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 Practice of Corporate Working for the benefit of society The Omron **Corporate Motto Principles Management Principles** At work for a better life, Challenging ourselves to always do better Innovation driven by social needs a better world for all Respect for humanity **Guiding Principles for Action Management Commitments** Respect for individuality and diversity
 Maximum customer satisfaction Quality firstUnceasing commitment to Relationship-building with shareholders
 Awareness and practice of corporate citizenship challenging ourselves
Integrity and high ethics
Self-reliance and mutual sup Automation at Automation of Employment of people with disabilities production sites railway operations World's first fully unmanned train World's first non-contact switch Japan's first welfare factory station system (Omron Taiyo Electronics Co.)

■ Management's Compass — The SINIC Theory*

1990

Omron announced this predictive theory at the First Future Research World Congress

2000

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 Seed growth from a long-term perspective. Innovation ➤ Need ► Impetus Cyclic Evolution Seed **Technology** Innovation Impetus Need Progressoriented motivation **Science** Society * For an overview of the SINIC theory, please refer to page 34. Resolution of of renewable energy Net sales ¥1 trillion Japan Overseas ¥900 billion Blood pressure monitor PV inverter that eliminates installation for overseas market limits on solar power generation systems EARTH-1 STAGE EARTH-2 STAGE GLOBE STAGE Long-Term Management Strategy GD2010 VG2020

2020

(Target)

2017

(Target)

2011

2014