



Realizing the Social System Industry

Since first declaring our Social System Industry vision in 1989, we have continued working to make this vision a reality by creating a framework of distinctive, integrated products and services that make life more secure, convenient and comfortable.

Our business portfolio today comprises security services, fire protection services, medical services, insurance services, geographic information services, real estate development and sales, and information and communication related and other services. In these businesses, we strive not only to provide individual products and services, but also to combine them into distinctive packages, in line with our overarching mission, which is to provide safety and security for people whenever and wherever necessary. This approach encourages people to turn to SECOM with the confidence that doing so will help resolve security and various other problems.

In all our efforts, we are guided by our corporate philosophy, which also governs the conduct of every SECOM employee. This philosophy emphasizes a refusal to be content with the status quo and a commitment to doing what is appropriate. The former means seeking constantly to provide innovative products and services by challenging accepted norms, while the latter means judging the legitimacy of our actions by whether they are just, fair and beneficial, not to SECOM but to society as a whole. As we press forward with efforts to realize the Social System Industry by growing our businesses and winning ever-broader public acceptance, we recognize the increasingly vital nature of our role in society. This philosophy, shared by everyone at SECOM, drives our efforts to realize the Social System Industry vision and in so doing to be a corporate group that makes an important contribution to society by providing comprehensive security and peace of mind.

Targeting New Growth

To hasten the realization of the Social System Industry, in November 2010 we declared a new Group slogan, "ALL SECOM," to convey a shift in our strategic approach. While our approach to date has focused on maximizing synergies between our core security services business and each of our various other businesses, under the ALL SECOM banner, we will strive to advance cooperation among our various businesses with the aim of strengthening the Group as a whole and building new synergies. To this end, we are encouraging SECOM employees everywhere to push forward by actively sharing information, ideas and objectives. We will also continue to create new products and services that accommodate evolving security needs, thereby earning the satisfaction of customers and encouraging people to turn to SECOM with the confidence that doing so will help resolve their problems and enhance peace of mind.

Since our establishment, we have sought to keep abreast of social trends, patterns of criminal activity and technological advances, ensuring our ability to develop and market innovative products, services and systems that are needed and welcomed by society. This approach has enabled us to build a wealth of proprietary technologies and operational know-how. Our technological capabilities are supported by our R&D department, comprising the Secom Intelligent Systems Laboratory, which conducts research in the area of basic technologies, and the Development Center, which is responsible for the timely development of highly reliable products and services that leverage these technologies. Our emphasis on R&D reflects our recognition of technological capabilities as a crucial management resource that gives us a key competitive advantage in the security services market.

Collaboration among our R&D department, sales teams and operations teams makes it possible for us to promptly incorporate feedback obtained from customers through day-to-day sales and service activities into R&D efforts. This, in turn, enables us to create products, services and systems that respond swiftly and effectively to customer needs.

Looking ahead, we will continue working to provide products, services and systems that respond to evolving needs for security and peace of mind, as well as to win ever-broader acceptance of the concept of security services. Through these efforts, we will work to further elucidate our Social System Industry vision, as well as to encourage the unfailing loyalty of customers, thus positioning ourselves to secure new growth into the future.