

## PPIH Group Corporate Philosophy Collection

# The Source

“The Source,” the collection of corporate principles, clearly articulates the thoughts and vision of founder Takao Yasuda. The corporate principles and management philosophy set forth in “The Source” are universal, timeless, and unwavering guidelines for all employees and executives of the PPIH Group. They embody the unique pride and enduring purpose of the PPIH Group, forming the foundation of its existence for generations to come.



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## Our Corporate Principle

## The Customer Matters Most

- This is the unchanging principle of the PPIH Group.
- This principle motivates and defines each and every action this company takes.
- The realization of this principle requires strict adherence to our management philosophy.

## The Six Precepts of Our Management Philosophy

- | Precept 1 | We commit ourselves to doing business in a manner that is unselfish, 100% honest, and grounded in a strong sense of morality and purpose.
- | Precept 2 | In every age, we create shop floors that evoke the anticipation and excitement of finding astonishingly cheap goods.
- | Precept 3 | Boldly granting authority to those at the center of things, we are always ready to move people around, to make sure they are in the best possible position.
- | Precept 4 | We are committed to creative destruction and the ability to adapt; we reject pre-established harmony and the hesitancy to do anything that might rock the boat.
- | Precept 5 | We are unhesitant in the face of daunting challenges, and unafraid to beat a rapid retreat when a cold, hard look at reality tells us this is the best course.
- | Precept 6 | Undistracted by easy profits, we hone to perfection the strengths that form our core business.



Founding Chairman Takao Yasuda