

## Group Philosophy

### Our Mission



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

### Our Vision

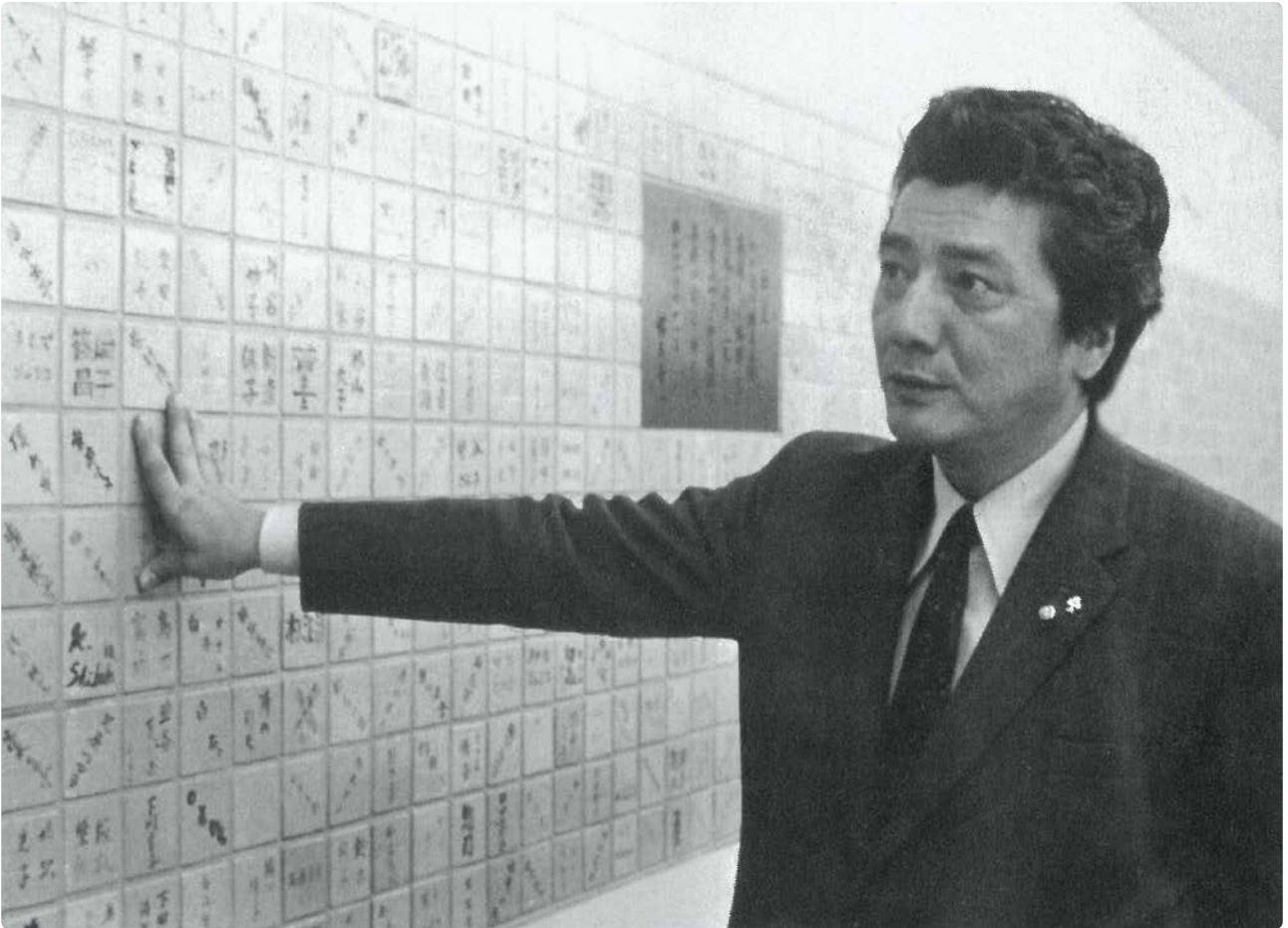


We, the employees and management of Wacoal, will maintain a refined corporate culture based on mutual trust and will continually strive to make the Company a global leader in the industry.

### Our Value



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



Founder Koichi Tsukamoto

**“Wacoal was not founded merely as a for-profit company.**

**With a strong desire to devote the life bestowed upon me to work for society, I decided to start a business. Through various situations, I considered the implications of what it is to live in and be a part of society, and I finally realized that a relationship of mutual trust is the most important element of society and that it is absolutely the best foundation to support community life. That is why a relationship of mutual trust has been built and maintained throughout the long history and tradition of our company.”**

“With a strong desire to devote the life bestowed upon me to work for society,” Koichi Tsukamoto founded Wacoal based on the belief that “a peaceful society is one where women can express their beauty.”

Calling on us to contribute to society by helping women to express their beauty, our mission remains unchanged no matter what the era and encapsulates both our existential value and starting point.

In realizing our mission, business management based on mutual trust is indispensable. Across the generations, we have maintained our founder’s strong commitment to creating a company trusted by all stakeholders. Consequently, each Wacoal employee has inherited a mind-set that emphasizes mutual trust.