

Long-Term Vision

Stage 2030

Moving from building services engineering and installation to **creating value in spaces**

February 25, 2021

 **DAI-DAN CO., LTD.**

What Dai-Dan Aims to Become in Its Long-Term Vision

Stage 2030

Moving from building services engineering and
installation to **creating value in spaces**

We aim to become a **leading group in space value creation.**

What is a “space value creator”?

Since our founding, we have always provided the **equipment** needed for living and working spaces that the times demand as a **building services engineering and installation** provider.

As a company involved in **space value creation**—a space value creator—it is our role to **satisfy** the needs of customers and society through the “creation” of “spaces” that have the essential and potential “value” they demand.

In order to continue contributing to the realization of a sustainable society and to continue creating value in spaces, we must go beyond the framework of being a building services engineering and installation provider and enter a new stage of our evolution as a space value creator.

Basic Policies

Through our business activities,
we will help to make a richer society and to
resolve the myriad issues that face society.

Comfortable, optimal spaces

To lead daily lives or to operate businesses requires spaces with comfortable, optimal environments.
By refining the elements of light, air, and water through our technologies, we will continue to be a corporate group that can offer new value through spaces.

Richer, more sustainable society

So that people can lead safer, healthier lives with peace of mind, a more sustainable society is called for.
Through our new technologies and advanced specialisms, we will continue to be a corporate group that can help bring about a richer, more sustainable society.

Trustworthiness and outstanding organization

For an organization to continue to provide value to society, the most important thing is to have reliable personnel.
By fostering such human resources, we will raise corporate value and continue to be a corporate group that is trusted by all its stakeholders.

Basic Policies and Business Strategies

Five business strategies to “create value in spaces” and contribute to a “sustainable society”

Basic policy

Comfortable, optimal spaces

A corporate group that continuously provides spaces that are healthy and comfortable for people, and optimal and functional for materials, throughout the life cycle of a building

A corporate group that supports the development of overseas markets with its technical capabilities and continues to grow together

Business strategy

Expand core businesses

Strengthen overseas business

Basic policy

Richer, more sustainable society

A corporate group that continuously contributes to the realization of an affluent and sustainable society by refining the elements of light, air, and water through our technologies

A corporate group that has new technologies and advanced specialisms and continuously takes on the challenges of solving social issues through its new businesses

Business strategy

Enhance technical capabilities

Open up new businesses

Basic policy

Trustworthiness and outstanding organization

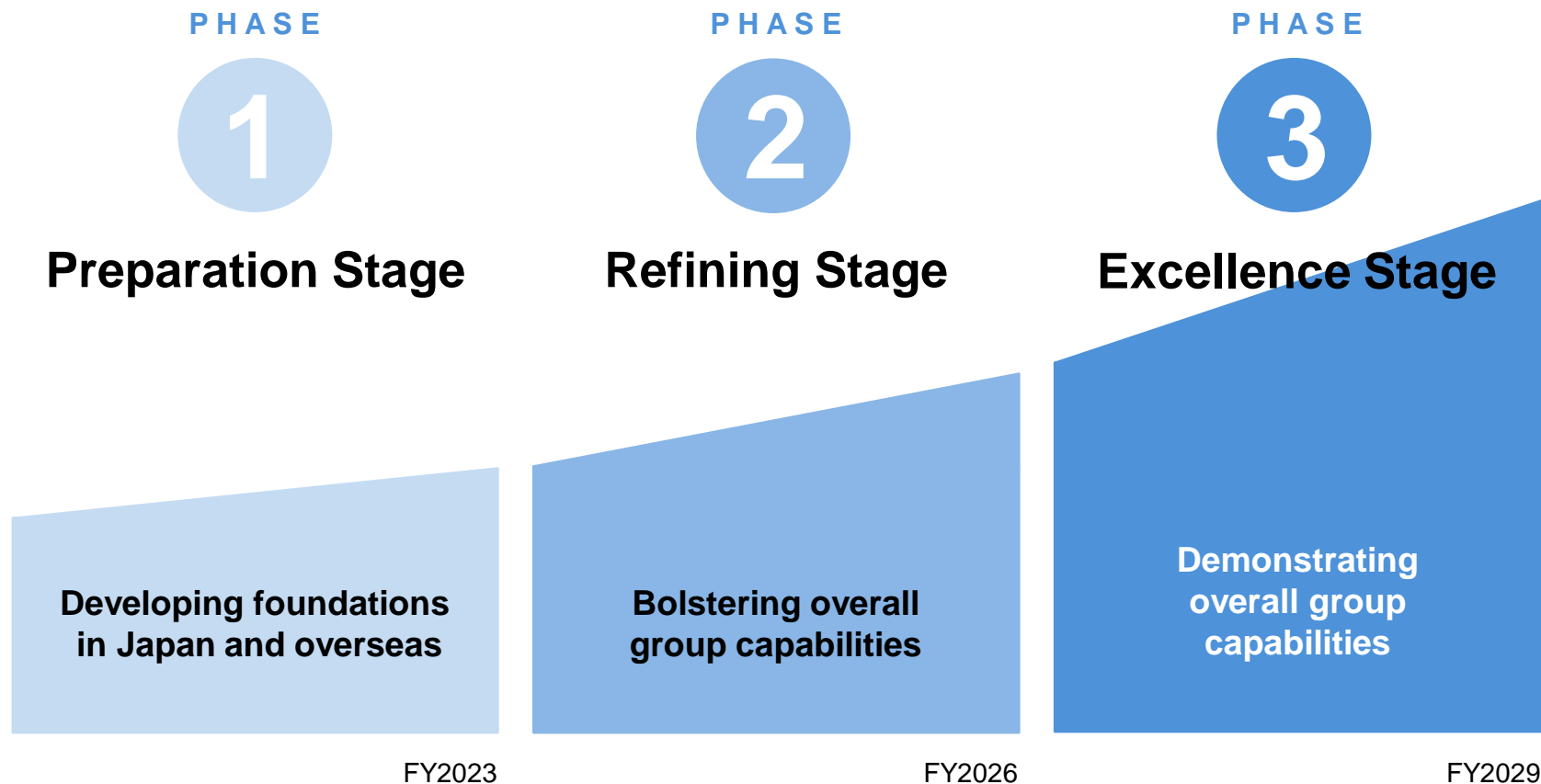
A corporate group that is continually trusted by all its stakeholders through increasing corporate value with human resource development

Business strategy

Bolster business foundations

Relation between Long-Term Vision and Mid-Term Management Plan

In line with the basic policies and business strategies, through three phases of three-year duration each, we aim to realize our long-term vision.



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What Dai-Dan Aims to Become in Its Long-Term Vision

To creating value in spaces

Leading group in space value creation

Building services engineering

Offering area value in spaces

