



Daigas Group Corporate Principles

The Daigas Group Corporate Principles comprise “What We Aim To Be,” “Our Commitment,” and “Our Corporate Motto.”

In the 121 years since our founding, we have created “four types of value” for our stakeholders, with the spirit of “Service First,” our corporate motto and the enduring foundation of our business activities.

Going forward, we will take on challenges and evolve dynamically, working to continuously realize “What We Aim To Be.”

What We Aim To Be

A corporate group
that powers continuous
advancement in customers’
lives and businesses

Our Commitment

We create four types of value



Creating Value
for Customers



Creating Value
for Society



Creating Value
for Shareholders



Creating Value
for Employees

Our Corporate Motto

Service First

Three Guiding Principles That Support the Realization of the Daigas Group Corporate Principles

Our employees are the driving force that embodies the Daigas Group Corporate Principles and continues to take on challenges and evolve. The foundation for sustainable value creation is instilling the three guiding principles of **“customer-oriented approach,”** **“wholeheartedness and a sense of mission,”** and **“enterprising spirit”** and fostering a corporate culture where diverse talent can come together and grow.

Customer-oriented approach

Have a deep understanding of customers and actively listen to their needs

Wholeheartedness and a sense of mission

Aim for shared goals, united by a bond of trust and a sense of commitment

Enterprising spirit

Pursue new things with creativity and ingenuity without being constrained by existing frameworks

Initiatives to instill the three guiding principles and build the corporate culture

Dialogue with top management to encourage employees to take on challenges

We hold “town hall meetings,” in which President Fujiwara engages in dialogue with employees, both in person and online. Through two-way dialogue, top management shares its views and perspectives on key issues and encourages employees to take on the challenge of creating new value, empowering them to take initiative. (In FY2026, a total of 190 employees participated in these meetings.)

For more details, please see [the Sustainability Report 2026](#).

Gasuto, the web-based Group newsletter that connects management with employees and strengthens their sense of unity

Through Gasuto, which means “gas lamp” and is our web-based Group newsletter, we communicate management policies and the challenges being taken on in the field in a timely manner. By deepening employees’ understanding of and alignment with our policies and sharing the pride and sense of purpose found in their daily work, we are fostering greater attachment to the organization and greater motivation to contribute proactively. (Approximately 400 articles published per year; recipient of an In-House Newsletter Award for five consecutive years)