# Value Creation Process for Realizing the Management Principle

Mabuchi Motor's highly refined technology for small DC motors provides safe, eco-friendly, and reasonably priced motive power that enhances safety and comfort in the lives of people everywhere.



## Issues facing the international society

#### Social issues

- Global warming
- Environmental and energy issues
- Aging population
- High incidence of traffic accidents
- Poverty and economic disparity

### General consumers' issues

- Pursuit of safety and comfort in daily lives
- Realization of diverse values and lifestyles
- Reduction of electric power and energy consumption

### Customers' issues

- Reduction of environmental impact
- Compact, lightweight, highly
- efficient and quiet • High quality
- Stable procurement
- Cost reduction

## Contributing to solving

social issues

## Outcomes

Contribute to solving issues facing the international society through our business activities and sustainably increase corporate value

### Contribution to international society

- Safe, comfortable and prosperous society • Reduction of energy consumption and
- environmental impact • Reduce and eliminate poverty and economic
- · Solving consumer issues through our

customers' products

#### Contribution to customers

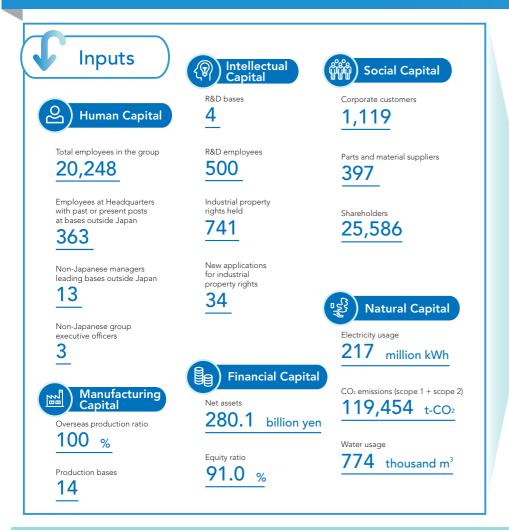
- Help customers produce compact lightweight, highly efficient and quiet products
- Help customers produce high-quality products
- Reduce the cost of customers' products

## Creating economic value

· Gain economic added value as a result of contributions to society and customers and redistribute it to our stakeholders

## **Principle**

## Management "Contributing to international society and continuously increasing our contribution"







The Foundation Supporting Sustainable Value Creation

Corporate Governance / Risk Management

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