

We will realize our visions of  
*Business, Infrastructure and Culture.*  
Our keywords are  
*Growth, Harmony and Autonomy.*

Tokai Rika will accomplish our vision theme, “*A New Flight to the World, Anticipating Future Expectations*”, based on our business philosophy. In order to meet larger expectations in a global economy, we will continue to make efforts to achieve further *growth*. Meanwhile, anticipating more expectations from people in more regions and fields, we will also focus on activities that respect *harmony*. The bridge that will link the two keywords of *growth* and *harmony* is *autonomy*. *Growth, harmony* and *autonomy* are the key elements for realizing our vision theme.

We will provide the fruit of our efforts to the world through creative *business* activities. To gain a trust from the world, we will reform our corporate *infrastructure* that is indispensable for *business* activities.

Through effectively utilizing the corporate *infrastructure*, we will establish and value *culture* that leads to the satisfaction of each associate of Tokai Rika. We will pledge our best efforts to realize our visions of *business, infrastructure* and *culture*.

## How to Succeed in the Realization of the Theme

The Tokai Rika Group will realize the theme of the 2010 Vision, "*A New Flight to the World, Anticipating Future Expectations*", through the three keywords, which are *Growth*, *Harmony* and *Autonomy*. These are the foundations of our business philosophy. In addition, this 2010 Vision will be realized by filtering its theme into three visions, *Business*, *Infrastructure* and *Culture*. Tokai Rika will develop and proceed with action plans so that these three visions will be effectively united and positively interact for the ultimate success.

