SECTION

# Corporate Principle

01

### **Corporate Principle and Vision**

In May 2022, the "K" LINE Group reconfirmed its targets and reviewed its corporate principle, vision, and values the "K" LINE Group prizes with an awareness of the scale and significance of the impact brought on the Group by changes to the business environment.

During this process, we also reaffirmed that the Group's business area is logistics, with the shipping business at the core, and we aim to enhance corporate value by promoting the shift toward a low-carbon and carbon-free society and operations in this business area. To achieve this target, we have clarified our direction to be a company that will concentrate management resources on businesses that will drive growth in the future and will pursue growth opportunities with customers with whom we can work together to achieve the shift toward becoming low carbon and carbon free.

**Corporate Principle** 

## – K: Trust from all over the world–

As a logistics company rooted in the shipping industry, we help make the lives of people more affluent.

#### Vision

As a partner trusted by all its stakeholders, we aim for sustainable growth and greater corporate value by supporting the infrastructure of the global community.

### Values the "K" LINE Group Prizes

Providing safe and optimized services that put the customer first

**Relentless efforts** to achieve innovation

**Tireless attitude** toward problem solving

Contributing to the global environment and a sustainable society Providing the value only "K" LINE can in pursuit of expertise

Respecting individuals and ensuring fair business activities by embracing diverse values