

Tsubaki Mission Statement

Underpinning all management activities, this Mission Statement clearly and concisely expresses the Tsubaki Group's aim of becoming a globally leading company through the continued pursuit of manufacturing excellence and ambitious goals guided by a basic commitment to providing customers with best value.

Our Mission—Excellence in Manufacturing for Customers around the World

We will provide the best value to customers around the world by capitalizing on our technical strengths in power transmission products and materials handling systems.

Our Vision

We aim to be a leading company in the global markets for our products.

Our Values

- We will contribute to overall social and economic development by manufacturing products that satisfy customers.
- We will gain the trust and meet the expectations of society through compliance with laws and corporate ethics, and through active information disclosure.
- We will contribute to the development of local societies as a good corporate citizen by taking into full account the customs of each region and country.
- We will demonstrate creativity and an ability to accept new challenges, and take action promptly.
- We will build open business relationships through fairness and honesty with our business partners, aiming for mutual prosperity and growth.
- We will work tirelessly to nurture and develop businesses in target markets in which we have the potential to be No. 1.
- We will try to protect the global environment in all of our business activities in order to contribute to an abundant future for society.
- We will carry out innovative operations globally, bringing together the strengths of our affiliates, both domestic and overseas.