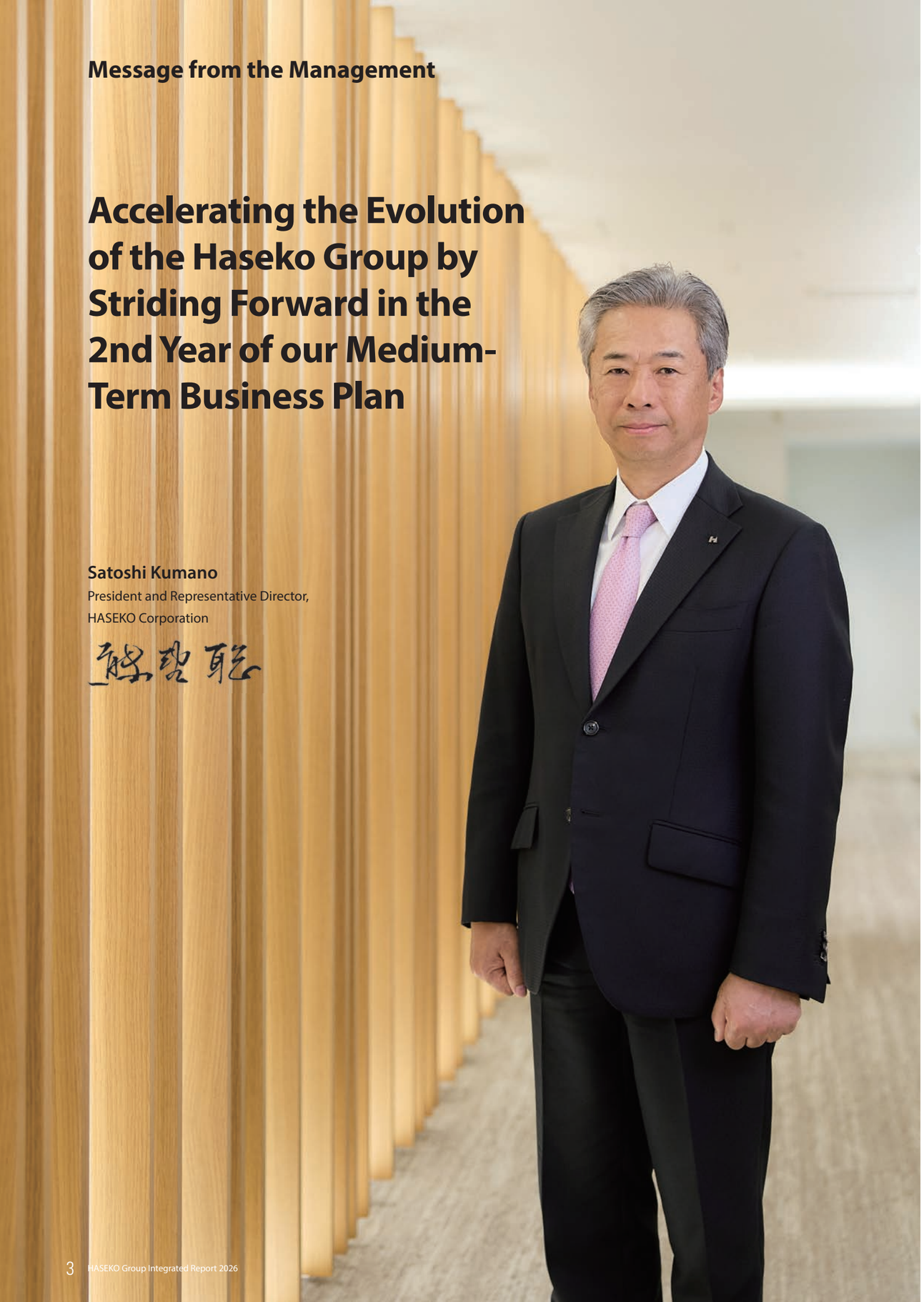
Message from the Management

Accelerating the Evolution of the Haseko Group by Striding Forward in the 2nd Year of our Medium-Term Business Plan



Satoshi Kumano
President and Representative Director,
HASEKO Corporation

1. Foreword

It has been a year since I took up the role of president last April, and we have now seen the results from the first year of the HASEKO Evolution Plan medium-term business plan that got underway at the same time. In the recent financial results briefing, for the first time in a long time I felt the kind of nerves one feels when one receives a school report card, but I believe we are off to a decent start in the first year of our plan. However, considering what lies ahead of us makes me determined to stay focused and disciplined.

The consolidated performance of the Haseko Group in FY2025 resulted in net sales increasing 8.1% year-on-year to a record 1,273.1 billion yen, with consolidated ordinary profit exceeding our initial expectations at 94.1 billion yen.

In FY2026, the second year of our medium-term business plan, we again plan to achieve an increase in revenue and profit. We are anticipating 105.0 billion yen in consolidated ordinary profit, and expect ROE to improve to 11.3%.

Furthermore, we set the dividend per share for FY2025 to 95 yen, marking a 5 yen increase over the initially planned amount. For FY2026, we are planning a further 5 yen increase to 100 yen. As a result of this, we expect our payout ratio to be 40.1%.

From here I'd like to take a comprehensive look at matters including how I saw the first year of the business plan, future issues we need to address, capital efficiency, my perception of the market environment, the strengths of the Haseko Group, and our sustainability initiatives.

2. Review of the first year of the medium-term business plan, and issues to be addressed

Starting with this medium-term business plan, we have reorganized the Haseko Group's businesses into three segments (the Construction-Related Business, the Real Estate-Related Business, and the Condominium Management and Operation Business) in addition to one additional segment in the form of the Overseas Business. Looking back at FY2025 by segment, I see the issues we have to address as follows.

Firstly, with regard to the Construction-Related Business, we ensured both volume and quality in our mainstay for-sale condominium construction orders, meaning we saw an increase in both the volume of orders and an improvement in the gross profit margin of construction contracts. I feel that the results of the unified effort made by the sales, architecture, and construction divisions over the past few years have now manifested themselves in the net sales of completed construction contracts. While the for-sale condominium market can hardly be called a growth area, we will work to increase our market share and continue to ensure both volume and quality of orders.

In terms of the situation we face at the present moment, points of concern for us include procurement difficulties and the soaring price of materials resulting from the situation in the Middle East, ongoing labor shortages, high prices and poor sales of for-sale condominiums caused by the high construction costs resulting from these factors, and postponement of the start of construction due to declining demand. We will strive to deal with each of these matters with ingenuity and ensure that, from FY2026 onward, we continue to secure revenue in line with our plan.

As part of this effort, our plant that incorporates a PCa* floor slab manufacturing line with the latest equipment (PCa plant) started full operations in Kasumigaura City, Ibaraki Prefecture in October 2025. Through actions typified by these, we intend to break through this adversity with the building of next-generation manufacturing systems based on industrialization and the utilization of DX, and with product planning that focuses on customer orientation and affordability.

In terms of other areas, expansion in the construction field is an issue that is included in our medium-term business plan, and continuing on from the construction work on high-rise condominiums and rental condominiums we have poured effort into over the past several years, we have seen an increase in the volume of work we undertake in reconstruction and redevelopment, and on dormitories and corporate housing. And in terms of non-residence works also, we hope to steadily acquire revenue from fields that exhibit expanding demand for the infrastructure upon which society is built, with examples including data centers, refrigerated warehouses, and most recently, the design and construction of a senior high school attached to a music college.

*PCa (precast concrete): A construction method whereby elements such as the structure and components of buildings are manufactured at a specialized plant in advance and transported to work sites for assembly.



Message from the Management

In our detached house business, we embarked on a restructuring in April 2026, and established HASEKO HOME HOLDINGS Inc. from WOOD FRIENDS (a company that joined the Group in 2025 and operates in the Tokai area of Japan), Hosoda Corporation (a company we acquired in 2020 that operates in the Tokyo metropolitan area), and the developer Haseko Home. And outside of the detached house business, progress was made on the development of a foundation toward expanding our function as a general contractor for wooden buildings through our work on common areas in for-sale condominiums, our work on wooden rental residences, and other such work. It is my hope that we continue to work with speed, and translate this work into increased earning power in each area.

Furthermore, we will also expand our engagement in the remodeling business from large-scale refurbishment works on housing complexes to remodeling works that are compatible with residences and other fields of work.

Moving on to the Real Estate-Related Business, our developer business is proceeding particularly smoothly, driving the performance of the Haseko Group in FY2025. In the for-sale condominium business, we have gone from a state of advance investment in each area around Japan to a state in which we are constantly producing profit as a result of the efforts we have made over the past few years. The real estate securitization business, which focuses on rental residences, has also achieved a certain level of results last year after we split this function off into the company Haseko Sohgoh Development. We are achieving firm growth in the Real Estate-Related Business, including the premium housing and wealth-related business, but we will need to make sure we make suitable management decisions by monitoring economic trends henceforth and gaining a full understanding of the risks.

In addition to this, while our real estate brokerage business is growing its profits, I feel it still has room for growth.



In our Condominium Management and Operation Business, we are seeing robust performance from for-sale and rental condominiums under our management. With our housing stock providing a base that generates constant revenue, we are hoping to see the creation of a new revenue source and further growth leveraging the digital transformation (DX) that we have been working on.

In the senior living business, the DX we have been working on has borne fruit, and we have achieved both improvements in labor productivity and service quality. I hope to take this business forward in a way that meets the growing needs of residences for an increasingly elderly population henceforth.

Finally, in our Overseas Business, we have established a strategy for each area of the world in which we operate. We have focused our efforts into investments in the mainland United States over the past several years, and we anticipate that this will finally start to tangibly bear fruit in FY2027.

In April 2026, we invested in Trinsic Residential Group, which is based in Dallas, Texas, in the United States. In North America, we are focusing on stepping up from the investment-driven marketing phase to a full-scale business.

In Hawaii, we are currently in the recoupment phase for past investments, and we aim to further accelerate this process. With regard to other areas, we are exploring business that can leverage the strengths of the Haseko Group in the UK, Australia, and in Vietnam, where we have long had a presence.

Furthermore, in order to embrace the challenge of new business, we launched an internal award program called the SPARK Project for new business in 2025. We solicited ideas of any scale or sophistication for new business relating to housing and living, and this resulted in a total of 331 submissions in the first year. After going through a process of screening, two ideas for new business and four ideas for new products and new services were selected. We established a department to advance these ideas in a concrete manner in April 2026, and have embarked on initiatives to put them on a forward trajectory.

We will also undertake a groupwide integration of the housing data and living data we have accumulated through our creation of condominiums, and leverage this to accelerate the creation of future housing and new services. Furthermore, in April 2026, we launched the Group Customer Strategy Department. This department will rebuild the touchpoints with the Haseko Group and the value we provide from the customer's perspective, and aim to create as many fans of Haseko as possible.

Going forward, I hope to continue to nurture a groupwide mindset of shaping our own future by our own hand.

3. Productivity improvement for management resources (people, goods, money, and information)

Starting in the late 1990s, the Haseko Group faced a bankruptcy crisis. When Japan's economic bubble burst, our assets shrank and we suddenly found ourselves in negative equity. Our capital collapsed overnight and we just about survived thanks to financial institutions forgiving our debt, and I see it as my role to ensure the lessons learned through this are handed down to subsequent generations.

However, that the Group's officers and employees came together and led the Company to where it stands today despite such severe circumstances is an indisputable fact, so I think it is also essential for us to carry this mindset forward.

I see evolution as a combination of succession and change, and we must cherish this idea of succession.

Furthermore, I am fully aware that it is my responsibility to consider how effectively we can use the capital that has accumulated thanks to the toils of our predecessors to keep growing, and how we can take the profit generated by people who currently work in the Group and achieve a balanced distribution among growth strategy investment, returns to employees, returns to shareholders, returns to society, activity expenses, and other such things.

On the other hand, two years ago we launched the Group Real Estate Balance Report Conference across the Group. Thanks to this, I feel that the awareness of real estate turnover ratio, IRR, and other such matters has increased.

Furthermore, KPIs such as asset turnover rate and productivity per person are starting to become infused throughout the Group. Going forward, we will focus our efforts on efficient investment of capital and personnel deployment in consideration of factors including the ROIC of each business.

4. Perception of market environment and the HASEKO Group's strengths

As I mentioned in the review of the first year of the medium-term business plan, we cannot simply take an optimistic view of the market environment at the current moment. Taking a medium- to long-term view, I think that Japan is already heading to quantitative sufficiency in terms of residences amidst a declining population and an aging society with a decreasing birth rate.

However, housing and living are absolutely essential for humans, and they are not things that will disappear. We will continue to pursue the Haseko Group's Vision to continuously provide environmentally friendly, safe, and secure housing and rich, comfortable living both domestically and internationally.



The experience of coming together as a group and overcoming the bankruptcy crisis starting in the late 1990s that I mentioned before manifests itself in our excellent constitution whereby the Haseko Group shows its true value in times of adversity. We also went through the experience of our business partners disappearing one after another due to the financial crisis of 2008, but our sales team handled this situation flexibly and, as a result, increased our sales capabilities.

I describe "Haseko DNA" as being formed of the ability to take action that allows us to swiftly get things moving, the ability to achieve targets that allows us to set ambitious targets ourselves and achieve them, our ingenuity that lets us think for ourselves without trying to imitate others, and the teamwork that lets the Group come together and work as one.

To explain what I mean by ingenuity in more detail, we have developed under a business model whereby our construction business is founded on real estate. There was no example for us to follow in any industry, and so the only option we had was to innovate for ourselves. I always tell our employees that we are going to improve our company by our own hand, and we are going to open up our own future.

We must evolve our unique business model by our own hand. We will further refine our strengths of capability in gathering land information, the integrated construction system of the quaternity, and the comprehensive strengths of the Haseko Group (➡p. 15).

Furthermore, in April 2025, we created the new brand message "We consider more." This message incorporates our determination to take everyone into account in our actions, from those who buy our products, those who live in them, our business partners, shareholders, cooperating companies, the local community and society, our colleagues, and our seniors to future generations. And all officers and employees in the Group will continue to strive to make every stakeholder say "I'm glad I chose Haseko."

Message from the Management



5. Increasing corporate value through sustainability management

Through the dialogue we have held with stakeholders over the past year, I have come to feel that it is not merely profit that is demanded of companies, but long-term trust and resilience. I am also aware that sustainability management lies at the root of corporate value. As such, we will strive to improve corporate value with a strong awareness of ESG.

In terms of the environment, we have set out a concrete path to carbon neutrality by 2050 on the basis of the Haseko Group's climate change response policy HASEKO ZERO-Emission, and are taking forward the development of environmentally conscious technologies and products.

In the previous fiscal year, the Haseko Group made real progress on initiatives involving wood. Not only is wood environmentally friendly in that it absorbs CO_2, it offers warmth, aroma, moisture moderation, and other such properties people find desirable, and it brings comfort and a sense of richness to living. We hope to utilize the appeal of wood in a way that is suitable for urban spaces, and provide housing that achieves a harmony between people and the environment.

A new group member of ours, the WOOD FRIENDS Group, owns a sawing and construction material manufacturing plant in the Tokai area of Japan, and we also have a company called HASEKO Furnitech in Niigata Prefecture that processes interior materials. In addition, we have also started construction of our own plant for manufacturing HS wood, which is a new wooden construction material that utilizes domestically-produced cedar wood, in Gojo City, Nara Prefecture, and we are aiming to start operations in April 2028.

We have also embarked on partnerships with forestry companies meaning we have our own timberlands, and we have started work on the construction of a cyclical model in which we leverage the trees nurtured in these timberlands in our business. I see our initiative to nurture and grow forests while feeding back their blessings to society in a sustainable form as something that goes beyond mere business, and helps us to fulfill our responsibility as a company that is entrusted with the environment of the future.

Furthermore, we have also embarked on an initiative that involves crushing bamboo from the neglected bamboo forests that are starting to be viewed as an issue that society needs to tackle, and using the resulting bamboo chips to solidify construction pile sludge. In the Kanto region of Japan, we are working on the establishment of our own plant in Narita City, Chiba Prefecture, and we are also undertaking the same activity in Kishiwada City, Osaka Prefecture in the Kansai region. As a derivative of this, we are also exploring leveraging the bamboo powder that we believe will be effective as agricultural fertilizer in a new business.

Furthermore, we concluded an Agreement on Promoting the Use of Wood in Buildings with the Ministry of Agriculture, Forestry and Fisheries in the previous fiscal year, meaning the establishment of a public-private alliance to proceed with work in this area is well underway, and we will continue to focus our efforts on this going forward.

In terms of society, we will undertake initiatives to balance both investment in human capital with productivity improvement, whilst continuing to put in place an environment to allow a diverse range of human resources to flourish. In addition to this, we must evolve the way we develop human resources and nurture the next generation of executive leaders who will open up the way forward into a new era, and evolve our succession plan initiatives.

As a non-capital-intensive industry, the driving force behind the source of the Haseko Group's corporate value is people. I see the invigoration of human resources, and by that I mean investment in people, as the key to ongoing corporate value enhancement.

Since FY2025, we have undertaken "town hall meetings" where we can have a frank and even exchange of opinions with employees from each location of the Group. I also regularly visit construction sites, sales centers, real estate brokerages, senior living sites, and other sites to lend my encouragement.

By going to work sites, not only can I directly convey my thoughts as the person at the top of the company, but I also have the chance to directly hear feedback from employees. This is something that I intend to cherish.

In terms of governance, we will continue our initiatives to improve the effectiveness of the Board of Directors. We will also take the inspection of Haseko Reform by the Japan Fair Trade Commission as a spur to rethink governance across the Group as a whole. In FY2026, the Board of Directors and Audit & Supervisory Board will welcome new outside members, so we will ensure further transparency and accountability in our decision-making, and undertake risk management in an effective way.

Haseko Reform is currently being investigated by the Japan Fair Trade Commission on the suspicion of violating the Antimonopoly Act. I would like to offer my sincere apologies for causing great concern to our stakeholders. Going forward, we will implement effective initiatives to foster an awareness of compliance across the entire Group, and strengthen our governance.

Furthermore, we have decided to introduce ESG and other non-financial indicators as well as capital efficiency into our evaluation metrics for deciding remuneration for directors (and other officers), and to incorporate them into the calculation of share awards that constitute medium- to long-term performance-linked remuneration. The directors and other officers shall take the lead, and go about our management work with an awareness of ESG.

6. Closing Remarks

The Haseko Group will celebrate the 90th anniversary of its founding in February 2027, and I am our ninth president.

Looking back on our founder, the executive leaders who have served throughout the years, and the course of our history upon this milestone for the Group shows that in every generation we have met the needs of society through our provision of housing and living.

The speed of change in the current generation is very fast, and keeping things the way they are means falling behind in relative terms. With our Corporate Philosophy of contributing to society by creating an optimal environment for cities and people in our heart, we will pursue corporate value enhancement as an organization that is lean and has the capacity to endure.

I look forward to your ongoing support.



Evolution

Initiatives

Our medium-term business plan is called the Haseko Evolution Plan, and it uses the word evolution as this is a keyword for Haseko Corporation. This plan aims to achieve further enhancement of corporate value by successfully implementing **changes** while ensuring the strengths that Haseko has built up are passed on through **succession**. In this section, we showcase the concrete initiatives we have taken toward **evolution** and their results, and the sincere consideration of more by our employees.

Succession

The source of our power to overcome challenges and difficulties lies in the Haseko DNA that has been passed down through generations. We will ensure that this DNA is handed down to the next generation.

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Change

Change comes from the concrete initiatives we take toward sustainable growth. In keeping with the times, we continuously embrace challenge to create new value and refine our strengths through an incremental process of trial and error.

→

Evolution

Our accumulation of financial resources, social and relationship resources, and other such management resources reflect our evolution. While ensuring that we continue to hand down our DNA and achieve change, we will aim for sustainable growth.

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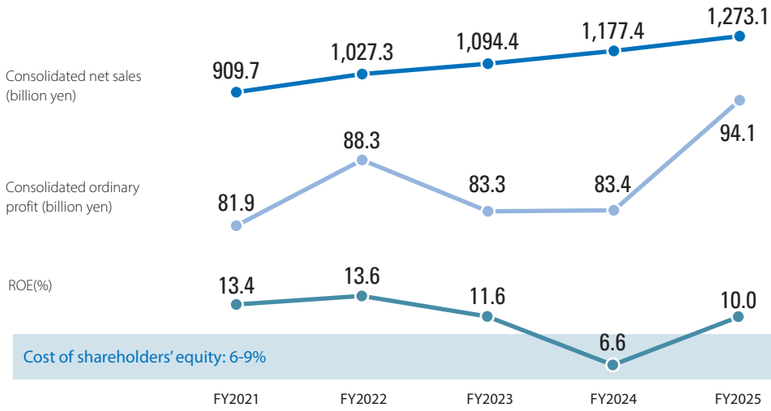
Evolution 5 — Teamwork / Social and relationship resources
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Evolution 1

Profit growth and improved capital efficiency

April 2025: HASEKO Evolution Plan medium-term business plan commences

FY2025 marked the first year of our medium-term business plan, and our efforts to implement our strategies led to improvements in both profit and capital efficiency. While we need to continue to monitor changes in geopolitical risks and other aspects of the business environment, we expect improvement in the gross profit margin of construction contracts in FY2026 on the back of a continued favorable environment for orders. And with the goal of improved ROE, we also take capital efficiency into consideration in corporate management through actions including the acquisition of treasury shares.



Financial resources

ROE
10.0%

Consolidated ordinary profit
94.1 billion yen

Key points in profit and capital efficiency improvement

In the medium-term business plan, we commenced work on the implementation of our five business strategies, and this led to robust growth in each of our three main businesses (Construction-Related, Real Estate-Related, and Condominium Management and Operation). In our core Construction-Related Business, we achieved our highest ever orders received while also seeing a recovery in the gross profit margin of construction contracts, which drove profit growth. And in order to improve capital efficiency and expand shareholder returns, we acquired 20 billion yen in treasury shares and provided an increased dividend. While achieving growth in profit, year-end ROE improved to 10.0%.

Issues going forward

We will continue to work on profit growth and improved capital efficiency by adapting our business to changes in the environment. And in addition to business investment that keeps the cost of capital in mind, through fund allocation with an awareness of balance between investments toward medium- to long-term business growth and shareholder returns, we will aim to achieve our ROE target level of around 13% by FY2030.

The DNA behind our ability to reach targets

I feel that the important aspects of our business activities are taking action and identifying and securing projects. Learning from my seniors who take this approach in their work, I myself have always made effort to think carefully while taking action and to make decisions swiftly. Taking a creative approach under a harsh environment, we tackle our work speedily and achieve results.

Here at Haseko there are many employees who work autonomously to identify and secure projects and in doing so contribute to profits. I myself also tackle my daily work while always thinking about what I can do to secure new contracts.

Business Dept. II,
Business Promotion Division
HASEKO Corporation



Evolution
Initiatives

Evolution 2

Greater productivity and supply chain strengthening

October 2025: Full operation starts at Haseko's own PCa plant for a sustainable production system

The commencement of full operations at the Kasumigaura PCa Center is highly significant in terms of establishing a sustainable construction system. A stable supply of pre-cast concrete (PCa) components from our own plant will support our implementation of industrialized construction methods and the strengthening of our supply chain. This will help to achieve labor-saving and manpower reduction on construction sites, and contribute to the continued stable provision of high-quality residences and improvements in construction efficiency.



Key points for greater productivity and supply chain strengthening

We employ industrialized construction methods that include switching to precast concrete and unitization with the aim of achieving productivity improvements and the stabilization of quality. By commencing interior floor PCa production at our own plant, we have optimized procurement based on stable supply and costs, and strengthened our supply chain.

And based on production linked with BIM data, which Haseko is in a unique position to implement, we will undertake activities that include automation and component development while also leveraging our defining design and construction strengths in design proposals that will lead to improved productivity.

Issues going forward

We will eliminate bottlenecks in our production processes and review personnel deployment, and improve productivity on an ongoing basis by putting in place the infrastructure for data utilization.

Henceforth, we will continue to work to establish a sustainable construction system through actions including the expanded use of PCa components, unitization, and finding dependable suppliers.

The DNA behind our ingenuity

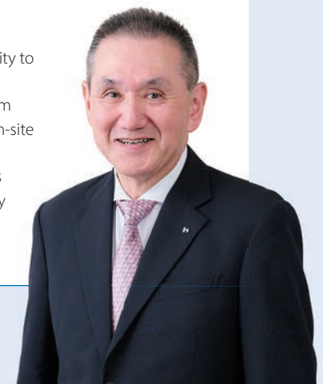
Establishing our own PCa plant involved a series of unprecedented challenges.

But driven by a desire to reduce the workload on our colleagues working on-site and to deliver reliable quality to our customers, our ingenuity at each stage along the way allowed us to achieve full operation.

Prior to the start of operations, members from different divisions would come together for each process, from planning to construction support, system establishment, and operational preparations, and work with those on-site to overcome each individual issue through a process of trial and error.

Going forward, while ensuring we retain the passion behind this approach, we will continue to take forward steps through ingenuity and embrace the challenge of maintaining stable operations as we work toward advanced quality control through further efficiency streamlining and digital transformation (DX).

Production Planning Office
Haseko Industries



Evolution 3

Nurturing of a culture of innovation

July 2025: A program called the SPARK Project commences to solicit ideas in-house

This program will identify signs of change from within our organization and provide a testing ground for high-quality proposals, while also verifying and developing promising ideas in progressive stages up to their full adoption. By running this program on an annual basis, we will foster a corporate mindset that drives challenges, and aim to nurture and instill a culture of ongoing innovation.



Key points in nurturing of a culture of innovation

The SPARK Project is a program that was launched to solicit ideas for new business and new products as an initiative for creating a foundation for new businesses as called for by our medium-term business plan, the HASEKO Evolution Plan.

The aim here is to establish an environment to facilitate us in taking on challenges for new business starting out from a range of different perspectives, including the perspective of issues faced on-site, and to nurture a culture of innovation under which we embrace such challenges without fear of failure. Furthermore, it is also the goal of this project to build a foundation for the diversification of revenue sources and strengthening our core business.

Issues going forward

The first fiscal year in which we ran this project saw a number of submissions that exceeded expectations, and illustrated to me the strong desire our employees have for challenge. Going forward, it is important to ensure we keep this level of desire and ensure it takes root in our organizational culture. And as we see it, the issues that we face are the enrichment of a companywide system of support to continuously stimulate our employees' desire for challenge, and the establishment of a process to bring the selected ideas up to the stage of full adoption.

The DNA behind our ability to take action

The SPARK Project Secretariat proactively took on the challenge not only of launching a new program, but also of taking new actions unconstrained by precedents or customs in order to encourage participation in this program by as many employees as possible. It disseminated information in an open and timely fashion through actions such as posting video showing seminars by external instructors arranged with the purpose of lowering the mental barrier to submitting ideas as well as presentation screenings on the internal portal. As a result of this, it stimulated the desire for challenge among many employees and achieved great traction that saw over 300 submissions.

Planning & Promotion Dept.
Value Creation Division
Haseko Anesis Business



Evolution Initiatives

Evolution 4

Creating new experiences through DX

April 2025: HASEKO Digital Technology Lab opens, offering experiences in cutting-edge technology

HASEKO Digital Technology Lab, a space offering experiences of the future of condominiums, is now open. Utilizing cutting-edge digital technology based on HASEKO-version BIM, this facility will act as a creation and communication center for new condominium sales, merchandise display, design, and production methods that blend the virtual world with reality.



Ultrahigh-resolution LED screen
Displays life-sized images of BIM models for buildings in the planning stage, and provides a highly realistic and immersive experience



AR/MR technology
AR/MR technology is used to superimpose a virtual image on a real space in a model room, thus enabling the visual presentation of facility information, layout changes, and other such things



Virtual reality
Offers a realistic experience of a virtual house using cutting-edge head-mounted displays. Overcoming location, size, room type, and other spatial restrictions on model room, it enables a wide variety of proposals to be made

Issues going forward

Going forward, we need to utilize the vast amount of 3D data accumulated through HASEKO-version BIM, which we have fully adopted since 2020, not only in design and construction but also in sales, maintenance, and management, and to aim for further value creation in the condominium business while ensuring it leads to revenue for the Haseko Group.

The DNA behind our ability to take action

In the face of a tight schedule, we needed to achieve a virtual customer experience at a level of detail approaching that of the actual product while simultaneously proceeding with architectural design that makes maximum use of this experiential sequence.

As such, we exercised our ability to take action, and swiftly brought together a broad range of subsidiaries and associates. Cutting-edge technology in addition to the content and design to communicate it effectively is essential in creating an experience to excite people, so we assigned the person with the right expertise to each zone of the lab. As a result of doing so, we were able to take things forward in parallel while still paying attention to every last detail, and successfully put the project together.

Division Digital Technology Lab (concurrent role),
Technology Promotion,
DX Promotion Office
Architecture & Engineering Business Dept.
HASEKO Corporation



Evolution 5

A new brand message and enhanced communication

April 2025: New brand message "We consider more." rolled out

We will convey to customers, society, and employees just how relevant the work of the Haseko Group is when it comes to people's living and happiness. We are also working to enhance and expand our dissemination of company information to investors and other stakeholders.



Intentions and key points behind the creation of a new brand message

Our brand message is "We consider more." and it was created as the core of our rebranding to coincide with the start of our new medium-term business plan. Having realized that we faced the issue of the details of Haseko's business and our value not being sufficiently conveyed, we formulated this as an articulation of the way each and every Haseko employee approaches their work and of our desire to stay by our customers' side in terms of living and their future. It succinctly expresses the direction of Haseko as it continues to evolve and hands down the DNA that it has developed over the years.

Issues going forward

The issue we must address going forward is to ensure that this brand message does not become a mere transient statement, and instead ensure its gradual infusion both internally and in society at large. We believe that we need to increase its practical applicability by connecting it to the actions and value provision of each employee, and to continuously and specifically convey Haseko's approach and value through diverse communication.

The DNA behind our teamwork

The in-house workshops that were run when considering our brand message "We consider more." reaffirmed to me that Haseko's DNA lies in the connections between people, teamwork, and passion for work. This articulation of the value of cherishing good relationships both internally and externally means that each and every employee can view this as something that concerns them, and going forward we will continue to work on measures to bring a palpable feeling of this to daily work and communication so as many people as possible think "I'm glad I chose Haseko."

Corporate Communication Dept.
Corporate Management Division
HASEKO Corporation

