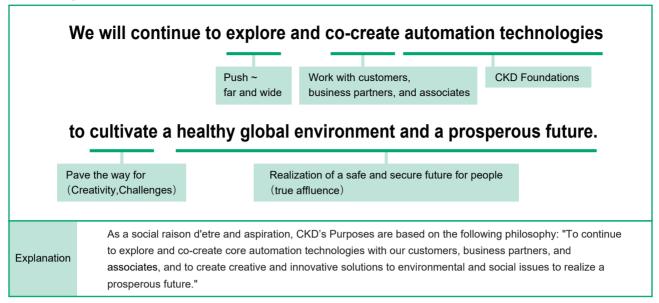
Explanation of Principles

1. Purpose



2. Values

		- Customer "Customer first"	We will grasp our customers' true concerns and deliver excitement through solutions that create new value.
		Sustainability	Together with our stakeholders, we aim to realize a sustainable global environment and society.
C-SHIP - CKD-ness		Human "Human resource"	We will build a happy future by cultivating ourselves and joining forces with our diverse colleagues.
		Innovation	We will break out of the shell of common sense and constantly evolve through challenge and co-creation.
		Professionalism	We will continue to be an irreplaceable presence by enhancing our professional capabilities and producing results that exceed expectations.
Explanation There are five "CKD Values" that each and every CKD Group employee share and value for realizing the Purpose. C-SHIP, which stands for Customer, Sustainability, Human, Innovation, and Professionalism, is an abbreviation of CKD-SHIP and indicates the "character of CKD" or "CKD-ness".			

3. Brand Slogan

