

Delivering enduring peace of mind in an ever-changing society

Creating the ANSHIN Platform: Providing Tailored Services that Deliver Seamless Peace of Mind

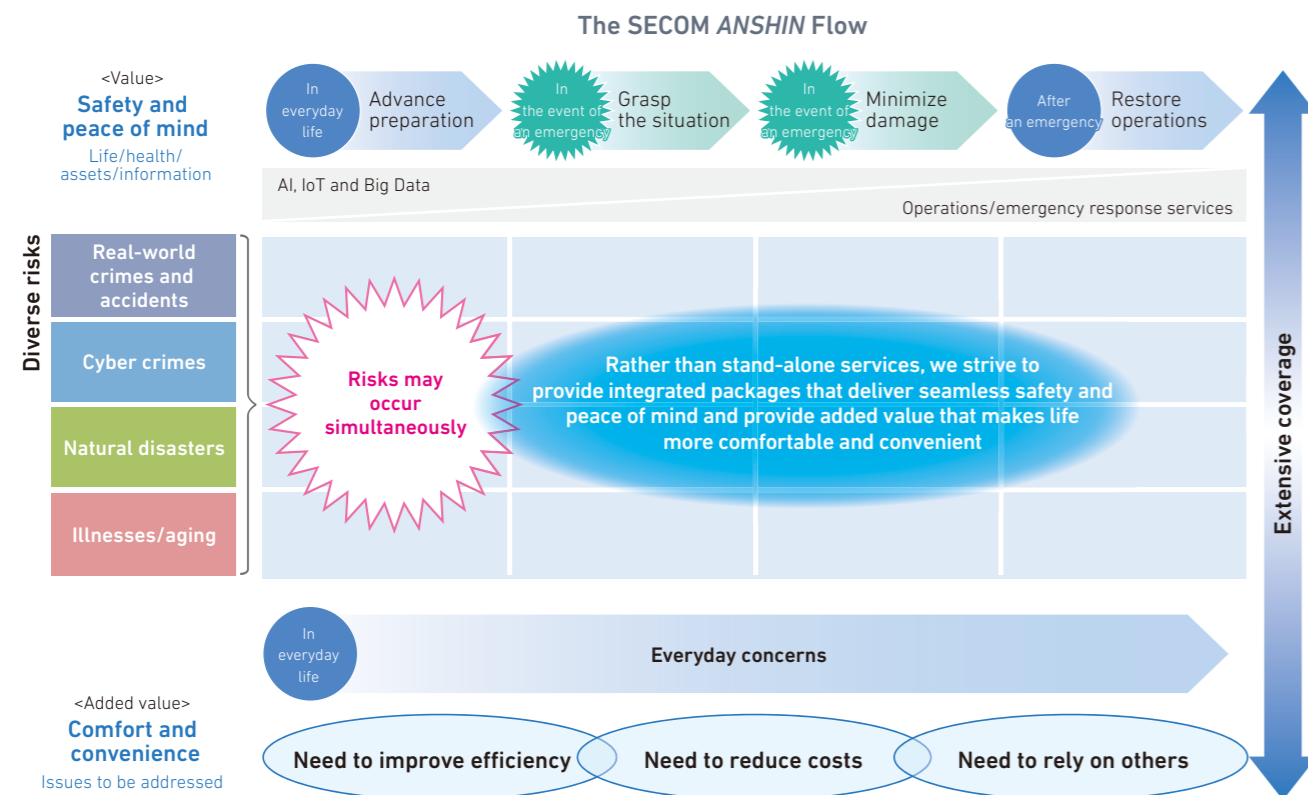
In keeping with our mission, which is to help achieve a society free from concerns, we strive always to provide reliable peace of mind that is trusted by society. Given the increasingly complex and intertwined natures of social imperatives, individual needs regarding safety and peace of mind are becoming more diverse.

In May 2017, we formulated the SECOM Group's Vision for 2030 to clarify our strategic direction through to 2030 as we accelerate efforts to achieve our Social System Industry vision. Guided by the SECOM Group's Vision for 2030, we are working to create the ANSHIN Platform, a service infrastructure through which we strive to provide tailored services that deliver seamless peace of mind. Anchored in the relationship of trust we have cultivated with society, the ANSHIN Platform seeks to help achieve a society free from

concerns through collaboration with partners in industry, government and academia who share our mission and who bring together diverse technologies and expertise. By "seamless," we mean enduring peace of mind for anyone and everyone, whenever and wherever necessary.

Society faces significant risks associated with crimes, accidents, cyber crimes, natural disasters, illnesses and aging. In addition to routine advance preparation, we assist customers in the event of an incident to accurately grasp the situation and minimize damage, as well as after an incident to ensure the swift restoration of operations. In line with this four-pronged concept, which we call the SECOM ANSHIN Flow, we continue to expand and enhance our services and systems.

The ANSHIN Platform Service Infrastructure



Strategies for creating the ANSHIN Platform

To create the ANSHIN Platform, we are currently promoting initiatives in line with four strategies. The "ALL SECOM" strategy, which focuses on rallying SECOM Group strengths to maximize synergies. Through our "Collaboration" strategy, we are promoting open innovation with the aim of creating new value. Our "Connection" strategy emphasizes leveraging Big Data analysis, which makes use of advanced information technologies, to respond to latent needs and strengthen our relationships with customers. Our "Enhanced value" strategy revolves around adding greater value to services that make

life more comfortable and convenient, thereby accelerating the realization of services and systems that respond to increasingly diverse needs.

To address increasing needs for peace of mind in overseas markets, we will capitalize on know-how cultivated in Japan to develop services tailored to regional characteristics. Through such efforts, we will promote recognition of the SECOM brand and seek to establish ANSHIN as a universally recognized term.

