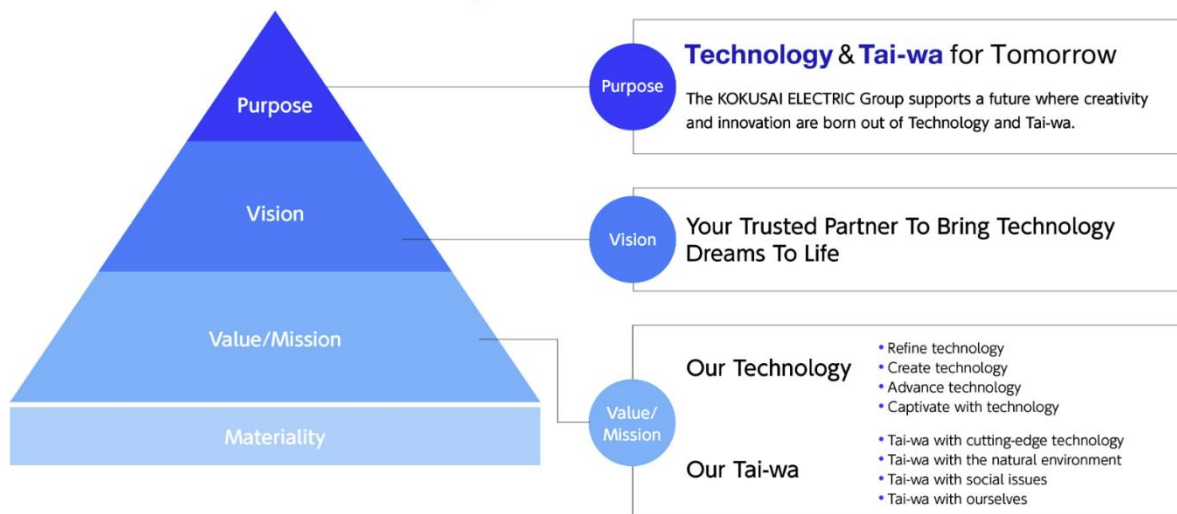


Announcement of the new corporate philosophy "KOKUSAI ELECTRIC Way"

2023.03.23

KOKUSAI ELECTRIC CORPORATION (President and CEO: Fumiya Kanai, Head Office: Chiyoda-ku, Tokyo, Japan) is pleased to officially announce its new corporate philosophy, the "KOKUSAI ELECTRIC Way".

KOKUSAI ELECTRIC Way



KOKUSAI ELECTRIC Way contains a completely different vision from the existing corporate philosophy, reflecting our commitment to having deeper conversations with stakeholders and providing technical support for the future society. Explicitly revealing and sharing our wishes contained in the corporate slogan "Technology & Tai-wa for Tomorrow" will help us continue our enterprise-wide efforts to promote sustainable management and shape the corporate slogan.

Under the new corporate philosophy, KOKUSAI ELECTRIC Way, the KE Group will strengthen awareness of corporate social responsibility and pursue economic, environmental, and social value in terms of business and ESG (environmental and social issue resolution and strengthening governance) with the goal of realizing sustainable development.