

vision & { core value }



Vision

To be a global leader ; Exceeding customer expectations through advanced technologies and innovative solutions and earning the trust of stakeholders

- **Global leader**

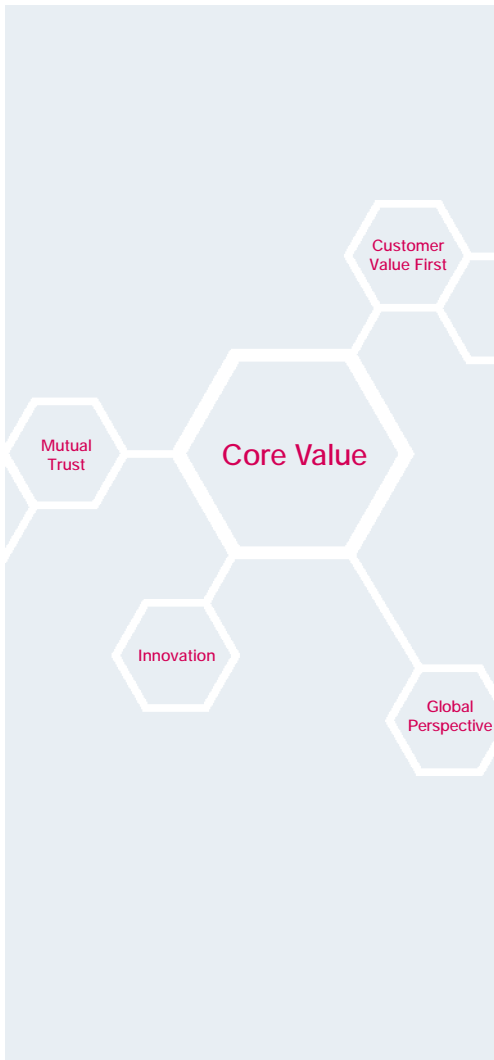
- World class in how we do business, with the best talent worldwide
- Leading globally in our future strategic businesses
- Consistently delivering superior value to a diversified base of domestic and foreign investors

- **Advanced technologies and innovative solutions**

- Continuously innovating to develop and deliver advanced technologies, materials and superior solutions
- Delivering value to customers by anticipating their needs and exceeding their expectations

- **Trust by shareholders**

- Preferred partner for customers, shareholders and employees through mutual trust and open management
- Respecting employees and providing an exciting place for them to grow and thrive



Core Value

- **Customer Value First**

We deliver value by anticipating customer needs and exceeding customer expectations

- **Innovation**

We constantly strive to innovate: advancing our thinking, behaviors, product offerings and technologies

- **Mutual Trust**

We always fulfill our commitments to customers, shareholders and employees, never compromising our integrity and ethical standards

- **Global Perspective**

We think, operate and compete globally