



## **Development of a New Corporate Philosophy of the NTT Urban Development Group**

NTT Urban Development Corporation (head office: Chiyoda-ku, Tokyo, President and Chief Executive Officer: Sadao Maki) has developed a “Corporate Slogan, Corporate Philosophy and Action Guidelines” as a new mission statement, reviewing the past corporate slogan and corporate philosophy, etc. to further promote the “full enforcement of a customer and market-centered orientation” and “the pursuit of innovations” set out in the “Medium-Term Vision 2018” (developed on May 9, 2013).

The NTT Urban Development Group will endeavor to increase its corporate value under the new mission statement by clarifying the management direction.

### ( 1 ) Corporate Slogan

With Integrity, through Innovation  
—connecting cities and people

### ( 2 ) Corporate Philosophy (UD-Statement)

We will contribute to sustainable urban development through our real estate services. What we value most is seeing the satisfaction of our customers and members of the wider public, and bringing smiles to their faces.

For this, we will pay close attention to the changing needs of our customers and society, and thoroughly understand our customers’ perspectives.

We make it a promise to continue our challenge of generating innovative services, where all of our management and employees will act with integrity and without fearing failure.

This challenge is fueled by a corporate culture conducive to all of our management and employees freely and proactively voicing opinions, where all of us may respect and value one another, and go about our jobs with a smile.

### ( 3 ) Action Guidelines (UD-Style)

We will...

- Always pursue our corporate identity with the creation of new value in mind.
- Always respect diversity, and generate diverse values.
- Continue to challenge without ever giving up until we succeed.
- Strive for success by making good use of our failures and shortcomings.
- Always be mindful of cost, and work to maximize our profits.
- Always be forward-looking without being influenced by precedents.
- Always be good citizens showing appreciation, humility and respect.
- Value holistic optimization over partial optimization.
- Think with our own heads and speak in our own words.
- Take the initiative and be mindful of our own responsibilities.
- Consider the customer first and foremost, ahead of our superiors.
- Think with a global perspective.
- Think and act with emphasis on speed.
- Be mindful of what goes on in the field.
- Treasure personal connections both as individuals and as a company.
- Appoint the right people to the right positions, maintaining fairness and impartiality.
- Create an environment where thoughts, proposals and grievances can be shared freely.