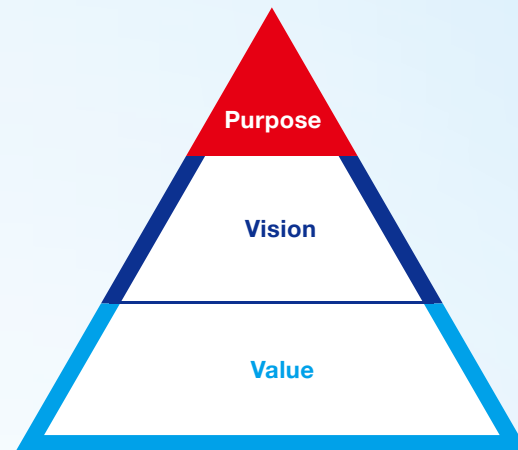


## Tokai Rika's Ideal

In May 2024, we established our Purpose (aspiration and importance of our existence) along with our Vision, which outlines the initiatives to realize our aspiration, and our Value, which defines the shared values and code of conduct for employees working toward achieving our Purpose.

To help each employee better visualize the realized state of our Purpose, mid-career and young employees selected from executives, each center, and functional headquarters discussed what Tokai Rika would look like in 10 years. Based on these discussions, the new mid-term management plan, TRV 2030, outlines the ideal state Tokai Rika aims to achieve by 2030.



### Purpose

Aspiration & importance of our existence

Pass on our founding spirit\* and forge connections between **technological evolution and people to turn the delight into reality.**

\*If it's something necessary in the world, we do what others won't do.

### Optimally connecting people, cars, and society

As an HMI system supplier, we connect hardware and systems to enhance safety and comfort, enabling people to experience the evolution of technology and products.



### Vision

Initiatives to realize our aspiration

Enhance our technologies in the fields of physics, chemistry, electronics, and machinery that we have nurtured through vehicle development to provide products and services that contribute to the community and the environment, and to **help realize an ever safer, more secure, and higher quality of life.**

### Connecting to solve social issues

Leveraging technology cultivated over 77 years and its combinations, we connect people and vehicles through HMI products, and connect to solving social issues through our experience and achievements in the automotive and mobility fields.



### Value

Values & code of conduct

#### “A Call to Thought and Action” booklet issued to the Tokai Rika group

- Safety and quality first.
- Continuous kaizen by genchi-genbutsu.
- Following the founding spirit, take on challenges and develop new corporate value.
- Demonstrate maximum individual efforts to realize superior results.
- Be honest, truthful, and sincere.
- Be grateful and humble, and strive for coexistence and shared prosperity.



### Connecting our vision with employee values

While establishing the Tokai Rika Group's “A Call to Thought and Action” as our shared values, we aim to create a virtuous cycle between the company's “Ideal” and “social value” and each employee's “career development,” “job satisfaction,” and “abundance.”

