

# COMPANY PHILOSOPHY



## PHILOSOPHY ( Basic Principles )

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### Life begins with an encounter

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ASAHI-KT is a company that values  
the meetings of people and companies

The probability of meeting a single  
individual  
on Earth is 1 in 8 billion

That makes each meeting a miracle,  
does it not?

When people meet, when companies meet,  
they gain values that didn't exist before, and  
these chains of encounters move society  
forward

ASAHI-KT believes in the power of  
encounters, and through these encounters,  
our business grows

# COMPANY PHILOSOPHY



**MISSION**  
( Management Philosophy )  
*Daily Mission*

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**Evolving “cleanliness” to deliver  
satisfaction and happiness**

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Those who interact with us wish to be  
satisfied and want to see cleanliness  
maintained

What is required of us is not only to provide  
the value of cleanliness, but to discover new  
issues and to constantly update what the  
form of cleanliness is with a high level of  
professionalism

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## VISION

( What We Aim to Be )

*The Future We Wish to Realize*

**To be needed and chosen by all  
Aiming to create a society where people can  
feel joy in working and happiness in living**

The survival and prosperity of a company  
can only be achieved if we value,  
appreciate, and satisfy our customers and  
the people who work with us

We listen to our customers, take on  
challenges with courage, gain insight into  
what the market wants, and provide  
valuable products and services to our  
customers

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## AKT VALUES

( Values/Code of Conduct )

### Basic Policy:

Comply with laws and internal rules

### As person

We always value family

We always put our mental and physical health first

We always aim to have a positive thinking

### In work

[ Common ]

Continuity is a source of strength

[ For employees ]

Greet people cheerfully and with a smile

Make the most of your proposals using creativity and ingenuity

Take responsibility by yourself

[ For customers ]

Work to meet deadlines

Provide the best service with passion and speed

Be humble and sincere, and never forget to be grateful