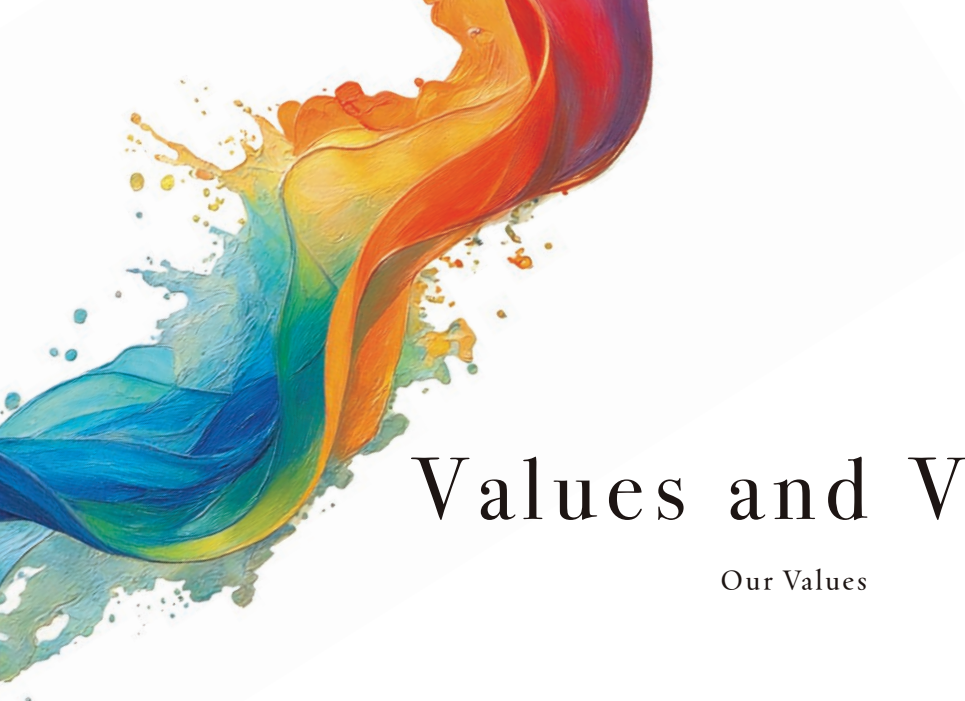




Values and Vision

Our Values

Service before Profit—This phrase is 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.” “First and foremost, we should be honest and full of compassion.” “No matter how talented they may be, people who lack integrity are of no use.” Thus, at Daimaru, its employees have been told to keep a humble attitude to serve customers. At Matsuzakaya, the spirit of “Abjure All Evil and Practice All Good” has been valued. In modern terms, they translate to “customer-first philosophy” and “contribution to society,” meaning that thoroughly considering and acting on behalf of all stakeholders ultimately leads to business growth.

While lifestyles and ways of enjoying life are becoming increasingly diverse, providing our customers with high-quality value that keeps pace with changing times remains our social role, both in the past and present.

More convenient, more comfortable.

More fun, more exciting.

We believe “Creating Shared Value (CSV)” to solve social issues through business activities is nothing less than practicing the Corporate Credo of the J. Front Retailing Group (“the Group” or “the JFR Group”) simply and honestly.

Corporate Credo

Service before Profit
Abjure All Evil and Practice All Good

Basic Mission Statement

We aim at providing high-quality products and services that respond promptly to 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.

Group Vision

Create and Bring to Life “New Happiness.”

JFR WAY (Ideas we value)

▶ Create the future!

Create amazing and pleasing new things of which society and consumers are not yet aware.

▶ Try without fear of failure!

Act without fear of result.
And learn from what we tried together.

▶ Introduce new ideas!

Do not look inward but expand your ideas by contacting people, tangible goods, and intangible goods in the outside world.

▶ Act for yourself!

Do not wait to be told but think and act for yourself.
And carry through to the end with enthusiasm.

▶ Be sensible and honest!

Act according to common sense as a member of society.
Be always honest and sincere.