

# The TOPPAN Group's Purpose & Values

To coincide with the transition to a holding company structure, we have formulated “TOPPAN's Purpose & Values,” a new Group philosophy comprising the “Purpose” and the “Values” of TOPPAN.

TOPPAN's Purpose & Values will be a philosophy shared by the entire TOPPAN Group from here on. The Group will come together to exceed the expectations of society, target further transformation, and work with all our stakeholders in aiming to create a sustainable society and enhance enterprise value.

TOPPAN's Purpose & Values

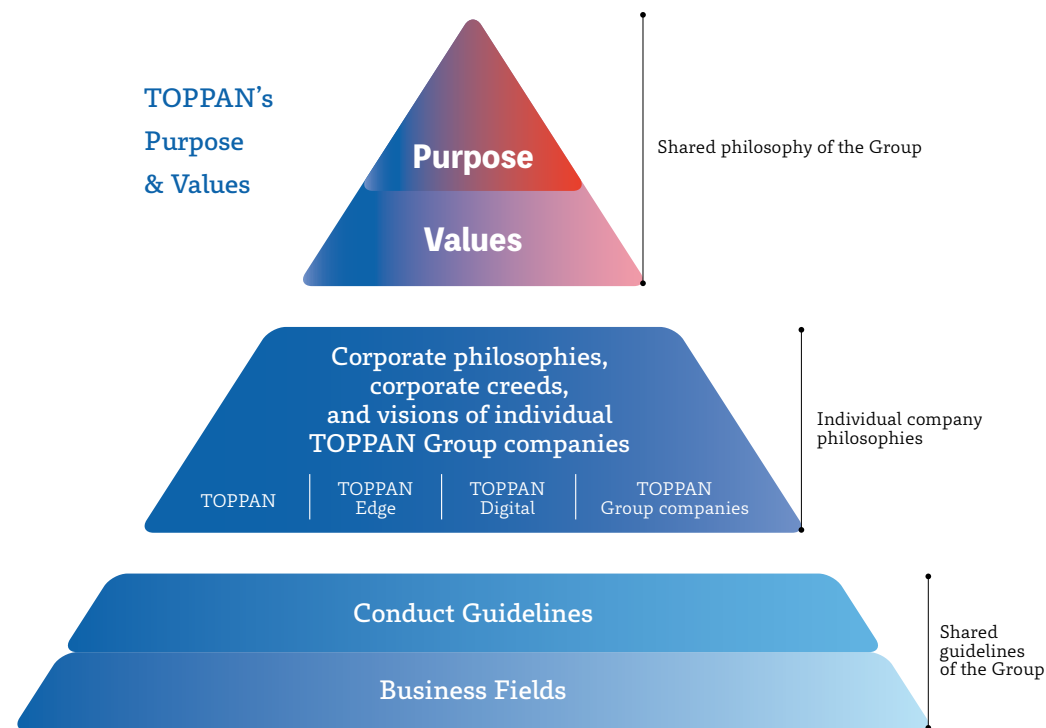
**Purpose**

Breathing life into culture,  
with technology and heart.

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**Values**

<p style="text-align: center;"><b>Integrity</b></p> <p style="text-align: center;">Act with sincerity, build relationships on trust.</p>	<p style="text-align: center;"><b>Proactivity</b></p> <p style="text-align: center;">Think ahead, act with speed.</p>
<p style="text-align: center;"><b>Passion</b></p> <p style="text-align: center;">Be enthusiastic, boldly take on challenges.</p>	<p style="text-align: center;"><b>Creativity</b></p> <p style="text-align: center;">Be imaginative, create new value.</p>



“Breathing life into culture” expresses the vision of the society that TOPPAN wants to shape, while “technology and heart” are the unique means that we should focus on to facilitate a society in which diverse cultures can thrive.

We have established TOPPAN's Values as a set of values shared by the Group. Every employee should always adhere to and be mindful of the Values to achieve the Purpose.