

Current Corporate Ideals of the Citizen Group

The Citizen Group's Business Foundations

The Citizen Group traces its origins to the manufacture of mechanical watches. By leveraging the technology cultivated in this business, the Group has developed new products to meet the demands of the times, generating corporate value in the process.

Our operations currently comprise five divisions: Watches and Clocks, Machine Tools, Devices and Components, Electronic Products, and Other Products. By taking advantage of expertise in miniaturization, precision manufacture, and reduced power consumption, we strive to provide clear value

that meets the expectations and aspirations of people throughout the world.

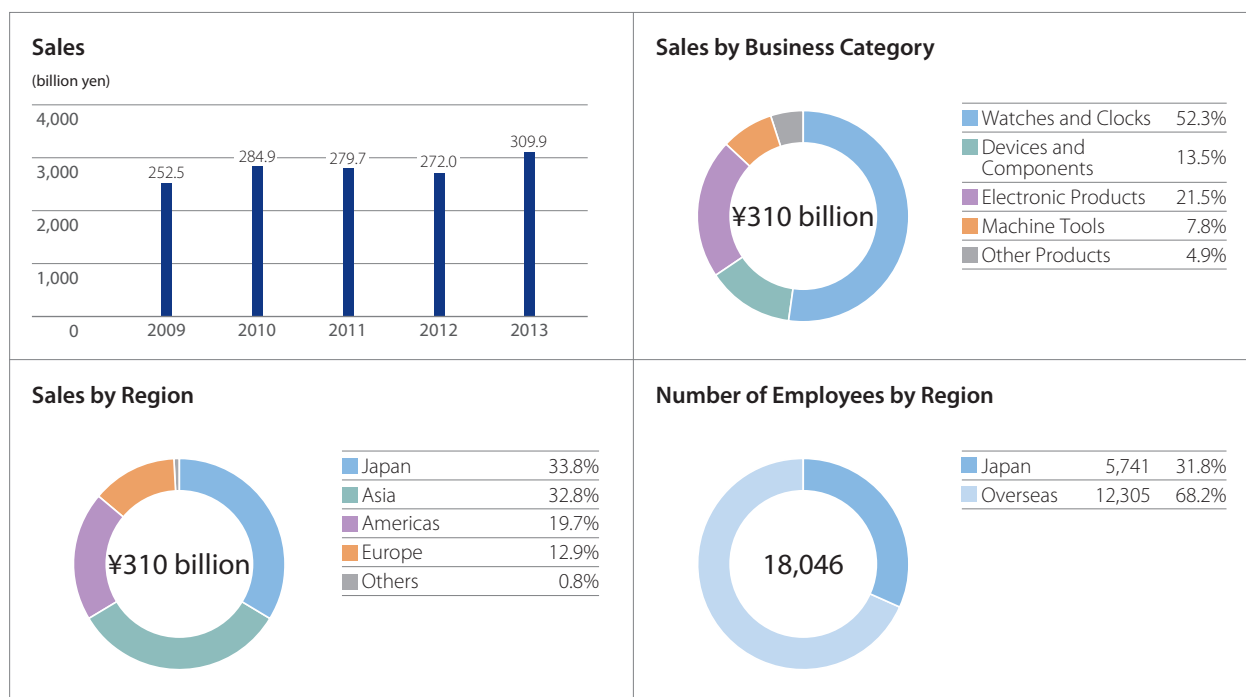
The medium-term management plan we announced in 2013 defines our objective of becoming a truly global company, sets priority issues to address along the path, and promotes initiatives for all Group companies. Recognizing that CSR activities serve as an important foundation for realizing our business strategy, we have set forth engagement themes based on our Group Code of Conduct as we endeavor to create sustainable value.

Throughout the world, the Citizen Group will marshal its energies, "contributing to striving to be respected by citizens of the world."

Principal Products

<p>Watches and Clocks</p>  <p>Eco-Drive Satellite Wave Eco-Drive radio-controlled watches</p>	<p>Machine Tools</p>  <p>NC automatic lathes</p>	<p>Electronic Products</p>  <p>Line thermal label printers</p>
<p>Devices and Components</p>  <p>LED packages for lighting</p>	<p>Other Products</p>  <p>Bridal jewelry</p>	

Corporate Data



Business Strategy and CSR Activities

The Citizen Global Plan 2018, the current medium-term management plan for the Citizen Group, defines four strategies to pursue on our path to becoming a truly global company.

1. "Clarify the business portfolio" calls for us to employ selectivity and focus, concentrating our management resources on fields that take advantage of our strengths.
2. We will "strengthen production capabilities" by combining individual watch manufacturing companies in the Citizen Group into a new company, Citizen Watch Manufacturing Co., Ltd. Establishing this company should reinforce the Group structurally and promote innovation in the area of production.
3. We will "enhance human resources and improve productivity" by introducing a new personnel system. By having a system

that rewards people who take on challenges, we have begun fostering human resources who relish new challenges and can thrive in the global business world.

4. We will "market strategically to meet growing Asian market demand." We are swiftly drawing up strategies that will enhance our presence in the Asian market, where economic growth is forecast to continue for some time.

Central to the success of these strategies will be CSR initiatives, such as cultivating human resources and nurturing our brand, putting in place an organization that develops people, and fostering a workplace that embraces diversity. We will pursue CSR endeavors with renewed vigor, based on the realization that they serve as our foundation for generating sustainable corporate value through our business activities.

Aiming to Be a Truly Global Company

A Corporate Group Marked by Speed and Dynamism

Realizing Our Corporate Philosophy

**"Contributing to striving to be
respected by citizens of the world"**

Medium-Term Management Policy

1. We will focus on business domains where we can leverage the strengths cultivated in the watch and clock business, aiming to become a business conglomerate that is a globally competitive category leader.
2. Positioning China and other emerging economies in Asia as a strategic marketplace, we will simultaneously pursue sales expansion and enhanced efficiency as we work to accelerate profit growth.

Tasks to Address

1. Clarify the business portfolio
2. Strengthen production capabilities
3. Enhance human resources and improve productivity
4. Market strategically to meet growing Asian market demand

CSR Initiatives for Realizing Specific Strategies

1. Develop and manufacture eco-friendly products
2. Cultivate human resources
3. Embrace diversity
4. Build even stronger relationships with local communities

Citizen Group Code of Conduct