



# **The Long-term Vision of Sangetsu Group**

## **【 DESIGN 2030 】**

May 26<sup>th</sup>, 2020

【Company creed】

# Sincerity

Realizing what people expect with Sincerity is  
the starting point of our business.  
Sincerity is everlasting and unchanging Sangetsu original sprits.

【Brand statement】

# Joy of Design

We share joy of design with those who create new space.

# The Entire Sangetsu Group Aims to Become a “Space Creation Company”

**\*Space Creation Company : A creative concept partner based on design, human resources, data, and services. (bringing clients’ visions to life through the joy of design)**

## **Expansion of the economic value of experiences**

**Diversification in personal tastes**

**From ownership to use and experiences**

**Focusing on the quality of life**

**Peace of mind, safety, and health**

**Rapid penetration of digital technologies in personal life**

**Desire for interpersonal connections**

# Approach for Achieving the Long-term Vision

<p>Basic of management</p>	<p><b>Design-driven management</b>                  Enhance brand value and transform business through design</p>
<p>Management / Business foundation</p>	<p><b>Diverse professionals</b>                  An organization where diverse professionals with on-site capabilities fulfill an active role</p>
<p>Management / Business foundation</p>	<p><b>Cooperation and utilization for business-related data</b>                  Use DATA to increase the efficiency of business and transform business</p>
<p>Main function</p>	<p><b>Complete shift to service-oriented sales business</b>                  Business in which services are the source of added value</p>
<p>Business area</p>	<p><b>Asia and North America</b>                  Strong business in Asia and North America, and global expansion</p>
<p>Corporate Vision</p>	<p><b>From an interior products company to a creative concept partner based on design, human resources, data, and services.</b>  <b>(Bringing our clients' visions to life through the joy of design)</b>                  A global creative concept company based on design, human resources, data, and services.</p>



**Achieving social value**

**Creating an inclusive, sustainable, and enjoyable society**

# Design-driven management

Sangetsu Group will aim to increase the value we can provide through designing to transform our business.

Not only pursuing the beauty, function and coordination of products and spaces themselves, we will conceptualize, design and propose the interaction of people and space by considering the way people spend time, live, experience and act.

In addition to designing entities and space, we will increase our brand value by designing and proposing experiences, and will aim to transform, from the company that sells things, into the company that creates spaces, and proposes and realizes matters.

## **Social Values Sangetsu Group Aims to Realize**

Sangetsu Group aims to contribute to the realization of a society that is:

**Inclusive**

**An equal and healthy inclusive society**

**Sustainable**

**A sustainable society that protects the global environment**

**Enjoyable**

**A more affluent and enjoyable society**

# An equal and healthy inclusive society

Not only hunger and poverty but education for children and disparity of living environments are worldwide issues as well.

Sangetsu Group will contribute to realize an equal, healthy and inclusive society, where diversity of gender will be respected, through creation of healthy and comfortable spaces.



# The global environmental protection with sustainable society

While climate change and sea and soil contamination are becoming serious, vacant housing and buildings are increasing, due to an aging and decreasing population.

Sangetsu Group will minimize our environmental footprint of the supply chain as a whole and will contribute to realize a sustainable society that will protect the global environment, through creation of spaces usable for the long term and utilization of stock buildings.



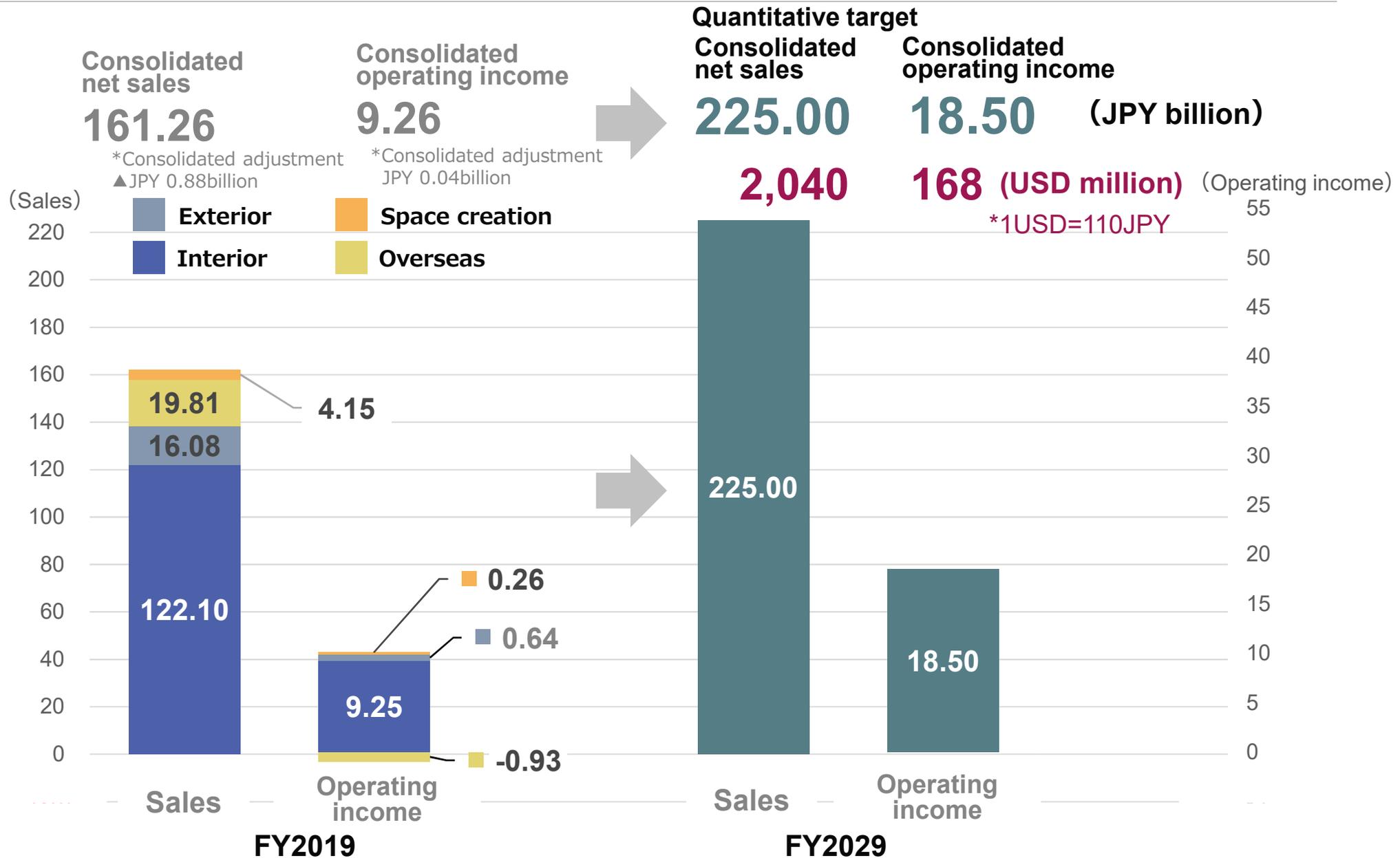
# A more affluent and enjoyable society

Regardless the difference of nationality, gender, religion, disability, and sexual orientation, sustaining of per-capita economic growth is required through working efficiently with equal employment opportunities in a safe and reliable working environment.

Sangetsu Group will contribute to realize a more enjoyable society by promoting equal, safe and efficient ways of working which respect human rights, through creation of spaces appropriate to various cultures and living.



# The target of sales and operating income by segment in 2030



## The Long-term Vision of Sangetsu Group

# 【 DESIGN 2030 】

Designing “how we should be” in Year of 2030

**D** : DESIGN

DATA

**E** : ENVIRONMENT

EMPLOYEE

**S** : SPACE CREATION

SOCIAL

SERVICE

STAFF

**I** : INFORMATION

INTERNATIONAL

**G** : GLOBAL

GOVERNANCE

**N** : NETWORK

# Joy of Design