

To whom it may concern,

January 4, 2023

Company Name : SEKISUI KASEI CO., LTD.  
 Representative Director : Masato Kashiwabara, President and CEO  
 Stock Exchange Listing : Tokyo Prime Market  
 Code Number : 4228  
 Inquiries : Katsumi Sasaki, Director & Senior Managing Executive Officer,  
 Head of Corporate Strategic Headquarters  
 Tel : +81-3-3347-9711

## Notice of the revised SEKISUI KASEI Group's "Vision of the 100th Year"

We are pleased to announce that we have partially revised SEKISUI KASEI Group's "Vision of the 100th Year" which we aim to achieve in 2059, the 100th of our founding, and have defined our philosophy system and revised some of higher-level management concepts, and established "Target 2030," our business direction for 2030.

### 1. Background of Revision

Our vision was formulated in October 2009 and partially revised in October 2015 in response to changes in the business environment. We are now in an era of high uncertainty in which the future is difficult to predict, a time when major changes are occurring at an unprecedented speed due to digital technological innovation and diversification of values etc. At times like these, we thought it was necessary to go back to basics, our management philosophy and founding spirit, and implemented the revision through many discussions.

#### ■ Philosophy System

##### Our reason for existence as a company

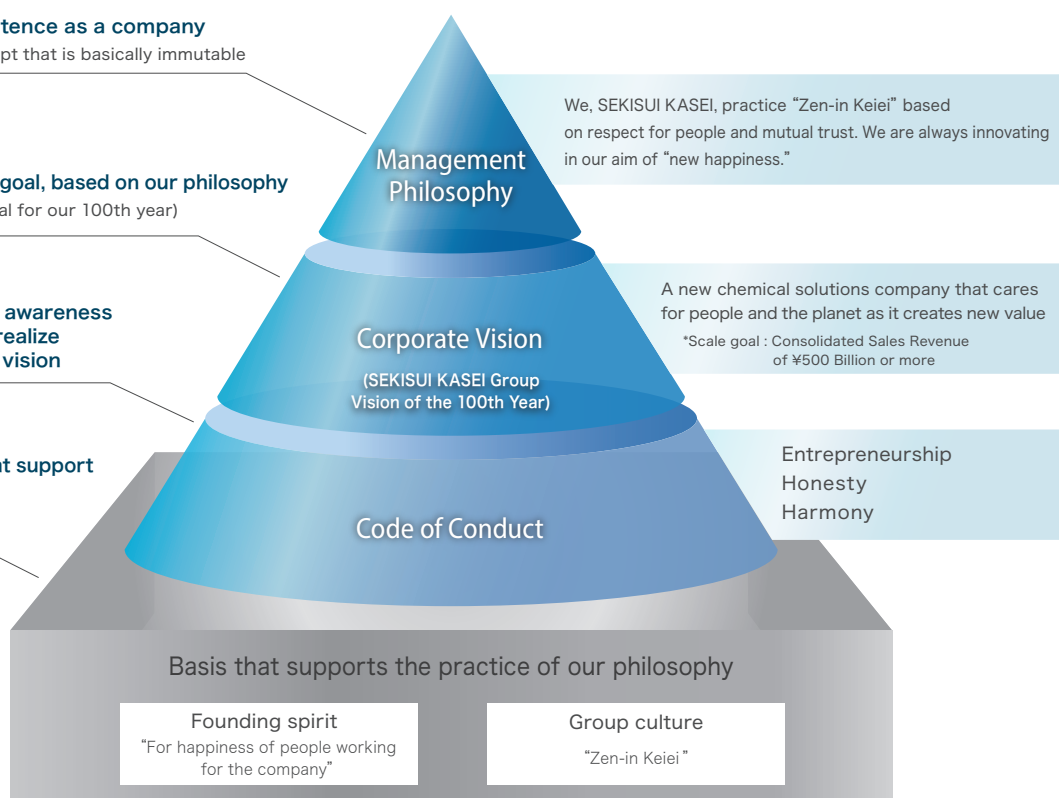
The highest-level concept that is basically immutable

##### Corporate ideal and goal, based on our philosophy

(Corporate ideal and goal for our 100th year)

##### Actions to take and awareness to have in order to realize our philosophy and vision

##### Important values that support the practice of our philosophy



## Revision Details

---

### Defined our philosophy system

Precisely because we are living in an era of high uncertainty, we believe that we need to go back to basics and reviewed the high-level management concept. While the management philosophy, which defines our reason for existence as a company, remains unchanged, we have newly defined a philosophy system that sets this as our highest-level management concept.

### Revised Corporate Vision

#### Corporate Vision

**A new chemical solutions company that cares  
for people and the planet as it creates new value**

Based on the "spirit of respect for people" that has been in our DNA since our founding, as well as the "consideration for the global environment" that we have always focused on, we take on the challenge of realizing a sustainable society by creating "new value" and "solving environmental and social issues through chemical technologies." The Corporate Vision reflects our strong determination to create a virtuous cycle of this challenge and the sustainable growth of the Group.

### Revised Code of Conduct

#### Code of Conduct

##### Entrepreneurship

We value high motivation, original thinking, a desire to create, a high degree of independence, and a bold attitude toward risk, in pursuit of new growth opportunities such as innovative business models and materials development.

##### Honesty

We not only ensure that everyone is honest, but also comply with laws and regulations, fulfill our social responsibility, and adhere to business ethics.

##### Harmony

We value harmony with people, harmony with society, and harmony with the environment.

Strongly recognizing the need to understand and disseminate our Code of Conduct to all Group employees globally, we have revised the Code to make it clearer and easier to understand. We used our existing Code as a base, while drawing from our management philosophy and Corporate Vision.

### Established "Target 2030," our business direction for 2030

We have revenue formulated "Target 2030," as a near-future business direction for FY2030, while keeping the sales revenue target for 2059 unchanged.

2. “Target 2030,” our business direction for 2030.

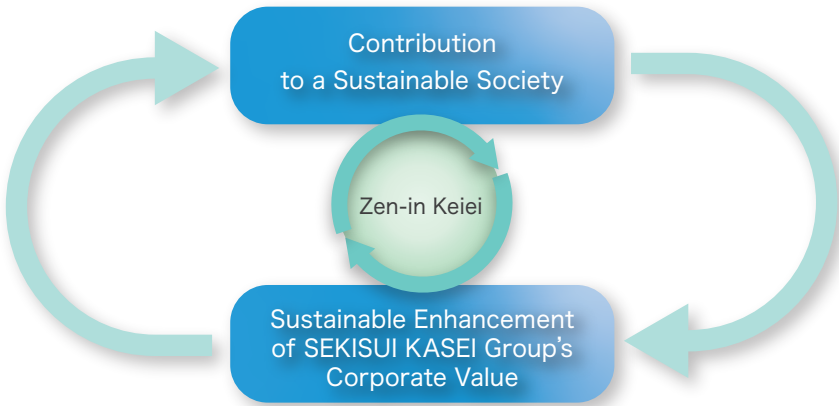
■ Positioning of “Target 2030”

We have formulated a business direction for 2030 to realize our “Vision of the 100th year”.  
The mid-term management plan “Spiral-up 2024” is the first step toward achieving “Target 2030,”.

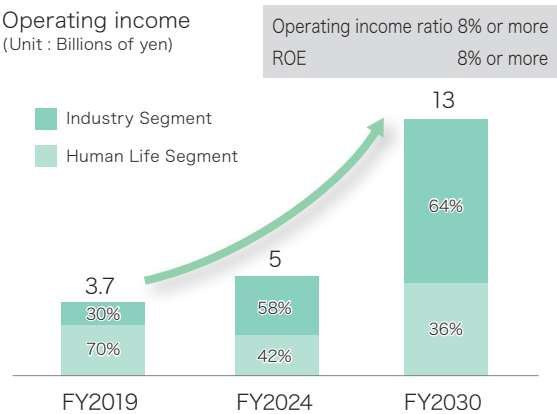
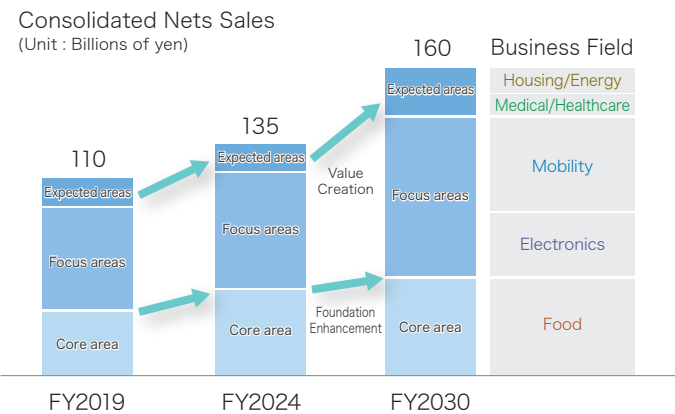


■ Basic Policy

Realize co-existence of “Contribution to a Sustainable Society”  
and “Sustainable Enhancement of Corporate Value.”



3. 2030 Quantitative Goals



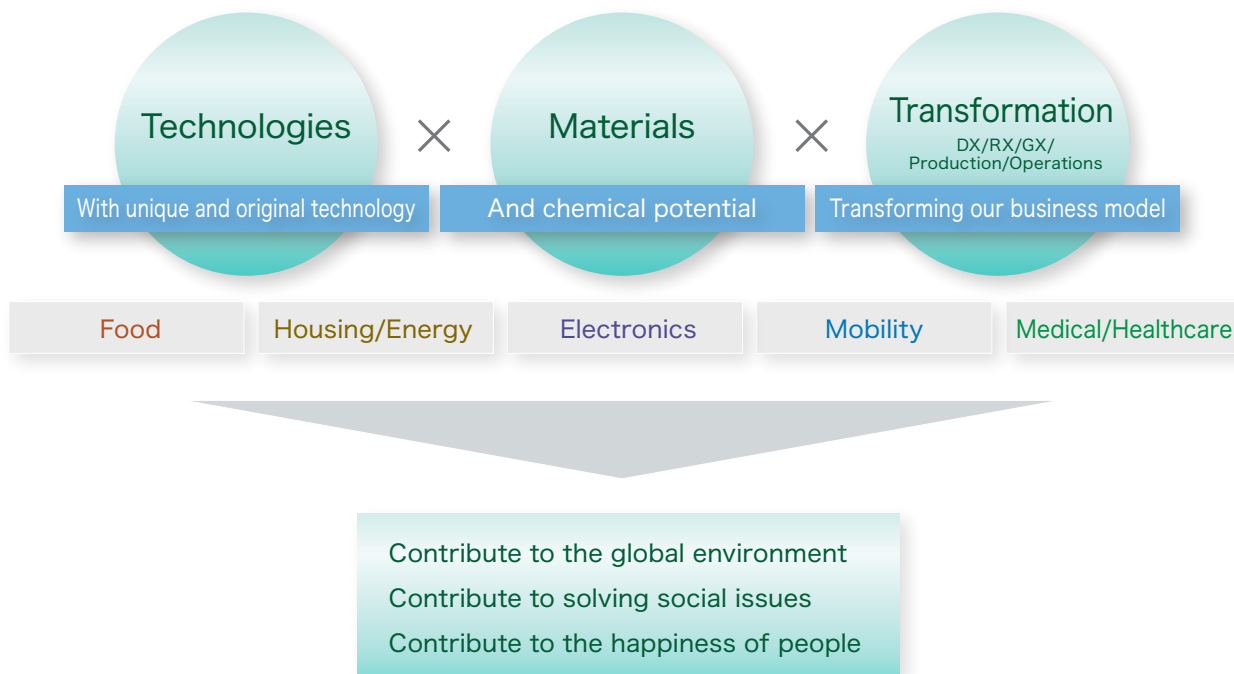
\*Industry Segment : Mobility, Electronics, Medical/Healthcare  
Human Life Segment : Food, Housing/Energy  
\*Benchmark shall be the FY2019 performance prior to the COVID-19 pandemic

## 4. Basic Strategy

- 1) Enhancement of corporate value by pursuing a highly profitable structure
- 2) Promotion of ESG management that supports sustainable growth

### ■ 1) Enhancement of corporate value by pursuing a highly profitable structure

Business Domains



## 5 Priority Fields

Housing/Energy	Expected areas	Contribute to protecting the safety of people's lives and the creation of a sustainable and attractive living environment. Contribute to the realization of carbon neutrality by promoting the provision of products in the renewable energy area.	
Medical/Healthcare		Contribute to the creation of new value globally by developing processed products from high value materials in response to social issues and changing needs in the Medical/healthcare field.	
Mobility	Focus areas	Contribute to weight reduction and comfort improvement in the mobility field, as well as to environmental value improvement by improving the materials and efficiency of the logistics of the parts that make up the Mobility field.	
Electronics		Contribute to the development of industry by proposing solutions for functional materials, structural components, and packaging materials for advanced telecommunications equipment and electronic components.	
Food	Core area	Contribute to a sustainable society by developing Sustainable Star Product that contribute to a recycling-oriented society by supporting people's "food" by providing products that protect food safety and help prevent food loss.	

\*Industry Segment : Mobility, Electronics, Medical/Healthcare  
 Human Life Segment : Food, Housing/Energy

## 2) Promotion of ESG management that supports sustainable growth

We have identified Materiality (Key Management Issues) to be addressed with particular priority among the issues that are of high importance for sustainable growth and will contribute to the achievement of the SDGs.

ESG	Category	Materiality	Action item	SDGs
E	Environment	Creation and expansion of sustainable star products	SKG-5R promotion Expanding Sustainable Star Products	   
		Responding to climate change	SKG-5R Promotion Realization of carbon neutrality by energy saving and utilization of renewable energy	
		Reduction of environmental impact	Proper management of air, water, waste, and hazardous substances	
S	Innovation	Business model resilience	Open innovation, external cooperation/collaboration	 
		DX	Production innovation, business innovation, marketing innovation, R&D innovation	
	Human resources	Diversity	Diversity & Inclusion	   
		Workstyle reform	Promotion of health management, various systems for work-life balance, and diverse and flexible workstyles	
		Work engagement	Personnel system design that promotes the growth of workers	
	Quality/Security and disaster prevention	Providing safety and security	Promote zero accidents & zero quality complaints	 
G	Governance	Corporate governance	Strengthen internal controls, improve the effectiveness of the Board of Directors, and enhance the Group governance	 
		Compliance	Prevent problems and improve reporting system	
		Risk management	Promote BCP initiatives	

Set KPIs to drive effective efforts for each action item.

### \*2030 Environmental Targets

- Share of Net sales of Sustainable Star Product : 50% or more
- Reduction CO<sub>2</sub> emissions (Scope 1+2) compared to FY2018 : 27% or more

END