

Key Issue	Opportunities	Risks	Reasoning behind Importance
Improving Labor Productivity at SMEs through DX	- Increased organizational cohesiveness and employee motivation - Positive impact on brand reputation and sales - Increased sales	Decreased organizational cohesiveness	The most important value provided to society that is directly linked to achieving our mission and vision; also contributes to SDGs Goal 8, etc.
Creating Human Resources Who Can Work in a Fun and Creative Way	- Improved employee job satisfaction - Improved labor productivity and value creation - Positive impact on acquiring and retaining talented human resources - Positive impact on brand reputation - Improved employee engagement, reduced turnover	- Decreased organizational cohesiveness (if philosophy not put into practice) - Lowered employee motivation/engagement - Reduced labor productivity - Increased turnover	Directly linked to our mission and is the source of creating value and improving competitiveness over the medium to long term
Ensuring Reliable Quality as Business Infrastructure	- Improved brand reputation - Decreased churn rate - Positive impact on sales	- Decreased brand reputation - Increased churn rate - Reduced sales	Ensuring quality appropriate for business infrastructure (excellent usability and continuity of service) is essential for business growth
Advanced Information Security and Privacy Protection	-	- Risk of operation stoppage - Risk of litigation and damages - Major loss for brand reputation - Reduced sales	Ensuring information security and complying with local information protection regulations in each country is the foundation of our business activities
Achieving Corporate Governance that Drives Corporate Value Enhancement	- Increased management efficiency, enhanced internal controls - Positive impact on corporate value enhancement	-	Effective corporate governance that responds appropriately to changes in the market and society is essential for achieving our philosophy and enhancing our corporate value
Conducting Business Activities with Integrity for All Stakeholders	- Positive impact on reputation - Creation of good relationships with stakeholders - Positive impact on organizational culture	- Increased compliance risks - Negative impact on organizational culture	Being an organization with integrity fosters stakeholder trust and is the basis for achieving our philosophy and sustainable growth
Conducting Sustainability Management to Achieve Corporate Philosophy	- Enhanced non-financial competitiveness that supports sustainable growth - Improved ESG evaluation	Relative decline in non-financial competitiveness	A management system that appropriately understands and responds to social needs is essential to achieve our philosophy
Becoming a Trustworthy Brand and Enhancing Engagement	- Improved brand reputation - Positive impact on marketing and recruitment - Enhanced relationship with stakeholders	Relative decline in business competitiveness (recognition, marketing, recruitment)	Brand communication centered on our philosophy is essential to achieve co-creation with stakeholders
Diversity Management to Achieve New Value Creation	- Become an organization where diverse human resources can actively participate - Positive impact on innovativeness - Improved organizational resilience	Relative decline in competitiveness due to not being able to use diverse human resources	Creating an organization in which diverse human resources can actively participate is essential to improving organizational innovativeness and resilience
Internationally Recognized Human Rights Standards	- Secured social trust - Creation of an open workplace	Increased reputation and compliance risks	Respecting human rights is essential for securing the trust of society and creating a joyful working environment for everyone involved in our business
Managing Energy and Addressing Climate Change	- Compliance with environmental laws and regulations - Enhanced (medium- to long-term) service competitiveness - Positive impact on brand reputation - Positive impact on employee motivation	- Increased (short-term) costs - Relative decline in brand reputation	Necessary in order to contribute to solving climate change and provide IT services with less environmental impact to users