



ALPHA Corporation

2020 - 21

Corporate Profile





ALPHA WAY

Under the Corporate Philosophy of “With the mind freshened every day, we will keep changing ourselves,” ALPHA wants to be an environment-conforming entity that can exist by adapting to its business environment.

ALPHA now promotes “Management by Principle.” It refers to managing the company based on its Corporate Philosophy, Management Principle and Human Resources Principle that are put in a statutory form, and with every employee’s complete understanding of their contents that fosters “unification of values” within ALPHA Group.

We named the starting point for practicing the “Management by Principle” as “ALPHA WAY.”



Aiming to become a centennial corporation

As a lock manufacturer, ALPHA Group offers products created through its continuous quest for “security, peace of mind and convenience.” And coming 2023, we will be celebrating our 100th anniversary.

As to main objectives, we will continue to pursue the 3 objectives which are the same as in the previous midterm plan. In our new midterm plan, by placing “Development of new businesses and products” – improving the new product sales profit ratio – atop, we will pursue it as the most important task to further strengthen our profit constitution.

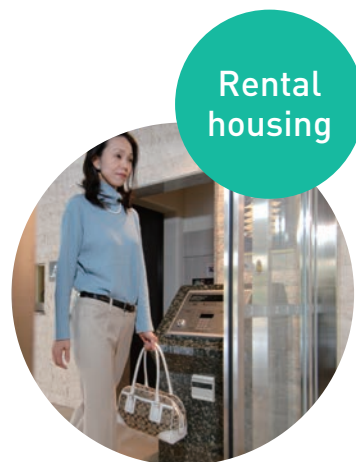
The 2 remaining main objectives, “Strengthening our profit base” and “Developing human resources,” are those on which we cannot lose our hold of pursuit for sustainable growth, and we believe continuous investment on them is imperative.

As the management stage changes, naturally, so do investment destinations. In the previous midterm business plan, M&A was mostly the major destination of investment. Now, the “bony framework” necessary for future growth has been set accordingly. In the new midterm plan, the framework needs to be put “fresh and blood” on it. In our ongoing pursuit for “Management by Region,” we will actively make investments on equipment for enhancement of productivity/efficiency of each region as well as on human resources for generating added values. And we hope to be a “group with the spirit of autonomy and independence” when we celebrate our centennial.

President, Representative Director
Yoshiyuki Kawana

In Everyday Life ... ALPHA is always there for you

Our mission is to continue creating innovations
in the field of access capability.



AUTOMOBILE PARTS

In the Automobile Parts business, ALPHA Corporation designs, develops, and manufactures key sets and door handles needed by every automobile. With its key & keyless technology, ALPHA offers products that support safer and more comfortable car life in various scenes.



Contributing to the progress of Car Culture through realization of Innovation for Access

HOUSING HARDWARE

In the Housing Hardware business, ALPHA Corporation manufactures and markets a broad range of products including house door locks, industrial locks for automatic vending machine, ATM etc., as well as padlocks. It has provided customers with products designed for high security and convenience.



Contribute to prosperous future by providing security, ease of mind and convenience through diffusion of electronic lock

LOCKER SYSTEM

Coin Lockers, which ALPHA Corporation manufactured and marketed first in Japan, are now so popular as to be a common noun and used at stations and leisure facilities all over Japan every day.



Opening up the future by space management

ALPHA Global Network

Domestic & overseas companies and overseas offices 11 countries 24 Base

●: Automobile Parts Business ●: Security Products Business

Europe

- ① Alpha Vehicle Security Solutions Czech s.r.o.
- ② ALT SAS
- ③ Société de Peinture de Pièces Plastiques SAS
- ④ SPPP Slovakia s.r.o.
- ⑤ Paris office

China

- ⑥ ALPHA (GUANGZHOU) AUTOMOTIVE PARTS CO.,LTD.
- ⑦ ALPHA (XIANGYANG) AUTOMOTIVE PARTS CO., LTD.
- ⑧ ALPHA (SUZHOU) VEHICLE SECURITY SOLUTIONS CO., LTD.
- ⑨ ALPHA ADVANCED AUTOMOTIVE PARTS CO.,LTD.
- ⑩ ALPHA (SHANGHAI) LOCK CO.,LTD.

ASEAN & India

- ⑪ ALPHA INDUSTRY (THAILAND) CO.,LTD.
- ⑫ ALPHA HOUSING HARDWARE (THAILAND) CO.,LTD.
- ⑬ Bangkok Sales Office
- ⑭ Alpha Security Instruments (India) Private Limited
- ⑮ PT.ALPHA AUTOMOTIVE INDONESIA
- ⑯ ALPHA KOREA Co.,Ltd.



⑰ ALPHA Corporation

Japan

- ⑰ ALPHA Corporation
- ⑲ Alpha Locker System Co., Ltd.
- ⑳ Alpha Enterprise Co., Ltd.
- ㉑ Kyushu Alpha Co., Ltd.

North America

- ⑰ ALPHA TECHNOLOGY CORPORATION
- ⑱ ALPHA INDUSTRY QUERETARO, S.A. DE C.V.
- ⑲ Alpha Industry Jalisco, S.A. DE C.V.
- ⑳ ALPHA INDUSTRY PUEBLA, S.A. DE C.V.



① Alpha Vehicle Security Solutions Czech s.r.o.



③ Société de Peinture de Pièces Plastiques SAS



④ SPPP Slovakia s.r.o.



⑥ ALPHA (GUANGZHOU) AUTOMOTIVE PARTS CO.,LTD.



⑦ ALPHA (XIANGYANG) AUTOMOTIVE PARTS CO., LTD.



⑨ ALPHA ADVANCED AUTOMOTIVE PARTS CO.,LTD.



⑪ ALPHA INDUSTRY (THAILAND) CO.,LTD.



⑫ ALPHA HOUSING HARDWARE (THAILAND) CO.,LTD.



⑱ ALPHA INDUSTRY QUERETARO, S.A. DE C.V.



⑭ Alpha Security Instruments (India) Private Limited



⑲ Alpha Industry Jalisco, S.A. DE C.V.



⑮ PT.ALPHA AUTOMOTIVE INDONESIA



⑳ ALPHA INDUSTRY PUEBLA, S.A. DE C.V.



⑰ ALPHA TECHNOLOGY CORPORATION



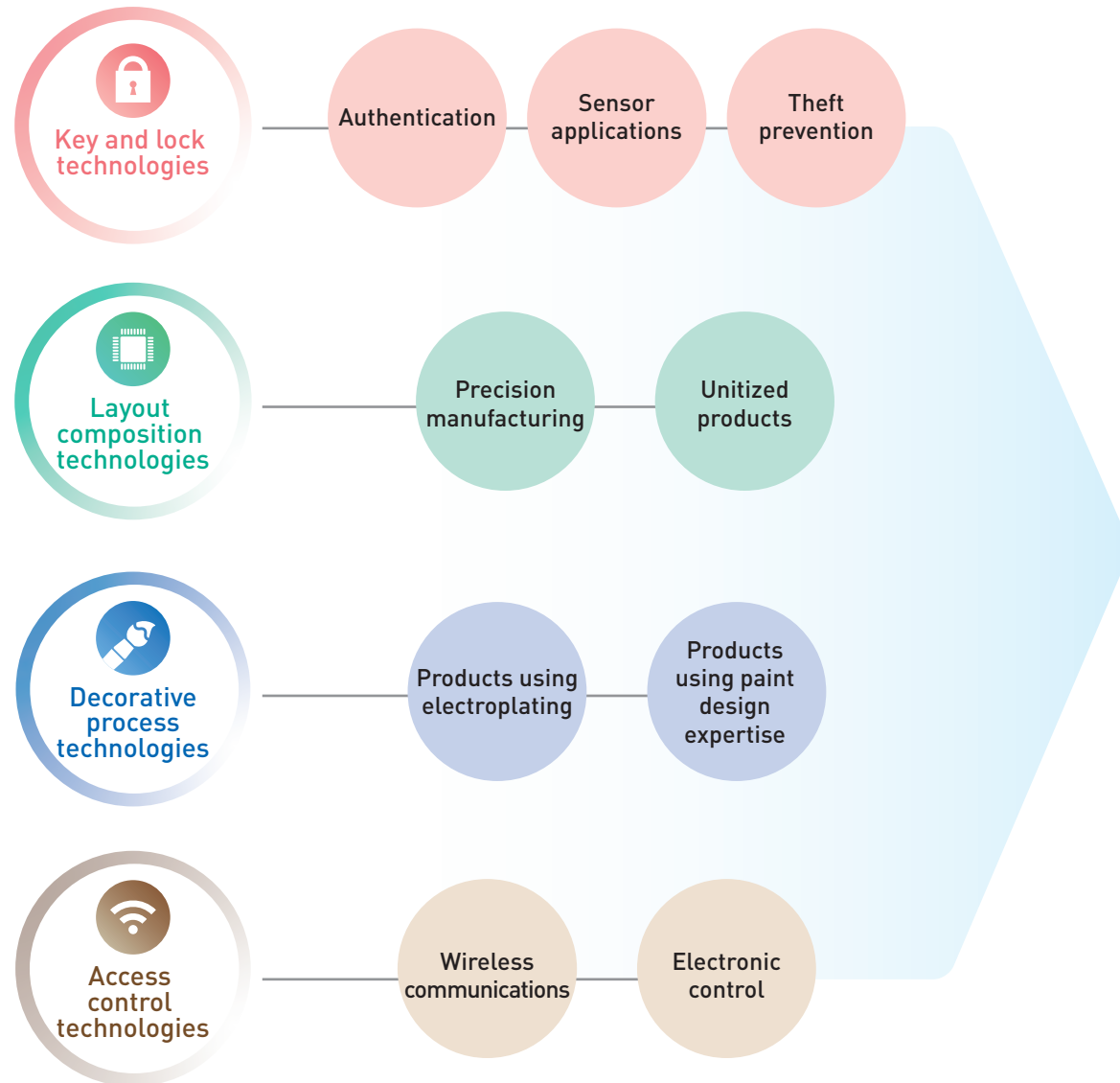
㉑ Kyushu Alpha Co., Ltd.

Core Technologies

ALPHA Corporation, which produces highly functional products such as electronic key systems for automobile and housing, precision mechanical keys and coin-operated lockers, possesses a variety of manufacturing technologies such as computer-aided die design, plastic injection molding and die-casting, surface treatment technology such as plating and painting, automatic trimming and precision

machining technologies, and automated assembly technology. ALPHA Corporation also features integrated operation of all manufacturing related processes in house.

Furthermore, through the use of network systems that manage processes from receipt of order to shipping totally and rationally, we respond swiftly to customers' diverse needs and provide security of the highest quality.



ALPHA CSR

We pursue a safe, secure and comfortable living environment.

We ALPHA Group will contribute to resolution of social issues by realizing the ALPHA WAY based on the Action Guideline of ALPHA Group and creating values that improve social quality through our business activities.

With everybody of the Group working on corporate activities by fulfilling their own roles and responsibilities, we aim to continuously develop ourselves together with the society in a

synergetic manner, through responding to expectations by all stakeholders related to us, including customers, trade partners, local and international societies, natural environment and our employees.

ALPHA Group will, being united beyond countries, regions and divisions, actively tackle various activities to become a corporate group of value that is trusted by stakeholders and with high social confidence more than before.

Environmental Conservation

- Continuance of solar power business
- Activity to reduce CO₂ emissions
- Continuous improvement on environmental performance

Related SDGs



Corporate governance

- Constructive talks with stakeholders
- Compliance and its training

Social issues



Respect for Human Rights and Realization of a Better Working Environment

- Promotion of work-style reform
- Preventing discrimination and harassment



Sincere and Fair Activities

- Continued strengthening of compliance management (corruption prevention and fair competition)
- Rejection of antisocial forces



Social Contribution

- Contributing to the community



Related SDGs



Management and Utilization of Information and Assets



Accurate Grasping of Customer Needs

- Development and practice of new products/ technologies
- Development of products in response to the aging society
- Providing information to customers (Enrichment of customer support)



ALPHA History

Supplying many highly advanced products to help people enjoy safe and secure lives

