



# Special Feature: The SECOM Group's Vision for 2030

## ■ Purpose of our new vision for 2030

With the aim of realizing our Social System Industry vision, we have implemented steady measures to address social imperatives by creating services and systems optimized to meet the needs of our customers. This has enabled us to amass significant know-how, as well as to build a solid relationship of trust with customers. In light of demographic change, technological progress, increasingly severe environmental issues and the shift of the global economic center and increased urbanization as a result of the growth of Asian economies, social imperatives are becoming more challenging and complex. At the same time, individual needs for peace of mind are expanding and diversifying. Operating in an environment characterized by drastic

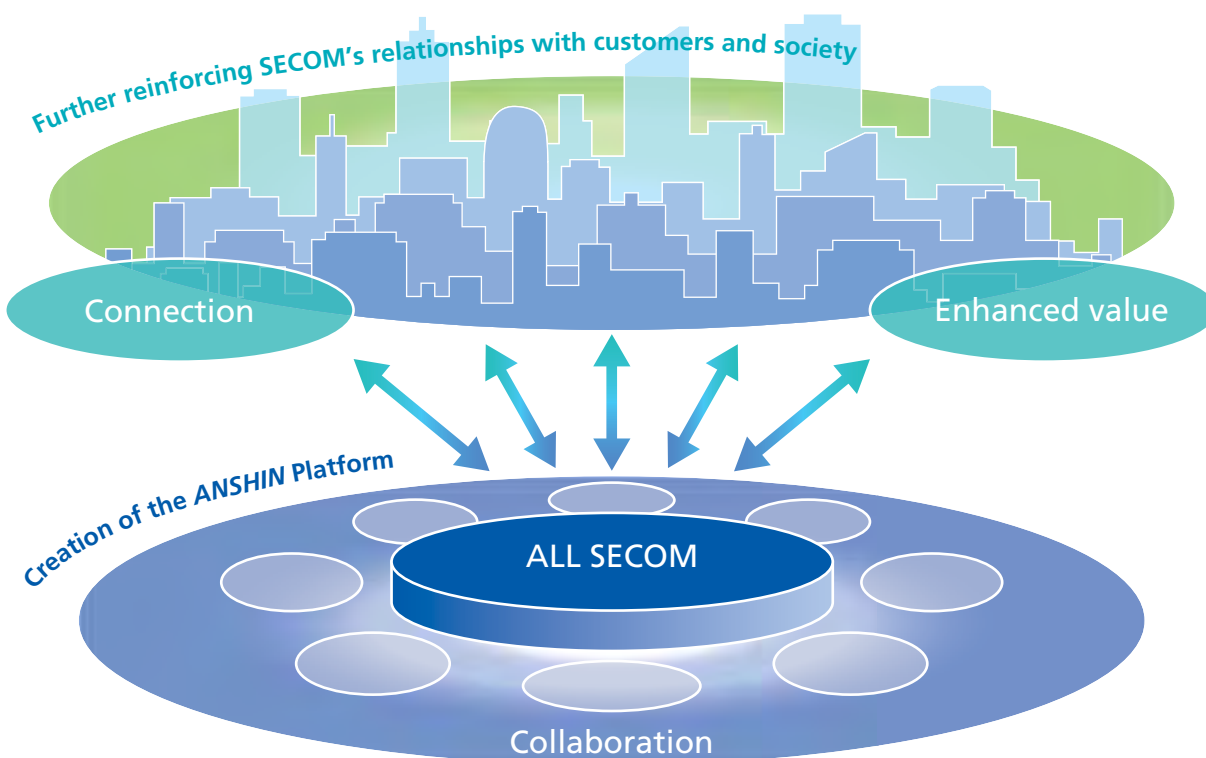
change and increasing uncertainty, we have formulated the SECOM Group's Vision for 2030, which further defines our direction going forward with the aim of building pride amongst our employees, inspiring trust amongst our customers and instilling awareness of our potential amongst all of our stakeholders.

## ■ Conceptual framework of the ANSHIN Platform

Peace of mind, as provided by SECOM, centers on three key features. The first of these is to provide services anytime, anywhere, enabling us to deliver peace of mind whenever and wherever necessary. This evokes our commitment to extending services that respond to sophisticated needs engendered by social change and the increasing threats to safety.

The second is to provide optimal services tailored to individual customer needs, ensuring that we can deliver peace of mind for anyone and everyone. This refers to our understanding of the importance of daily communication in grasping what is truly sought by our customers, ensuring our ability to provide services that are carefully tailored to their needs.

The third feature is to offer services that enable us to provide seamless peace of mind. Society today faces significant risks associated with issues such as increasing incidence of crimes, accidents, cyber attacks, natural disasters, illness and aging. Recognizing the importance of routine advance preparation, we provide comprehensive services designed to address potential risks, namely, the ability to accurately grasp



conditions, minimize impact and achieve prompt restoration.

As part of our vision for 2030, we created the *ANSHIN* Platform, a service infrastructure anchored in the relationship of trust we have cultivated with society. Created in collaboration with partners in industry, government and academia, in line with our mission of helping to achieve a society free from concerns, this infrastructure is designed to provide peace of mind to people in their everyday lives, as well as to society as a whole. By enabling us to alleviate problems and resolve concerns through the provision of carefully tailored services and systems anytime and anywhere, thus making SECOM an ever-present part of our customers' lives, the *ANSHIN* Platform will further reinforce our relationship with customers.

### ■ Creating the *ANSHIN* Platform

We are currently promoting the ALL SECOM strategy, which focuses on reinforcing collaboration among various SECOM Group businesses with a view to maximizing synergies, to develop innovative services and systems. To create the *ANSHIN* Platform, we will continue to apply this strategy. In addition, we will actively advance a strategy of collaboration with various partners, integrating business ideas and technologies developed through this strategy with proprietary SECOM technologies, know-how and other resources to accelerate the development of services and systems that address the increasingly diverse needs of customers for peace of mind. We will also promote a strategy of connection, further strengthening our relationship with our customers and society by leveraging Big Data analysis, which makes use of advanced information

technologies, to respond to latent needs. In addition, we will pursue a strategy of enhanced value, working to address everyday concerns by adding greater value to services that provide peace of mind, thereby delivering comfort and convenience.

The driving forces behind the implementation of strategies under the *ANSHIN* Platform are our key competitive advantages, namely, our human resources, organization and technologies. To reinforce our human resources, we will work to ensure that employees share our corporate philosophy and are capable of acting independently to maximize their capabilities. We will also promote diversity, as well as foster human resources capable of innovation and of functioning in a global business environment.

To strengthen our organization, we will encourage employees to share the SECOM philosophy, which emphasizes a commitment to doing what is appropriate and a refusal to be content with the status quo. We will also ensure an upbeat and unfettered corporate culture to promote self-discipline, which will position us to increase productivity and service quality, and the use of state-of-the-art information and communications technologies (ICT) to yield further innovations.

On the technological front, we will leverage business models that integrate technologies to amplify human capabilities. We will also develop technologies that facilitate the provision of seamless services and encourage peace of mind.



### ■ Expanding global initiatives

Recognizing the desire for safety, peace of mind, comfort and convenience as something that is shared by people worldwide, we will continue to leverage our know-how cultivated in Japan, a front runner in addressing critical challenges with global relevance, to offer services in overseas markets that are customized to reflect local needs and sensibilities. In Asia—which continues to benefit from economic growth—and elsewhere, we will continue to encourage acceptance of SECOM-style on-line security systems, which include emergency response services, and other services that deliver distinctively SECOM quality. We will also promote further awareness of the SECOM brand and deploy the *ANSHIN* Platform overseas, advancing the use of “*ANSHIN*” as a common global descriptor.

### ■ The *ANSHIN* Platform: Supporting achievement of sustainable growth

We have already kicked off one of the key strategies aimed at creating the *ANSHIN* Platform, which focuses on collaboration with partners. For example, in developing the SECOM *Anshin* Health App we worked together with a major electronics manufacturer in Japan to add pedometer, sleep tracking and calorie expenditure counter features, as well as a health check function, to SECOM My Doctor Watch, a new emergency medical alert and healthcare management service centered on a wristband tracker. We also collaborated with a leading domestic semiconductor manufacturer to develop a security framework that ensures the safety of communications among devices on the IoT. Additionally, in the PRC, we cooperated with a major

local electric appliance manufacturer to cultivate the local market for home security systems.

The increasing acceptance of SECOM services and systems—which underscores our steady efforts to address evolving social imperatives—has served to heighten the expectations of our customers, and of society as a whole. We will continue working to respond to such expectations by creating the *ANSHIN* Platform, enabling us to provide seamless peace of mind whenever and wherever necessary, and in so doing make SECOM an ever-present part of customers’ lives. Through these efforts, we will work to reinforce our relationship with society and achieve sustainable growth.

### Creating the *ANSHIN* Platform: Growth Projection

