# Working for the Benefit of Society: The Corporate Philosophy Driving Omron's Value Creation

Omron has its own predictive theory called the SINIC theory. Recognizing society's potential needs promptly; creating numerous products and services that help industry, society, and people's lives; and solving social issues problems through business—this is **Omron's value creation story**. "Working for the benefit of society"—the aspiration of "creating a better society" implied in this corporate philosophy is being passed on throughout the Company, and Omron is aiming to remain "a company that people around the world require, with high expectations" and will continue its sustainable growth in the years to come together with greater society.

# **Omron's "Unwavering Corporate Spirit"** Flows to Its Management Roots

### **Corporate Motto**

At work for a better life, a better world for all

production sites

## The Omron **Principles**

Challenging ourselves to always do better Innovation driven by soo

Respect for humanity

# **Guiding Principles for Action**

# Employment of people



World's first non-contact switch



Automation of

railway operations

World's first fully unmanned train station system

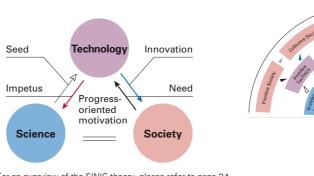


Japan's first welfare factory (Omron Taiyo Electronics Co.)

#### ■ Management's Compass — The SINIC Theory\*

Omron announced this predictive theory at the First Future Research World Congress in April 1970.

From the 1990s onward, Omron has set a long-term management vision based on this predictive theory formulated every 10 years with the aim of achieving sustainable growth from a long-term perspective.



\* For an overview of the SINIC theory, please refer to page 34.

# Resolution of



Blood pressure monitor for overseas market

1990

#### Contribution to the proliferation of renewable energy



PV inverter that eliminates installation limits on solar power generation systems

### EARTH-1 STAGE **EARTH-2** Long-Term Management Strategy VG2020 2000 2011 2014 2017 2020

(FY) 1959 1970 1980

Integrated Report 2014

(Target)

(Target)

¥900 billion

Seed

► Innovation ➤ Need

► Impetus Cyclic Evolution

Net sales Japan Overseas