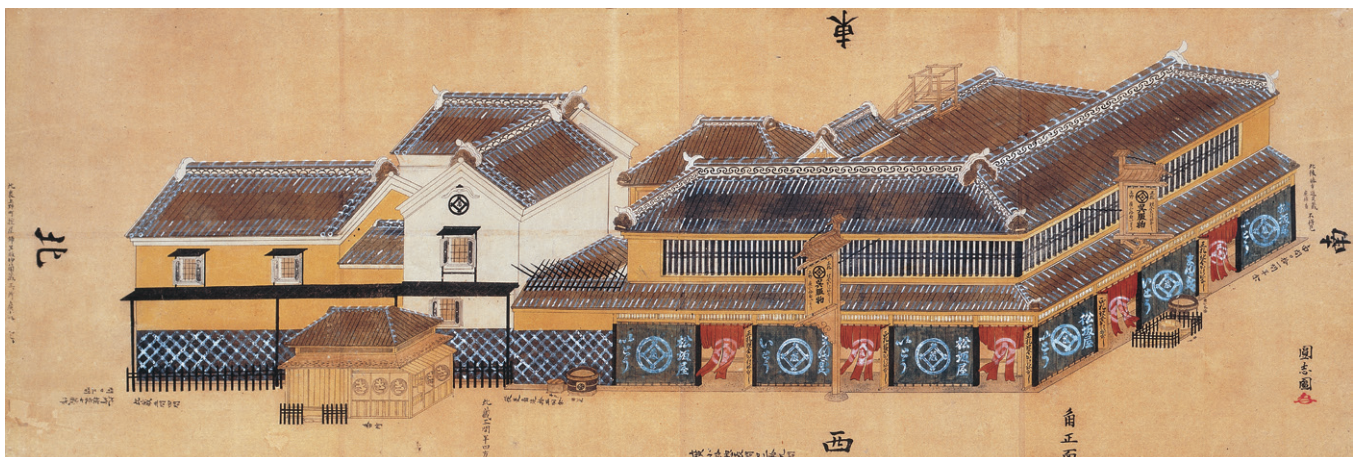


## Corporate Credo

# Service before Profit

Service before Profit – This phrase is from a passage from “Of Honor and Disgrace” written by Xunzi, a Chinese thinker in the Zhanguo period, “Those who give priority to service over profit will prosper.” The most important thing is to approach things with sincerity and good faith. “Do not sell any products that are of no benefit to customers.”

“Do not rank customers.” “Honesty and loving-kindness come first.” “An unfaithful person is useless regardless of how gifted he/she may be.” Thus Daimaru has told its employees to keep a humble attitude to serve customers. At Matsuzakaya, the spirit of “Abjure all evil and practice all good” has been valued. They can be modernized as “Customer-first principle” and “Contribution to society.” Thinking of stakeholders thoroughly and acting accordingly will lead to business growth. We believe “Creating Shared Value (CSV)” to solve social issues through business activities is nothing less than practicing the Group’s corporate credo simply and honestly.



External layout of Ueno store in 1772



# Group Mission Statement

We aim at providing high quality products and services  
that meet the changing times and satisfying customers  
beyond their expectations.

We aim at developing the Group  
by contributing to society at large  
as a fair and reliable corporation.