

Explanation of Principles

1. Purpose

We will continue to explore and co-create automation technologies

Push ~
far and wide

Work with customers,
business partners, and associates

CKD Foundations

to cultivate a healthy global environment and a prosperous future.

Pave the way for
(Creativity,Challenges)

Realization of a safe and secure future for people
(true affluence)

Explanation	As a social raison d'etre and aspiration, CKD's Purposes are based on the following philosophy: "To continue to explore and co-create core automation technologies with our customers, business partners, and associates, and to create creative and innovative solutions to environmental and social issues to realize a prosperous future."
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2. Values

C-SHIP CKD-ness	<div style="font-size: 4em; margin: 0 auto;">}</div> <p>Customer "Customer first"</p> <p>Sustainability</p> <p>Human "Human resource"</p> <p>Innovation</p> <p>Professionalism</p>	<p>We will grasp our customers' true concerns and deliver excitement through solutions that create new value.</p> <hr/> <p>Together with our stakeholders, we aim to realize a sustainable global environment and society.</p> <hr/> <p>We will build a happy future by cultivating ourselves and joining forces with our diverse colleagues.</p> <hr/> <p>We will break out of the shell of common sense and constantly evolve through challenge and co-creation.</p> <hr/> <p>We will continue to be an irreplaceable presence by enhancing our professional capabilities and producing results that exceed expectations.</p>
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 C ustomer, S ustainability, H uman, I nnovation, and P rofessionalism, is an abbreviation of CKD-SHIP and indicates the "character of CKD" or "CKD-ness".	

3. Brand Slogan

Creating Solutions Together

Creativity,Innovation,Challenges

Work with customers,
business partners, and associates

Create solutions to environmental and social issues through technology and services

Explanation	CKD's Brand Slogan is a concise representation of our thoughts and actions toward the future. The message is to "create solutions to environmental and social issues together with customers, business partners and associates."
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