

# **LY Corporation Group**

## **Our Mission & Values**

Contents

## INTRODUCTION

**MISSION** ——— WOW Our Users!

**VALUES** ——— 10x Faster  
Disrupt and Reinvent  
Uncompromising Pursuit of No. 1

# INTRODUCTION

The purpose of this document is to explain what our company aspires to do and how we aim to achieve those aspirations.

Our goal is to ensure that everyone understands what we're trying to accomplish, shares a clear set of criteria about how to make judgments and decisions, and keeps motivated to take on all the challenges that come our way.

# MISSION

# WOW Our Users!

By “WOW”, we mean “an unprecedented experience that you just have to share with others.” WOW doesn’t mean achieving 100%. It means aiming for 120% or more.

Only services that users find truly captivating and essential can survive. Therefore, we need to think from the users’ perspective when creating a service, at every step from start to end. We must constantly ask ourselves, “Does the user truly want this?” and “Does this provide greater convenience?”.

Throughout the process, we should always be thinking in terms of “how” we’re achieving our goals, not just “what” we’re achieving.

Furthermore, we must work in good faith in order to maintain and strengthen the high level of trust expected by both our users and our diverse range of stakeholders.

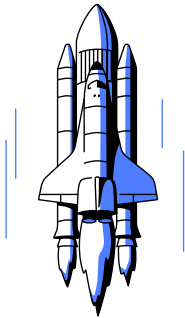


# VALUES

## Values

“Values” refers to the way we need to work to achieve our Mission.

We should embrace these Values, make them the core of how we work, and actively put them into practice.



**10x Faster**



**Disrupt and  
Reinvent**



**Uncompromising  
Pursuit of No.1**

# 10x Faster

In order to survive the fierce competition of the marketplace and ensure our users continue to choose us, we need to continually exceed our users' ever-changing expectations — and that means getting a lot faster at everything we do. 10 times faster!

The starting point is to truly understand the nature of our work and — based on a deep understanding of users, business models, and market structures — prioritize tasks accordingly, focusing on solving each problem at hand.

Instead of clinging to perfection, we have to take risks, put them to the test right away, and revise them constantly according to how our users react.

We must never settle for accepting the way things are now. We need to eliminate the unproductive meetings, excessive paperwork and other inefficiencies that get in the way of getting things done. It is crucial that we fundamentally reimagine our workflows, leveraging AI to dramatically boost our productivity.

Moving 10x faster is the only way for us to survive in an ever-changing global environment.

# Disrupt and Reinvent

In an ever-changing environment, the moment we become satisfied with our past successes, we can no longer survive. We must constantly question and re-examine the direction of our products and services, making user needs as the standard for our decision-making.

We must ensure that half of our current work involves creating new value. For all our tasks, we must constantly ask ourselves if our current way of working is optimal, and constantly ask questions to find if there are better ways of getting things done. And, furthermore, we must free ourselves from the old ways of thinking and doing things, fearlessly getting rid of anything that does not lead to WOW.

Only by obsessively disrupting and reinventing our past actions, can we create new value.

# Uncompromising Pursuit of No. 1

There is only one reason we aim for No. 1.

It is to become the choice of users among a multitude of alternatives. Users will not choose a mediocre No. 2 or No. 3.

Beyond simply striving to become industry leaders in terms of sales or growth rates, we must aim to create No. 1 services that provide an overwhelming experience for our users.

We must establish a plan to achieve No. 1 and stay intensely immersed in the work, taking full responsibility throughout the entire process. No excuses! But rather focus on solving problems with grit and determination, digging deep to find ways to accomplish our goals.

This becomes possible when we are firmly determined, as leading professionals in our field, to achieve outstanding results in our work, delivering outcomes that far exceed the expectations of our users, clients, and colleagues.

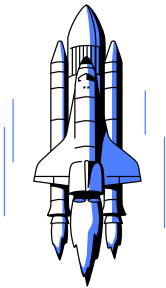
In the fierce process to reach such a high standard, these hard-won achievements will come together, propelling us to an undisputed No. 1 position.

Mission



**WOW Our Users!**

Values



**10x Faster**



**Disrupt and  
Reinvent**



**Uncompromising  
Pursuit of No.1**

**LY Corporation**