

Human Resources Strategy (Corporate Culture Reform)

— Message from the Personnel Department General Manager —

Strengthening our human resources strategy to realize effective human capital management



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A Human Resources Strategy Based on Management That Respects People

The YUASA TRADING Group positions its employees as human capital, and recognizes the vitally important role that they play in increasing corporate value. By creating an organization and corporate culture that enable every employee to strengthen their skills, and which provide support to help employees realize personal growth, we are aiming to build sustainable corporate value.

Under our “Growing Together 2026” Medium-term Management Plan, we are implementing priority measures based on the theme of “addressing social issues.” We have positioned our human resources strategy as having an extremely important role to play in implementing a market-out approach and realizing the Group’s vision of contributing toward the addressing of social issues through “TSUNAGU” innovation.

When identifying and analyzing latent issues in the market, and building rapport with suppliers and collaborating closely with them, it is people who make it possible to implement strategies for solving problems through expertise and execution ability. I believe that, by maximizing team performance by strengthening the capabilities of individual employees, and by ensuring that employees understand each other’s roles and are able to collaborate effectively, it is possible to make “TSUNAGU” innovation the norm and to achieve the goals that we have set in our management strategy.

I am convinced that we should be aiming to build a virtuous circle in which employees’ personal growth leads to growth for the enterprise as a whole, and in which the enterprise’s growth generates further growth opportunities for employees.

YUASA TRADING Group Desired Talent Profile

At the YUASA TRADING Group, we desire human resources who “can help solve our partners’ and society’s problems,” and who “can see others’ perspectives, and respect differences and diversity,” while conforming to our Corporate Philosophy, YUASA Vision and YUASA Values (guidelines for employee behaviors).

Under our current Medium-term Management Plan, our aim is for all employees to be aware of the need to demonstrate “total coordination skills,” “challenging spirit” (willingness to take on challenges), and “communication,” and to help address social issues through “TSUNAGU” innovation.

In order to keep generating innovation on an ongoing basis, it is vitally important for every individual employee to realize personal growth. We also feel that it is extremely important to build a corporate culture in which employees respect each other and feel free to speak their mind,

and in which employees can challenge themselves without fear of failure. As we see it, this is the foundation for a meaningful transformation. Through the human resources system reforms and corporate culture reforms that we are currently implementing, we are aiming to help make “TSUNAGU” innovation from a human resources perspective the norm, and to become a company that is valued by all stakeholders.

To realize our vision of our ideal human talent, and to enable every individual employee to realize sustainable growth, going forward, the Group will continue to invest appropriately in the employees who constitute our human capital. Furthermore, by establishing an environment in which individuals and the organization as a whole can continue growing together and setting it as our foundation, we will aim for the realization of sustained growth in corporate value.

Corporate Philosophy, Vision, Values, and Talent Profile

