

# **Corporate Philosophy**

# **I. Love of Humanity**

**~ Our philosophy ~**

A company is made of its people.

By acting with Love of Humanity,  
our employees will become a group who share a common destiny,  
and who share the same goals through the good times and the bad.

If everyone participates in running the company,  
there will be no conflict between employees and management,  
and this will serve as the driver in growing the company.

If Love of Humanity exists between ourselves and our partner  
contractors, builders, and suppliers, we will be able to prosper together,  
and the foundation of the company will be reinforced.

If we strive for our customers' happiness and create and provide  
products that they desire, we will gain their satisfaction and help improve  
our credibility as a company.

When we take important steps, whether it is developing a product,  
creating an environment or choosing to enter into a new business, we  
should always ask ourselves whether this is helpful to the customer and if  
it contributes to society. This too is exercising Love of Humanity in the  
broad sense.

## **II. Truth and Trust**

**~Our stance ~**

## **Truth**

All of a company's activities and achievements must be based on truth, if they are to be evaluated correctly.

Evaluations of capabilities and the performance of individual employees as well as organizations must also be based on truth, if they are to be judged fairly.

Meaningful and appropriate personal relations are also built on truth. This is why we must avoid being influenced by personal considerations, always be seeking for what is right and true with courage, and act accordingly.

## **Trust**

A company is a group of people, and its activities are always a joint effort. All people are equal so each individual should make their own decisions, but an organization truly thrives when its members harmonize and resonate with one another.

In order to reach this state, they must trust, help and encourage each other. The success of a team depends on mutual trust, and personal relations need to be fair for mutual trust to develop. Abusing power, as well as basing decisions on personal interests, must be avoided at all costs.

### **III. Deliver the highest quality and technology**

**~ Our goal ~**

If we are to continue to be the leader of the housing industry, we must be number one both in terms of quality as well as quantity.

It goes without saying that we must offer products of the highest quality at appropriate prices. Achieving the trust and satisfaction of customers in every step of this process, including sales, design, production, construction and customer service, is what defines the highest level of quality.

It is also the role of the industry leader to continue to be the first to develop products that address the new and emerging needs of the customer.

In order to do this, we must actively collect information, value our founding spirit, and take on bold challenges.

## **Ⅳ . Create enriching homes and living environments**

**~The meaning of our business ~**



“People make a house a home, and a home makes people who they are.”

Providing homes that are tailored to the unique needs of the people that live in them; enabling people to feel enriched and comfortable while offering them peace of mind; creating communities in which residents can feel comfortable and be proud of, environments that are safe and convenient, and urban developments that are modern and well planned: these all make up our social responsibility, reason for being and the pride of our employees.

We must hold on to this pride at all times.