



MARUI GROUP'S DIRECTION

Goals for MARUI GROUP

The future direction for MARUI GROUP can be seen in its mission and its vision. These clearly defined objectives have attracted various partners desiring to engage in co-creation with us. At the same time, however, we have seen cases in which we have faced difficulty when actually attempting to develop businesses with such individuals, despite their sharing our mission and vision. We realized that this difficulty was a result of a lack of clarity with regard to our goals.

The decision to define the three impact targets on which we will focus going forward was meant to clearly present the goals toward which MARUI GROUP will work to both internal and external stakeholders. On the following pages, you will find a detailed look at our efforts with regard to each of our three impact goals—creating a future for future generations together, creating happiness for individuals, and creating platforms for co-creation.