

# Starting Point of Value Creation

## Corporate Statements

### Our Mission

We are committed to developing new fields of business using pioneering technology that improves the environment and enhances the quality of life throughout the world.

“For people and the planet—to achieve what no one else can.”

### Our Values



Respect for individuals  
Close cooperation to attain shared goals  
Constant creation of new value



Safety is the cornerstone of everything we do  
Customers' needs are our top priority  
We act on ideas in the workplace

### Our Commitment

- We will constantly develop and provide safe, high-quality products and services.
- We will maintain a sound relationship with society through good communication.
- We will strive to preserve and improve the global environment, and to secure safety and health in all our workplaces.
- We will value all members of the Kuraray community and respect their rights.
- We will always conduct businesses in a free, fair and transparent manner.
- We will honor all intellectual property and secure data and information in a proper manner.

## Corporate Tagline

**kuraray**  
Possible starts here

**Possibility can change the world.  
And it starts here.**

Since its founding, the Kuraray Group has taken on the challenge of solving social issues and creating new value through our business activities. We formulated the corporate tagline “Possible starts here” to express our unwavering corporate attitude as well as our desire to co-create value with society for a better future, starting with the Kuraray Group.

 Brand Story of the Kuraray Group

# A History of Value Creation

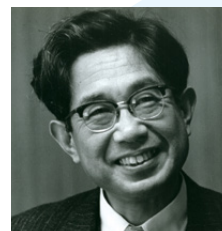
Our founder, Magosaburo Ohara, and second President, Soichiro Ohara, sought to build the business through technological innovation while emphasizing the importance of fulfilling the Company's social responsibilities, such as the response to environmental issues, focusing on addressing social issues through the Company's business activities. The Company's management possessed a pioneering spirit even before the phrase "corporate social responsibility" became mainstream, and that spirit continues being passed down as the Kuraray Group's foundational DNA today. Our pioneering products deliver new value to society and have found widespread use around the world.



Magosaburo Ohara  
First President

**"All the wealth gained from society should be returned to society."**

Magosaburo Ohara established the Ohara Institute for Social Research, the Kurashiki Institute for the Science of Labour (now the Ohara Memorial Institute for Science of Labour) for the improvement and reformation of labor conditions, the Kurabo Central Hospital (now the Kurashiki Central Hospital), and the Ohara Museum of Art. These facilities contributed to the advancement of local medicine, welfare, education, culture, and people's standard of living.



Soichiro Ohara  
Second President

**"Any profit that a company might gain should be confined to those profits that come from technological innovation and from consideration of the social and economic benefits it brings to the entire nation."**

Soichiro Ohara was among the first to mention corporate responsibility for emissions at a time when the word "pollution" was still a rarity. In 1950, he pioneered the commercialization of KURALON™ PVA fiber, the first synthetic fiber made in Japan using proprietary technology. He continued to help address social issues and advance economic development through business activities, such as the development and commercialization of CLARINO™, the world's first man-made leather to replace natural leather.

## A History of Addressing Social Issues and Advancing Economic Development through Business Activities

	Historical context and social issues	Businesses and products that have helped to address social issues and advance economic development
1926–	<b>Ensuring sufficient daily commodities, developing social infrastructure</b> <ul style="list-style-type: none"> <li>• World War II</li> <li>• Growth of heavy and chemical industry</li> <li>• High economic growth period</li> <li>• Oil crisis</li> </ul>	<b>Company founded with the aim of commercializing rayon, giving rise to Japan's first synthetic fiber, KURALON™ PVA fiber, and birth of a new business</b> <p>Kuraray was founded in 1926 as Kurashiki Kenshoku Co., Ltd. in Kurashiki City, Okayama Prefecture for the purpose of commercializing synthetic rayon. In the 1950s, Kuraray became the first company in the world to commercialize PVA fiber, the first synthetic fiber made in Japan. These synthetic fibers replaced arboreous cotton, helping to ensure a sufficient supply of fabric for clothing and other daily commodities. Since then, we have launched a series of new businesses, including PVOH resin, CLARINO™ man-made leather, EVAL™ EVOH resin, isoprene chemicals, and dental materials.</p>
1980–	<b>Making life more convenient and more comfortable</b> <ul style="list-style-type: none"> <li>• Plaza Accord</li> <li>• Deregulation of telecommunications sector, privatization of national railways</li> <li>• Flourishing of the electronics industry</li> <li>• Bubble economy</li> </ul>	<b>Creating highly functional synthetic fibers</b> <p>We sought to diversify our business, focusing on the advantages of synthetic fibers, such as strength, weatherability, and resistance to chemicals. In 1983, as a substitute for asbestos, which poses a danger to health, we developed PVA fiber for cement reinforcement, entering into a long-term export agreement with a major European building materials manufacturer. We then developed VECTRAN™ liquid crystal polymer fiber, newly adding it to our product lineup of core fiber materials. In these and other ways, we worked to shore up the comprehensive strengths of the industrial materials business and speed up market development.</p>

# A History of Value Creation

