordingly.
- 2** Through carbon technologies, it is our goal to be a constantly growing, future-oriented corporate group highly trusted by shareholders and the general public.
- 3** We are committed to building a rewarding workplace that respects the independence and creativity of employees, encourages employees to have goals, and permits fair evaluations.
- 4** Based on compliance with laws and social norms, we shall observe public order as well as contribute to society through conscientious and fair corporate activities.
- 5** We shall aim to coexist in a state of consonance with people, carbon technologies, and the natural environment and engage in corporate activities that will contribute to the conservation of the global environment.

## BRAND CONCEPT

### BRAND VISION

[ Vision what we are aiming for ]

We will enrich daily life and society by contributing to technological development.

### BRAND PROMISE

[ What we promise our customers and society ]

We promise to continue to meet the trust and expectation placed in us by society without forgetting our pioneer spirit of manufacturing completely unique products.

### BRAND VALUE

[ What we will provide to our stakeholder ]

We will be ahead of the pack in supplying the quality and technologies that form the foundations of a variety of industries and products and make the impossible possible.

### BRAND PERSONALITY

[ Our behavior and our view of the world ]

Integrity  
Challenging  
Never Give Up

Unique  
Passionate  
Humanity