

Key Issue	Opportunities	Risks	Reasoning behind Importance
<b>Improving Labor Productivity at SMEs through DX</b>	<ul style="list-style-type: none"> <li>Increased organizational cohesiveness and employee motivation</li> <li>Positive impact on brand reputation and sales</li> <li>Increased sales</li> </ul>	<ul style="list-style-type: none"> <li>Decreased organizational cohesiveness</li> </ul>	The most important value provided to society that is directly linked to achieving our mission and vision; also contributes to SDGs Goal 8, etc.
<b>Creating Human Resources Who Can Work in a Fun and Creative Way</b>	<ul style="list-style-type: none"> <li>Improved employee job satisfaction</li> <li>Improved labor productivity and value creation</li> <li>Positive impact on acquiring and retaining talented human resources</li> <li>Positive impact on brand reputation</li> <li>Improved employee engagement, reduced turnover</li> </ul>	<ul style="list-style-type: none"> <li>Decreased organizational cohesiveness (if philosophy not put into practice)</li> <li>Lowered employee motivation/engagement</li> <li>Reduced labor productivity</li> <li>Increased turnover</li> </ul>	Directly linked to our mission and is the source of creating value and improving competitiveness over the medium to long term
<b>Ensuring Reliable Quality as Business Infrastructure</b>	<ul style="list-style-type: none"> <li>Improved brand reputation</li> <li>Decreased churn rate</li> <li>Positive impact on sales</li> </ul>	<ul style="list-style-type: none"> <li>Decreased brand reputation</li> <li>Increased churn rate</li> <li>Reduced sales</li> </ul>	Ensuring quality appropriate for business infrastructure (excellent usability and continuity of service) is essential for business growth
<b>Advanced Information Security and Privacy Protection</b>	-	<ul style="list-style-type: none"> <li>Risk of operation stoppage</li> <li>Risk of litigation and damages</li> <li>Major loss for brand reputation</li> <li>Reduced sales</li> </ul>	Ensuring information security and complying with local information protection regulations in each country is the foundation of our business activities
<b>Achieving Corporate Governance that Drives Corporate Value Enhancement</b>	<ul style="list-style-type: none"> <li>Increased management efficiency, enhanced internal controls</li> <li>Positive impact on corporate value enhancement</li> </ul>	-	Effective corporate governance that responds appropriately to changes in the market and society is essential for achieving our philosophy and enhancing our corporate value
<b>Conducting Business Activities with Integrity for All Stakeholders</b>	<ul style="list-style-type: none"> <li>Positive impact on reputation</li> <li>Creation of good relationships with stakeholders</li> <li>Positive impact on organizational culture</li> </ul>	<ul style="list-style-type: none"> <li>Increased compliance risks</li> <li>Negative impact on organizational culture</li> </ul>	Being an organization with integrity fosters stakeholder trust and is the basis for achieving our philosophy and sustainable growth
<b>Conducting Sustainability Management to Achieve Corporate Philosophy</b>	<ul style="list-style-type: none"> <li>Enhanced non-financial competitiveness that supports sustainable growth</li> <li>Improved ESG evaluation</li> </ul>	<ul style="list-style-type: none"> <li>Relative decline in non-financial competitiveness</li> </ul>	A management system that appropriately understands and responds to social needs is essential to achieve our philosophy
<b>Becoming a Trustworthy Brand and Enhancing Engagement</b>	<ul style="list-style-type: none"> <li>Improved brand reputation</li> <li>Positive impact on marketing and recruitment</li> <li>Enhanced relationship with stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Relative decline in business competitiveness (recognition, marketing, recruitment)</li> </ul>	Brand communication centered on our philosophy is essential to achieve co-creation with stakeholders
<b>Diversity Management to Achieve New Value Creation</b>	<ul style="list-style-type: none"> <li>Become an organization where diverse human resources can actively participate</li> <li>Positive impact on innovativeness</li> <li>Improved organizational resilience</li> </ul>	<ul style="list-style-type: none"> <li>Relative decline in competitiveness due to not being able to use diverse human resources</li> </ul>	Creating an organization in which diverse human resources can actively participate is essential to improving organizational innovativeness and resilience
<b>Internationally Recognized Human Rights Standards</b>	<ul style="list-style-type: none"> <li>Secured social trust</li> <li>Creation of an open workplace</li> </ul>	<ul style="list-style-type: none"> <li>Increased reputation and compliance risks</li> </ul>	Respecting human rights is essential for securing the trust of society and creating a joyful working environment for everyone involved in our business
<b>Managing Energy and Addressing Climate Change</b>	<ul style="list-style-type: none"> <li>Compliance with environmental laws and regulations</li> <li>Enhanced (medium- to long-term) service competitiveness</li> <li>Positive impact on brand reputation</li> <li>Positive impact on employee motivation</li> </ul>	<ul style="list-style-type: none"> <li>Increased (short-term) costs</li> <li>Relative decline in brand reputation</li> </ul>	Necessary in order to contribute to solving climate change and provide IT services with less environmental impact to users