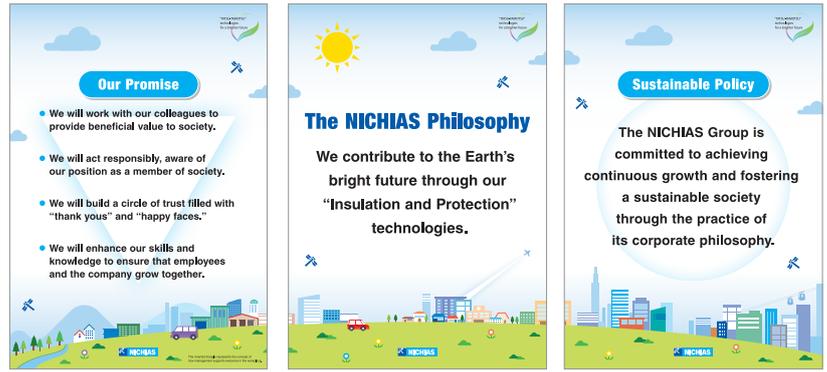


Our Group’s Medium-Term Management Plan, called “Shikumi 130,” aims to make NICHIAS a “bright company where it is pleasant to work.” We regard the first three years (FY2022–FY2024) as the first stage, and the latter two years (FY2025–FY2026) as the second stage.}}

As we commence second stage, we have established a philosophical framework and have printed new philosophy posters as part of our Group’s efforts toward sustainable value creation (Figure 1).

In this special feature, we showcase our Group’s initiatives for continuously creating sustainable value.

Figure 1: Our new philosophy posters



Initiative I

The NICHIAS Group’s new Philosophical Framework

The new philosophical framework being established at this time consists of our Corporate Philosophy (NICHIAS Philosophy), our Slogan, Our Promise, and our Sustainability Policy (Table 1).

Our Corporate Philosophy expresses the purpose and mission of the NICHIAS Group.

Our Slogan is a concise expression of our Corporate Philosophy – a rallying cry, to put it another way.

Our Promise describes the mindset and code of conduct for the employees of the NICHIAS Group and presents our vision for human resources.

At the same time, our employees need to be committed not only to the company but to society (the stakeholders) as well, and these four promises encompass that aspect as well.

Our Sustainability Policy has been established at this time for the purpose of achieving sustainable growth for our Group and a sustainable society. It serves as an overarching framework that encompasses a variety of policies and declarations.

Figure 2 is a conceptual diagram illustrating this philosophical framework and its positioning within our Medium-Term Management Plan. It represents our Group’s employees as one family gathered under one roof.

The upper section of the house says “Corporate Philosophy,” which represents the family’s purpose and mission. The lower section says “Our Promise,” which represents the aspirations of employees working to implement the Corporate Philosophy (1).

In the front yard of the house grows the Shikumi Tree, which symbolizes the Medium-Term Management Plan (2). The soil supporting the house’s foundation and the Shikumi Tree is the corporate culture and work environment, which produce a bright company where it is pleasant to work (3).

Our Slogan is represented by the sun, which continually shines over all of NICHIAS (4), and our Sustainability Policy is represented by the pleasant sky that surrounds everything (5).

Under this philosophical framework, we will build a bright, sustainable future for our Group and for society together with our employees.

Table 1. New Philosophical Framework

Corporate Philosophy (NICHIAS Philosophy)	We contribute to the Earth’s bright future through our TATSU-TAMOTSU (insulation and protection) technologies.
Slogan	For a bright future with TATSU-TAMOTSU
Our Promise	<ul style="list-style-type: none"> We will provide value that is useful to society together with our partners. We are conscious of our role as members of society and will act responsibly. We will build a circle of trust that fosters gratitude and happiness. Our employees will grow together with the company by improving their skills and knowledge.
Sustainability policy	The NICHIAS Group aims to achieve a sustainable society and sustainable growth for the Group through the implementation of its corporate philosophy.

Figure 2. Diagram of the New Philosophical Framework

