



KONOIKE
GROUP

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News Release

FOR IMMEDIATE RELEASE

August 7, 2019

Konoike Transport Co., Ltd.

Formulating the English version of Our Brand The start of initiatives to reform employee awareness toward the expansion of overseas business

Konoike Transport Co., Ltd. (Head Office: Chuo-ku, Osaka, Japan; Representative Director & President and Chief Executive Officer: Tadahiko Konoike) has newly formulated an English version of Our Brand, which defines the concept of KONOIKE Group's brand, as announced to the press in Japan on January 11 of this year ^{*1}, and this English version has begun being disseminated both within and outside of our company.

*1: Japanese press release from January 11, 2019 <https://ssl4.eir-parts.net/doc/9025/tdnet/1662798/00.pdf>

Our Brand consists of Our Value, Our Business Strategy, Our Mission, and Our Promise. Our Value is carried out through Principles that encourage each and every employee to ask themselves on a daily basis. By being aware of and putting this value into practice, we fulfill Business Strategy, which is our management goals (medium-term management plan, etc.) to be achieved as an organization, company, and group. Furthermore, by achieving these goals, we realize Our Mission, which is our Corporate Philosophy. Our Promise is a symbol of these elements, and delivered as a Brand Promise to our customers and company stakeholders.

After starting in autumn of last year, it took nearly 8 months of discussions within and outside of the company to finally complete the English text for Our Brand. In the future, in KONOIKE Group's local corporations and operating bases that will be deployed globally in countries such as the United States, China, India, and members of ASEAN, we plan to take our time in deployment and use the English version of Our Brand as well as versions that have been translated into other local languages not only so that a sense of unity among group employees will be developed, but to also have our group be widely recognized by customers and society and have them understand our thoughts and corporate values.

For KONOIKE Group, the expansion of overseas business is one of the initiatives that we have focused on in view of 2030, which is the 150th anniversary of our founding. With the formulation of the English version of Our Brand and its deployment in local languages, the KONOIKE Group will endeavor to improve the sense of belonging and motivation of our employees both within and outside Japan, acting as a driving force toward the expansion of our overseas business.

■ Overview of Konoike Transport Co., Ltd. (<https://www.konoike.net/en/>)

The KONOIKE Group is a professional service provider that goes beyond logistics and continues to take on challenges in finding solutions and innovations for social issues through manufacturing, medical, and airport-related operations.

[references]



◆Brand Promise◆

Our Promise

Striving to Go Beyond Expectations

Going beyond the expectations of people and society, advancing lifestyles and create new value.

At Konoike, this has been our job for over 100 years.

We promise to continue to evolve, unwaveringly, over the next 100 years.

At all of our locations, from where we got our start, you can find a true and unmatched dedication.

People are trained, and grow in order to help other people.

Our dedication is one of relationships, where we sometimes must be responsible for the lives of other individuals.

We challenge ourselves to achieve what our society asks of us.

Our dedication is one of innovation, where we sometimes change the lifestyles of our country.

Let us exceed expectations, break through our boundaries, and defy conventional wisdom.

Going beyond what you were yesterday is the first step towards becoming who you will be tomorrow.

◆Corporate Philosophy◆

Our Mission

**We pursue innovation at the foundations of our society
that creates unique value,
driven by respect for humanity and relationships of trust.**

Treating people as important, and being loved by the people. We know the precious value of these things. Customers, consumers, employees, families, shareholders, and investors. We work to build true bonds by always thinking of these important people to whom we are connected. These bonds enable us to truly push ourselves, surpassing the expectations of both individuals and society. Let us bring innovation to the foundations of society, and create new value for people's lives.

◆Principle◆

Our Value

In order for us to become a professional services organization that is trusted by our customers and society, we must always be ready to question ourselves regarding the three resolutions each of us makes as a Konoike employee.

Safety We take responsibility for life

To protect our relationships with our families and colleagues who support us, we must protect our own lives. To be first in terms of safety, and without peer in terms of quality, we must protect the lives of our colleagues. Our resolution to protect life is the starting point from which we resolve to protect the foundations of society, bring innovation to society, and change people's lives.

Passion We are dedicated to quality

Are we passionate about our work?

As professionals, all of us must understand the essentials of problem-solving better than anyone else. This is connected to innovation and our ability to make concrete proposals.

Let us pursue our true vocation, loving our work from the heart and bringing joy to customers and society. One's passion is the origin of these things.

Growth We go further than yesterday

Our work is a continuous cycle of challenging ourselves at all times. We face hardships head-on, and at times must confront failure. Even so, we will not run from ourselves.

Let us hone our skills and our spirits, applying ourselves to ever-greater challenges. Take one step beyond where you were yesterday, while resolving to protect life and igniting a passion for your daily work. At your destination, a sublime moment awaits where you surpass the expectations of our customers and society.