

RESOLVED *to* CHANGE

Annual Report 2007

PROFILE

Seeking to benefit society at large by enabling women the world over to express their beauty, we have led the Japanese market for women's innerwear since our establishment in 1949. Still holding a dominant share of our home market, we are steadily growing sales in North America, Europe, and Asia.

Further, we have developed innerwear and other garments that realize outstanding comfort and figure enhancement thanks to basic research on the shape and movement of the human body as well as research on the physiology of sensation. That research draws on a wealth of analytical data that we have accumulated by measuring the bodies of more than 35,000 Japanese women. We will anticipate changing demand by continuing to develop and market value-added products that offer differentiated beauty and comfort.

OUR MISSION

We will contribute to society by helping women to express their beauty.

OUR VISION

We, the employees and management of Wacoal, will maintain a refined corporate culture based on mutual trust and will continually strive to make the Company a global leader in the industry.

OUR VALUES

1. Create products loved by customers.
2. Develop new products that meet the needs of the times.
3. Conduct business in a fair manner with a forward focus.
4. Build a better Wacoal through better human resources.
5. Fear not failure and boast not of success.

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