

# Value Creation Story Woven by Customer-Oriented Philosophy

Dedicated to its corporate principle of “the customer matters most” in all of its business activities, the PPIH Group is creating value while responding flexibly to changes in the operating environment. The creation of value is founded on our human resources, who embody the spirit of *Genryu*, and on our corporate governance system, which enables us to create various types of value such as enjoyable stores, which are a source of competitiveness that cannot be mimicked by our rivals.

Through the creation of value, we aim to build an earnings structure that is resilient to changes in the operating environment while simultaneously resolving social issues through our business activities so that we can always be an entity that exists for the sake of its customers.

