

## The Origins of the Wacoal Group



Managing a business through the securing of profits is certainly key to business continuity; however, that is not the ultimate goal. In each generation, the role of companies within society is constantly called into question. Without a correct answer to this, companies will likely not be accepted as a part of society.

(Excerpt taken from a material on our management policy released in February 1975)

The persistence to sustain a profitable business represents the fundamental spirit that has existed since Wacoal's establishment. What lies on top of this foundation is a series of management structures for our profit-oriented management policy, financial standing, and a thorough and efficient accounting framework. Our various business activities, including those for sales and human resources, are also built on this basic philosophy. As the business environment undergoes drastic changes throughout our world today, we will reflect back on our origins in order to adapt accordingly to the changing circumstances going forward.

(Excerpt taken from a material on our management policy released in June 1976)

Founder

Koichi Tsukamoto

## 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