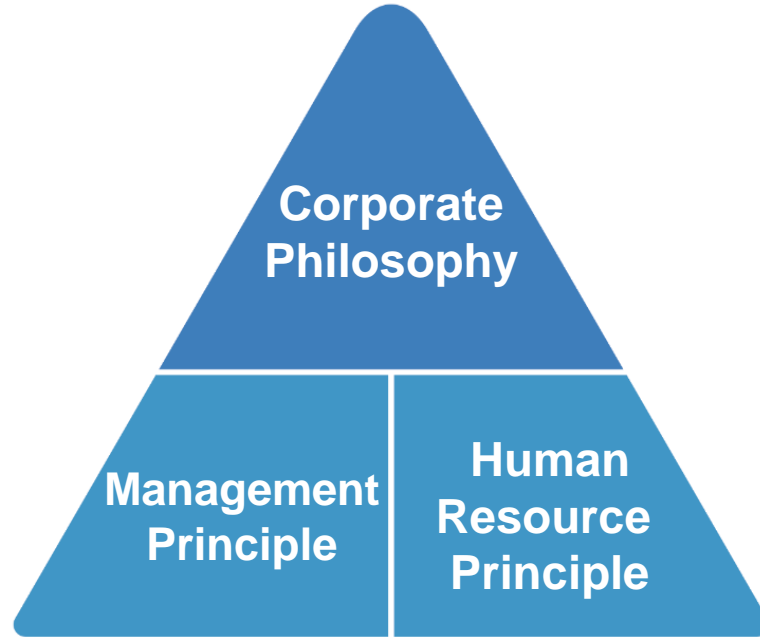


# ALPHA WAY



## **Corporate Philosophy**

With the mind freshened every day,  
we will keep changing ourselves.

## **Management Principle**

Enhance the quality and performance of each of us,  
create and provide the value  
that is appreciated by our customers.

## **Human Resource Principle**

With the Spirit of Autonomy and Independency,  
we think and act by ourselves and continue  
our self-growth through work.

# The Ideal Type of Human Resources

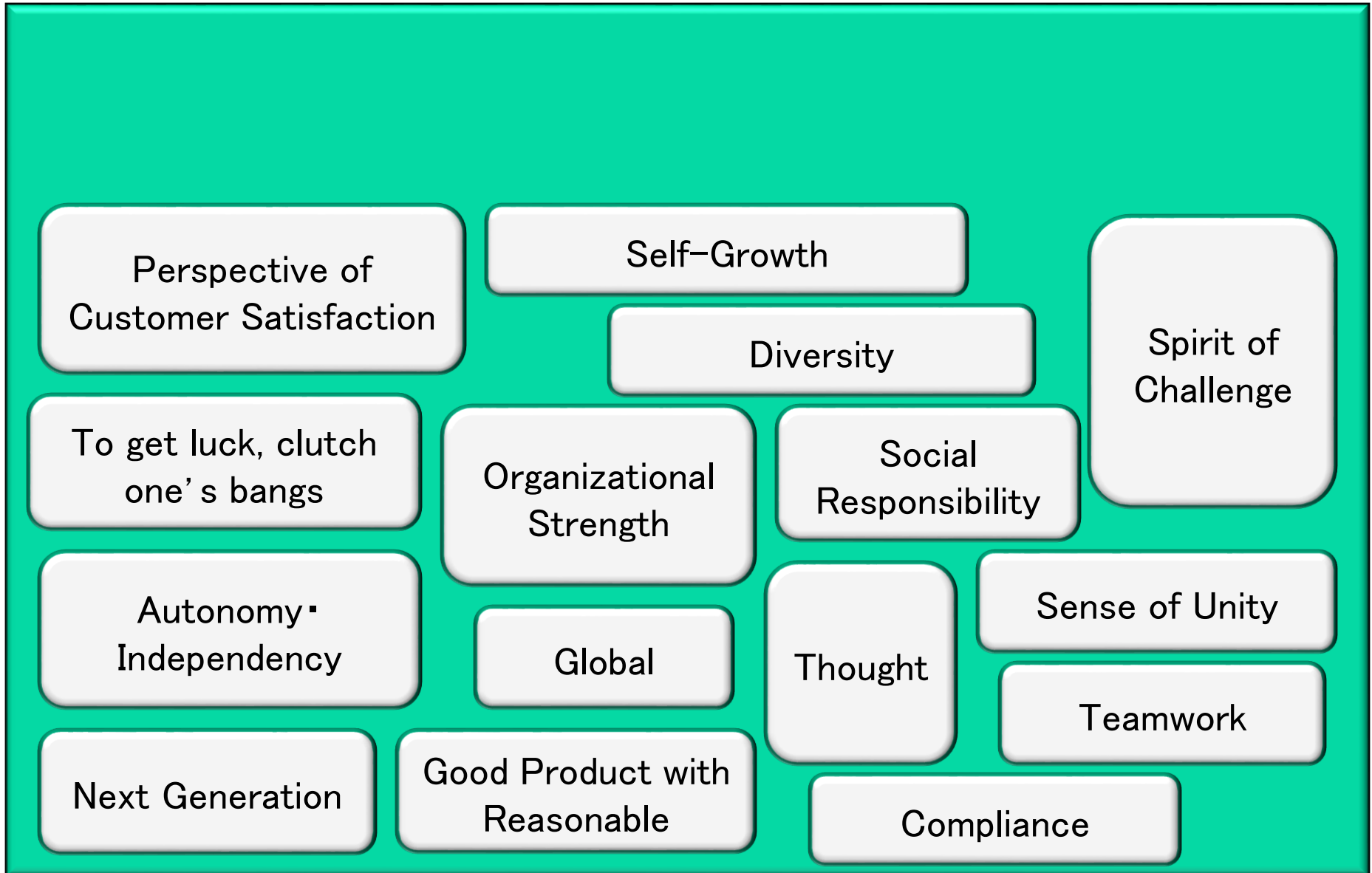


# 1. For Creation of Good Corporate Culture

We established “ALPHA WAY” aiming to become a centenarian corporation.

How to **create a good corporate culture.**

## 2. Keywords of ALPHA WAY



### 3. The Ideal Type of Human Resources.

We decided the ideal type of human resources based on the keyword of ALPHAWAY as below.

Keywords	The ideal type of human resources	Definition
Spirit of Challenge	<b>C</b> hallenge	“Challenge” are people who take initiative and challenge even the difficult.
Compliance	<b>R</b> ule	“Rule” are people who follow the rule of society with a high sense of ethics.
Self-Growth	<b>E</b> xpertise	“Expertise” are people who try to get the expertise with high motivations.
Next Generation	<b>A</b> dvice	“Advice” are people who feel the joy. It’s “Joy of teaching the person”, “Joy of being taught by the person” and “Joy of carrying out information sharing”.
Teamwork in Diversity	<b>T</b> ogether	“Together” are people who feel the joy when working together with ALPHA members with the sense of unity.
To get luck, clutch one’s bangs	<b>O</b> ppportunity	“Opportunity” are people who surely clutch an opportunity and then expand it together with ALPHA members.
Thought	<b>R</b> eputation	“Reputation” are people who have strong beliefs(thought) to recognize Alpha brand in the world with the company spirit.

# C

■ **C**hallenge: People take initiative and challenge even it is difficult.

① Sense of Autonomy

② Skill to Identify a Problem

③ Skill to Solve a Problem

Spirit of  
Challenge

- **R**ule: People follow the rule of society with a high sense of ethics.

④ Sense of Ethic & Fair

Compliance

# E

- Expertise: People try to get the expertise with high motivations.

⑤ Job Performance

⑥ (For Self-Growth) Sense of Improvement

Self-Growth



# A

■ Advice: People feel the joy.

“Joy of teaching the person”

“Joy of being taught by the person”

“Joy of sharing information”

⑦ Coaching & Teaching/Training Skills

⑧ People Management Skill

⑨ Receptive Skill

⑩ Information Collection & Processing & Communication Skills

Next Generation

# T

- **T**ogether: People feel the joy when working together with ALPHA members with the sense of unity.

⑪ Listening Skill

⑫ Cooperation Skill

⑬ Language Skill (English)

⑭ Explanation Skill

⑮ Leadership

⑯ Cross-Cultural Adjustment Skill

Teamwork

Sense of Unity

# O

- Opportunity: People surely clutch an opportunity and then expand it together with ALPHA members

## ⑰ Judgment & Insight Skills

To get luck, clutch one's bangs ( Never miss a good chance)

- **R**eputation: People have strong beliefs (thought) to recognize Alpha brand in the world with the company spirit.

## ⑱ Sense of Mission & Responsibility

Thought

Global



Innovation for Access

ALPHA WAY



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CREATOR

**C**:Challenge      **R**:Rule      **E**:Expertise  
**A**:Advice      **T**:Together  
**O**:Opportunity      **R**:Reputation

January, 2016

A decorative graphic consisting of five vertical blue lines of varying heights on the left side of the slide.

## Mission

1. With energy based on the diversity of all employees, continue to grow.
2. While pursuing the Good Product with Reasonable Price, contribute to the low-carbon society.
3. Observe the rules of society, and perform “Clean and Fair” corporate activities.