



The world of 2050 will be shaped by the hands of younger and future generations. We visited Nitobe Bunka Gakuen, located in the Nakano area of Tokyo where MARUI GROUP was founded, to take pictures of the smiling and energetic elementary school students in attendance. (Thank you to everyone who took part in this fun photo shoot.)

PROLOGUE

**Co-Creation of Positive Impact
with Younger and Future Generations**

MARUI GROUP's commitment toward the future can be seen in its dedication to co-creating a positive impact together with younger, and eventually future, generations. The generations to which we refer include the millennials and Generation Z and Generation Alpha individuals who will lead the world three decades from now as well as the future generations who have yet to be born. These younger and future generations are our hope for the future.

How do members of these generations see our current world? What is their view for the future? Can we preserve a planet on which they can live while expressing themselves freely and without fear for the future? Motivated by these questions, MARUI GROUP put forth three impact targets that define a clear path for it to take in the future.

At MARUI GROUP, we believe that corporate value entails creating harmony between the interests and happiness of all of our stakeholders and growing the intersection of these interests and happiness. We therefore recognize that we must not pursue economic development and prosperity at the expense of future generations. Current generations and future generations should not be viewed as being at odds. Rather, we must see each other as partners sharing the same planet. Working together, with everyone contributing their unique strengths, we look to co-create a happier future.

The younger generations alive today as well as the generations to be born in the future will be a source of values and ideas for producing positive impacts that move society in a better direction. MARUI GROUP will join hands with younger generations, and eventually with future generations, as well as with members of current generations who share our ideals to harness the power of business to build a world that transcends dichotomies and thereby contribute to the creation of a flourishing and inclusive society that offers happiness to all.

This is MARUI GROUP's declaration of its quest to co-create positive impacts with younger and future generations.