

## CORPORATE PHILOSOPHY

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A company and its employees must constantly evolve through a process of steady development while also making every effort possible to improve the lives of each individual. This growth must happen together.

## PURPOSE

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**Contribute to the sustainable development of society as a “leading small and medium-sized enterprise” that seeks to excel at the world stage**

As a technology group, Star Micronics strives to provide new value through unique technologies that increase corporate value. At the same time, the Company will enrich the lives of its employees by providing a place where diverse engaged employees can contribute their best. Our goal as a group is to stand at the forefront of Japan’s small and medium-sized enterprises by generating a high level of productivity that rivals large companies as we contribute to the sustainable development of society.

## MANAGEMENT POLICY

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- 1 Do not pursue scale unnecessarily; position **capital efficiency** and **labor productivity** as primary evaluation indicators
- 2 Maintain the **ability to continuously offer new value** to society in response to changes in the environment
- 3 Constantly look to the global market for each business, and position “**global niche**” at the core of the Company’s strategy
- 4 **Invest in building an environment that allows employees to realize their full potential** and **the pursuit of unique technologies** from a long-term perspective, regardless of generational environment
- 5 Strive to become **a company that perpetually evolves** in harmony with society through its products and its people

## ACTION GUIDELINES

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Act with initiative and courage



Continue learning



Pursue technology



Focus on team productivity