

Citizen Group Value Creation

This section provides an overview of Citizen's value creation activities in the watches and clocks business.

Citizen recognizes human resources and technologies as its two most important drivers of growth. In pursuing our business model, we aim to augment the brand strength of our products and services and maximize the value we provide to customers, society, and employees.

Human resources achieving increases in brand value

Inventors of the Future

"Invent through creativity."

Imagine new methods, and have the courage to invent.

Diligent Artisans

"Create with passion."

Work with diligent passion, continuing to craft with great skill down to the smallest details.

People Who Strive for Ongoing Improvement

"Improve through aspiration."

Believe that all successes and failures contain the seeds of opportunity for improvement, and maintain forward-looking initiative.

The Citizen Group's Value-Creation Process

Research and Development



Design

Creating new value requires marketing skills and the ability to develop new technologies. This understanding is at the origin of manufacturing at Citizen.

Designing timepieces requires extreme precision, as impressions are different at the μm level. The Citizen brand personifies the imagination of our designers.

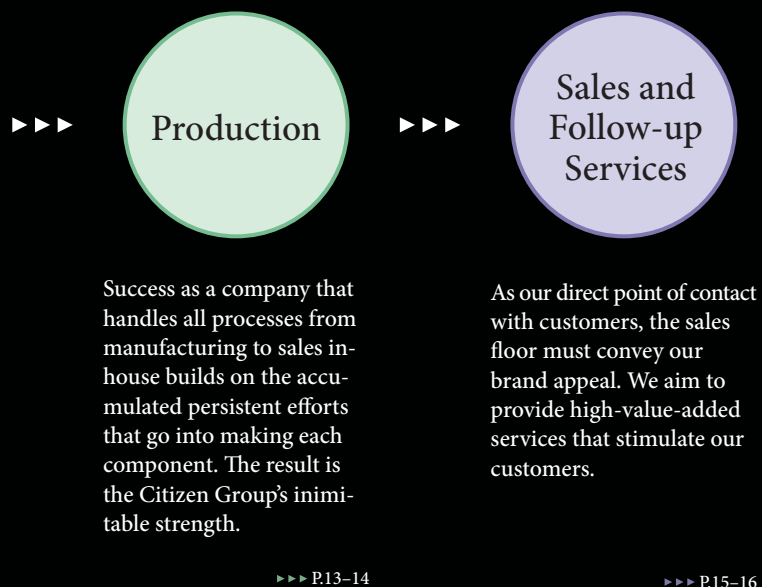
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VALUE



Augmenting Brand Strength



Customers

By augmenting brand value, we provide value to customers.

Society

By enhancing brand value, we deliver value to society.

Employees

By boosting brand value, we offer value to our employees.

CREATION