

The POLA ORBIS Group
Group philosophy have been reformed
for our 100th anniversary coming up in 2029
The mission is “Sensitize the world to beauty”

POLA ORBIS Group will reform Group philosophy from fiscal 2017.

【Background of Group philosophy reformed】

With our 100th anniversary coming up in 2029, this has been the time for us to proceed to the next step in our growth. It has become necessary to further nurture our sense of unity as a Group, by clearly identifying the Group’s significance for society, the type of business which it aims to be, its strengths, and the value of its offerings. We have considered what changes and values we can offer to all of our stakeholders, and how each of us must think and act to make those contributions. As a result, the Group philosophy have been reformed.

The new Group philosophy express our desire that expands people’s sensitivity and provides stimuli for them to change their lives.

【Group philosophy】

Mission

Sensitize the world to beauty

Approach life with boundless curiosity and fill it with heartwarming encounters and new discoveries.

Make the world different tomorrow.

Inspire a sensitivity to beauty that changes people’s lives, making them feel happier and more emotionally fulfilled.

Vision

To maximize the unique character of each brand, and become a global corporate group that enriches the lives of people around the world.

Way

- **Be gracious to others, and express your individuality with flair.**
- **Cultivate your aesthetic sense and personal tastes.**
- **Respond to challenges and changing circumstances with flexibility.**
- **Show care for the environment in all that you do.**
- **Think independently and work cooperatively to grow as individuals and as a group.**

See the link below for further details.

<http://www.po-holdings.co.jp/group/policy/index.html>

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