

# Stakeholder Engagement

We strive to maintain sincere dialogue with our stakeholders.

Rather than just making statements and listening to each other, we are having repeated discussions from the perspective of “what we can do for a sustainable society.”



We clearly state in our basic purchasing policy that we are committed to building sound and good business relationships with our suppliers over the long term and take action based on this.

Every April, we hold the “Tokai Rika Group Policy” and “Purchasing Policy” briefing and “Supplier Awards,” and in April 2024, 135 major suppliers participated.



We regularly hold new product exhibitions for automobile and auto body manufacturers.

In addition to regular sales activities, in the digitalkey business, business-to-consumer (BtoC) business is expanding; therefore we are enhancing the exhibitions and contact point for end-user inquiries.



Based on the principle of “local co-creation,” we consider local issues from the same perspective as the local residents, and seek solutions to their concerns.

In Oguchi Town, Aichi Prefecture, where our Head Office is located, we cultivated strawberries to utilize abandoned farmland and create opportunities for people with disabilities to play active roles. Meanwhile, in Yokote City, Akita Prefecture, where our new base Tokai Rika Tohoku is located, we aim to become a company rooted in the community by interacting with local residents through traditional events.



We have been selected as a “Health and Productivity Management Outstanding Organization” for six consecutive years since 2020. In addition, in an internal survey, 68.4% of respondents in FY 2023 responded favorably to the question, “I am very happy to work for my current company,” and this figure increased to 71.2% in FY 2024.



In addition to quarterly earnings announcements, we report on our business and growth strategies to enhance corporate value at the full-year financial results briefing held in May and the shareholders meeting held in June. In addition, at the shareholders meeting, we hold facility tours for shareholders. Other than these, in the past few years we have been focusing on dialogues with institutional investors and analysts, conducting 60 dialogues in FY 2024.

We are actively announcing new products and services associated with our new business expansion and business alliances.