

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 Philosophy

Corporate Motto

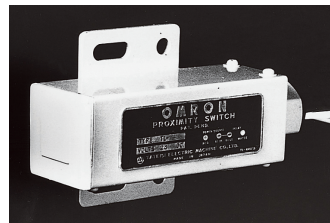
At work for a better life,
a better world for all

The Omron Principles



Solving of Social Issues

Automation at production sites



1960
World's first non-contact switch

Automation of railway operations



1967
World's first fully unmanned train station system

Employment of people with disabilities



1972
Japan's first welfare factory (Omron Taiyo Electronics Co.)

Sustainable Growth

(FY) 1959

1970

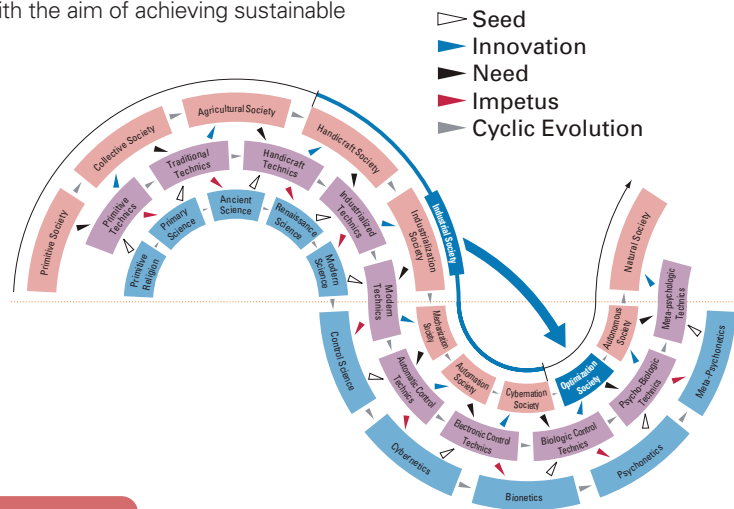
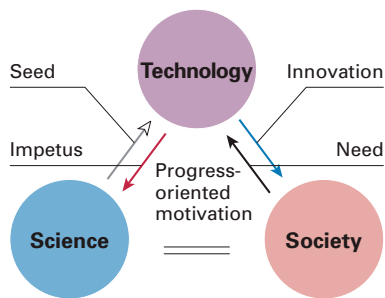
1980



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 health issues



1990s
Blood pressure monitor for overseas market

Contribution to the proliferation of renewable energy



2011
PV inverter that eliminates installation limits on solar power generation systems

