



# Formulation of the purpose

## The foundation that enhances our corporate value is culture.

When telling our corporate value creation story, we place the greatest emphasis on our strong corporate culture. Peers who share the same values come together and devise creative measures and make efforts toward the desired future, aiming to create a more prosperous future. This is a future in which the people who join our organization lead fulfilling lives and are happy.

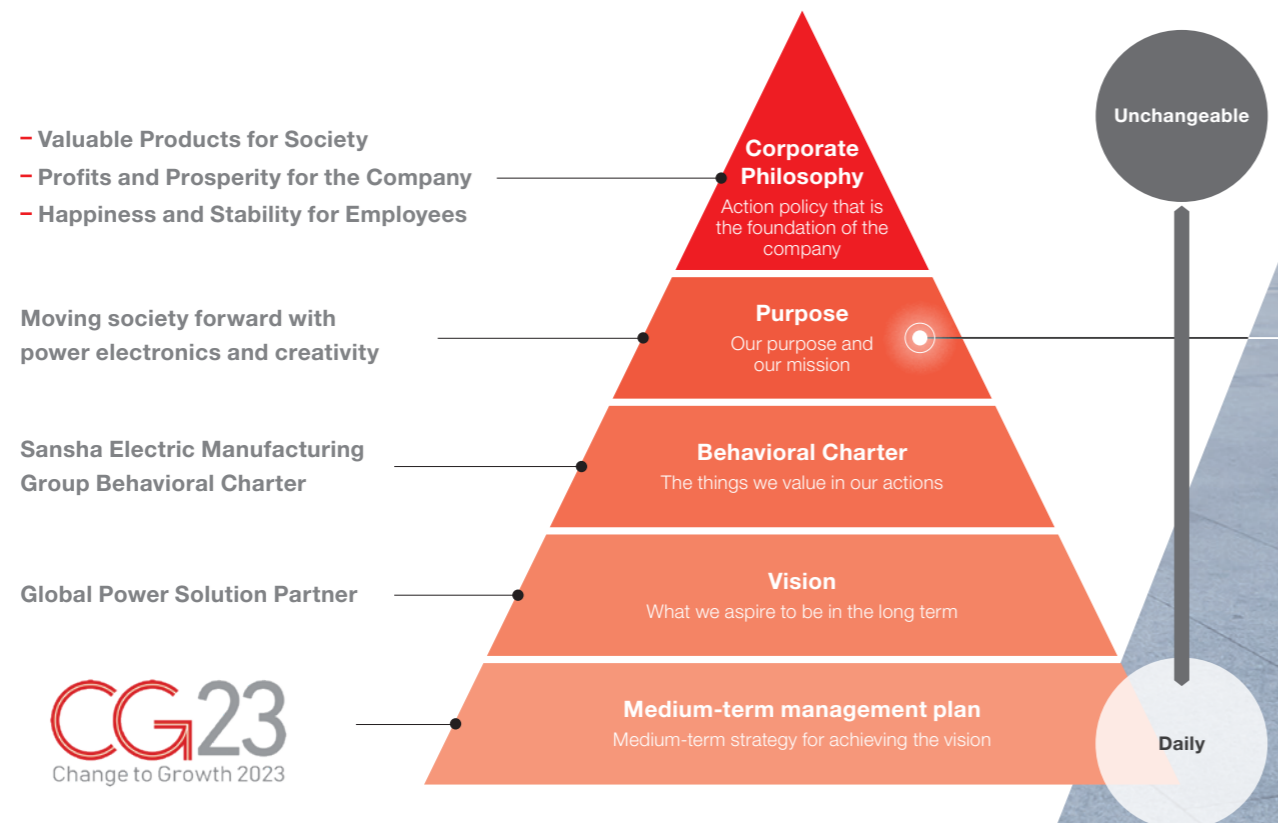
## Why did we need a purpose?

Since our founding, we have been operating business based on our corporate philosophy and mission, attaching importance to the development of our corporate culture. With more employees than before and overseas Group companies, we decided that redefining the meaning of our existence and setting it as a goal was essential for our achieving growth in the future. This is why we set our new purpose.

## Relationship between our philosophy system and strategies

The higher an element is positioned in our philosophy system, the more unchangeable it is. The lower the element is, the more likely it is to change with the times.

Further, the higher it is, the more committed management should be to it, while employees should be more committed to the lower items on a daily basis.



## Unchangeable meaning of our existence and our goal

### Our purpose

# Moving society forward with power electronics and creativity

Since our founding, we have been engaged in transforming and controlling electricity. This will remain unchanged.

Continuing to be an entity with one-of-a-kind technologies and services that moves society forward to a bright future —

this is our purpose and our mission.

## Our thoughts reflected in words

### Power electronics

This is our role in society and our business domain, which will remain unchanged. We are always engaged in power electronics.

### Creativity

While we are an engineering company, it is not just our engineers but all of our employees that act in accordance with our purpose. All employees act creatively with a commitment to one-of-a-kind technologies and services.

### Moving society forward

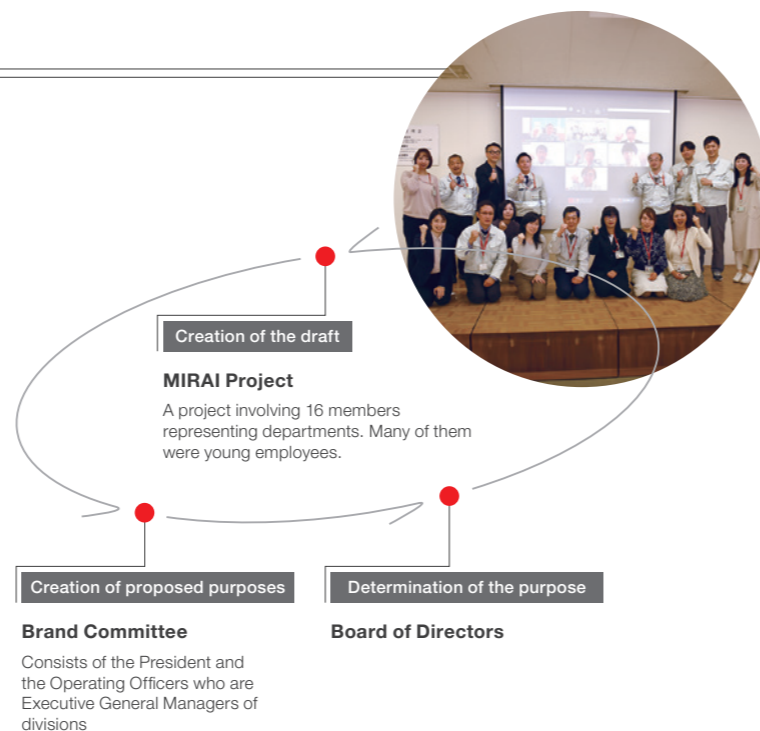
As a manufacturer of power supplies and power semiconductors, we will be a driving force moving society in a better direction. This is our purpose and our mission.



### Process of formulating the purpose and the roles of the Board of Directors

We formulated our purpose over the approx. four months from December 2022 to March 2023. The members of the MIRAI Project, 16 selected young and mid-career employees from the bases, departments and subsidiaries, interviewed the Honorary Chairman and the President. Later, they created a draft following discussions about the past and the future of our company. The Brand Committee consisting of the President and the Operating Officers who are the Executive General Managers of divisions deliberated and refined the draft.

The Brand Committee narrowed down the list of proposed purposes, selected the final proposal, and determined the purpose following deliberation by the Board of Directors. Because all of the internal Directors are members of the Brand Committee, the final deliberation by the Board of Directors were mainly dialogue with the Outside Directors.



### Future tasks and measures to instill the purpose

Moving forward, we will promote many initiatives so that every employee will understand and accept the purpose and voluntarily think and act with an awareness of the purpose in the future.



PROCESS	Understanding	Empathy	Commitments	Actions taken voluntarily with an awareness of the purpose
<b>1</b>	Recognizing the purpose	Creating empathy	Taking a positive stance, regarding the purpose as something that one implements voluntarily	Every employee voluntarily thinks and acts with an awareness of the purpose.
<b>2</b>	Understanding its meaning for the company			
<b>3</b>				
<b>4</b>				
<b>5</b>				

#### Main initiatives

- Provision of information by the President
- Provision of information on the website
- Putting up posters
- Provision of information via internal newsletter

- Explaining using e-learning programs
- Holding sessions to exchange opinions with the President

- Using media

- Taking workplace social gatherings as an opportunity to consider one's own purpose
- Using the Career Plan Sheet

## MIRAI Project Member's Voices

Members of the MIRAI Project created a draft of the purpose. We requested that the project members tell us what they felt during the project, aspirations on what they want to be aware of hereafter, and others.

**Production of a purpose movie** <https://www.youtube.com/watch?v=5RW5dBggydM>

The members of the MIRAI Project, which played the leading role in the project to determine the purpose, produced the purpose movie as a measure for instilling the purpose. In the production of the video they exchanged ideas about the scenes to be shot, composition, interview content and other matters. Please take this opportunity to view the video.



Coordinator of Corporate Planning Department  
**Yuriko Karitani**

I will work to proactively act and engage in dialogue as a member of the indirect department, thus providing support to move society toward a bright future.



Power Device Development Department  
**Yu Nishio**

I will contribute to creating one-of-a-kind technologies by acquiring many patents and the like.

Deputy General Manager of Eastern Japan Sales Department-1ST Section  
**Takuya Hagita**



I will contribute to creating one-of-a-kind services through marketing thinking.

Deputy Manager of Western Japan Sales Department-1ST Section  
**Masatsugu Yamashita**



I will focus on how to leverage our creativity to move forward.



Coordinator of Information Systems Department  
**Yuki Hashino**

I will be conscious of not only economic efficiency but also social value.



Semiconductor Applied Technology Center  
**Ryota Takahara**

I will work on all tasks with sincerity and an awareness that I am a member of a company which helps society move forward.

Senior Coordinator of Human Resources Department  
**Goro Ihara**



To move society toward a bright future, I will try to create a bright workplace environment within the company.

Supervisor of Sales Department, Sansha Solution Service Co., Ltd.  
**Tatsuya Nishii**



All of us will move in the same direction and support the company with the same will.



Senior Coordinator of Product Planning Department  
**Nobuo Yoshimoto**

I will think about the roles of our products based on how they can contribute to society.



Deputy Manager of General Department, Suwa Sansha Electric Co., Ltd.  
**Hiromu Nishizawa**

I will help the company move society forward.

Supervisor of Development Department - 1ST Section  
**Nobumasa Minohara**



I will work on the development of products which will move society forward.

Coordinator of Engineering Department  
**Tsubasa Kozako**



I will work on each immediate task and surely and steadily lead it to better manufacturing.



Senior Coordinator of Manufacturing Engineering Department  
**Yusuke Nakai**

I will value my intention to take on challenges and careful work, believing that my work will move society and the company forward.



Vice President, SANSHA ELECTRIC MFG. (GUANGDONG) CO., LTD.  
**Kiyohito Hayashi**

I will explain these thoughts to our staff in China in my efforts to instill the purpose.

Supervisor of International Sales Department  
**Yuna Sekine**



I will provide better services in an effort to increase our visibility not only in Japan but also overseas.

Design Department  
**Minako Yamamura**



I will strengthen people's relationships and join forces with them to take on new challenges.