

Mission, Vision and Values

Amid the dizzying changes in the environment that surrounds us, our Mission, Vision, and Values are the vital “axes” of our pursuit of transformation of the Regal Group.

With these “axes” of transformation as our standard, every individual in the Regal Group will stride together toward the future, to contribute to the realization of a spiritually enriched society.

Our Mission

Create “ever good”

For over 100 years, we have placed value in “durability and longevity,” striving to make products without compromise on quality.

Inheriting and expanding that intention, in the years ahead, we will support the daily lives of individuals and deliver products and experiences that people will consider to be “ever good.”

Our goal is to create, together with our customers, daily lives and lifestyles that are “ever good” and that will become more treasured and create more value as time goes by.

Our Vision

Stories for People’s Lives, Enrichment for Society

With the creation of “ever good,” surprise, excitement, and comfort will spring forth in people’s lives, creating stories for each and every person.

Good days will accumulate for each and every person, and in future, new cultures will be born, and society will be enriched.

We aim to be a company that brings stories to people’s lives and enrichment to society.

Our Values

Imagine the individual

Valuing above all else our responses to our customers, we will listen to the voices of individual customers and imagine their diverse natures.

Stride forward together, create together

Valuing teamwork, we will accept each other as we stride forward and actively co-create with external partners.

- **Quality that will be long loved**

Valuing the trust of our customers, we will strive for sustainable manufacturing and services that will always be loved.

- **Creative beyond boundaries**

Valuing creativity, unrestrained by existing frameworks, we will conceive new ideas freely as we imagine the future.

- **Accomplish challenges**

Valuing the accomplishment of new challenges, we will meet those challenges and take action with leadership.