

## Realizing the Social System Industry Vision

Since first declaring the Social System Industry vision in 1989, we have sought to make this vision a reality by advancing our core security services business and broadening our focus to include other businesses—fire protection services, medical services, insurance services, geographic information services, real estate development and sales, and information and communication related and other services—to create a framework of distinctive products and services. We not only provide products and services independently, but also combine them into integrated packages, in line with our overarching mission, which is to provide safety and security for people whenever and wherever necessary.

The cornerstone of the Social System Industry, security services, encompasses services for commercial customers, homes and individuals. To provide services that deliver security and peace of mind to a diverse range of customers in a variety of settings, we work tirelessly to provide reliable security systems supported by robust backup capabilities, as well as to develop products and services that reflect changing social imperatives. In addition, we have established a nationwide

network of emergency response depots that enables us to swiftly dispatch highly trained emergency response personnel. These capabilities have earned us both a solid reputation as security professionals and the trust of our customers. Building on this trust, we continue to expand the scope of our businesses, positioning ourselves to provide ever-more effective solutions to people's evolving safety and security needs.

In all our efforts, we are guided by our original corporate philosophy, which also governs the conduct of every SECOM employee and has served as a powerful driver of growth and expansion to date. This philosophy emphasizes not being content with the status quo and striving to do what is appropriate. The former means seeking constantly to provide innovative and more suitable products, services and systems by challenging accepted norms, while the latter means judging the legitimacy of our actions by whether they are just and fair and beneficial to society. Looking ahead, we will continue pressing forward with efforts to realize our Social System Industry vision with the aim of being a corporate group that makes a positive contribution to society.

## Targeting New Growth

We recognize technological capabilities as a crucial management resource and vital to maintaining a competitive edge in the security services market. Accordingly, we are capitalizing on changing customer needs and actively promoting the development of pioneering technologies and the launch of attractive products and services, thereby injecting new life into our sales activities.

Since our establishment, we have sought to keep abreast of social trends, patterns of criminal activity and technological advances and to develop proprietary technologies in-house, thereby enabling us to provide innovative systems, products and services. Our R&D department comprises the Secom Intelligent Systems Laboratory, which conducts research in the area of basic technology, and the Development Center, which is responsible for the timely development of security systems that augur market directions. Having our own R&D capability gives us a key advantage, making it possible for us to promptly incorporate feedback and information pertaining to customer needs obtained through day-to-day sales and service activities into R&D.

In April 2010, we held the SECOM Technical Fair at our head office in Tokyo. This event introduced existing proprietary sensing, authentication and image recognition technologies—all of which play an essential role in our security systems—and near-future image recognition technologies currently under development. Visitors were given the opportunity to physically experience these forward-looking systems, which exemplify our technological strategies. As Japan's foremost provider of on-line security services, we recognize the need to continue combining our accumulated operational know-how with new offerings such as these. Accordingly, we will work to expedite the launch and promote the broad acceptance of high-grade, value-added security services.

Moving forward, we will continue to provide uniquely SECOM products and services, thereby earning the confidence and satisfaction of customers and encouraging an ever-increasing number of people to turn to SECOM with the confidence that doing so will help resolve their security problems and enhance security and peace of mind.

