

# Business Process

Seiko has adhered to the management position of "Always one step ahead of the rest" since its founding and has consistently provided the world with innovative products and services.

Seiko formulated the Group slogan "SEIKO, Moving ahead. Touching hearts." to incorporate this founding concept as well as the new concept of "wanting to appeal to customers' sensitivities."

We will value the great trust we have built during our history that spans more than 135 years while providing customers and society with value using our technological strengths that have led the times as well as our spirit of challenge and our sensitivities that will open the way to the next generation.

## Strengths That Support Seiko

- SEIKO brand power and image**
- History and tradition that span more than 135 years
- High-quality products and services
- Craftsmanship, Miniaturization, Efficiency
- Solution proposal capabilities that are close to our customers
- World-class sports timing capabilities
- Diverse human resources and outstanding technicians

## Consolidated Group Operations



## Seiko's Businesses

- Watches**
- Electronic Devices**
- Systems Solutions**
- Clocks**
- Retail**
- System Clocks / Sports Timing**
- Optical Products**

## Customers and Society



## The value we provide

- Support the foundations of society by providing the accurate time
- Provide a sense of security through reliable quality
- Provide joy and satisfaction with products that resonate with sensitivities
- Support customers' value creation through digital innovation
- Contribute to the environment by reducing energy consumption
- Deliver excitement and link circles from person to person through sports

Evaluations by customers and society

Utilize in our strengths

Utilize in our business

