

October.1.2009

To Whom It May Concern:

Plastics Solution Company  
**SEKISUI PLASTICS CO., LTD.**

## Sekisui Plastics Group has established 100th Year Vision

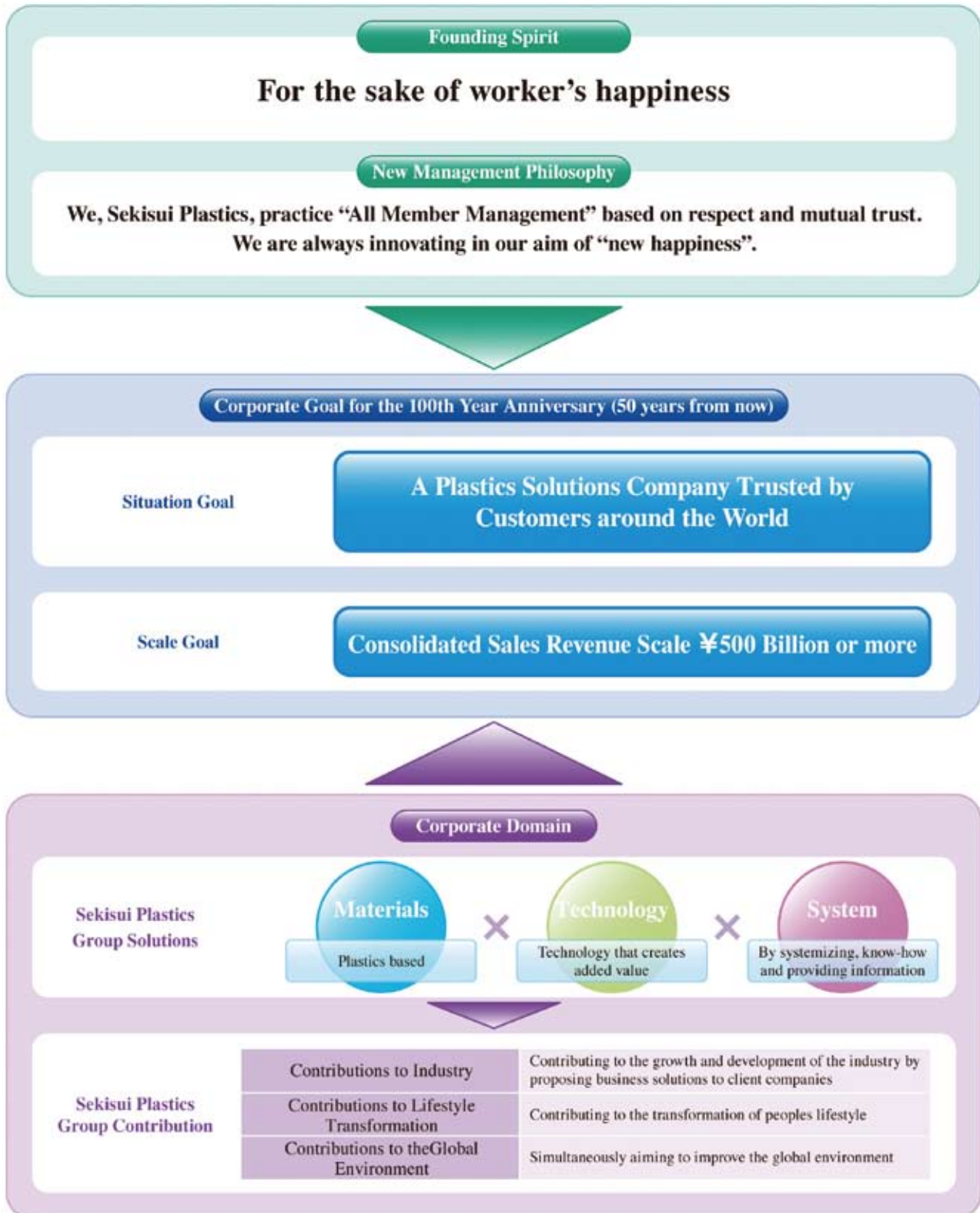
In October 2009, Sekisui Plastics will celebrate its 50th year Anniversary. At this time, Sekisui Plastics has taken the opportunity to formulate the “Sekisui Plastics Group’ s 100th Year Vision” in order to develop the group in the next 50 years.

### 1. Sekisui Plastics Group’ s 100th Year Vision

For the 100th anniversary of the establishment of the Sekisui Plastics Group (50 years from now), we aim to become a “Plastics Solution Company trusted by customers around the world” based on its founding spirit and management philosophy, by globally developing businesses in the fields of industry, human life, and environment and energy while implementing “CSR” and “All Member Management” throughout the entire group.



2. Corporate Goal

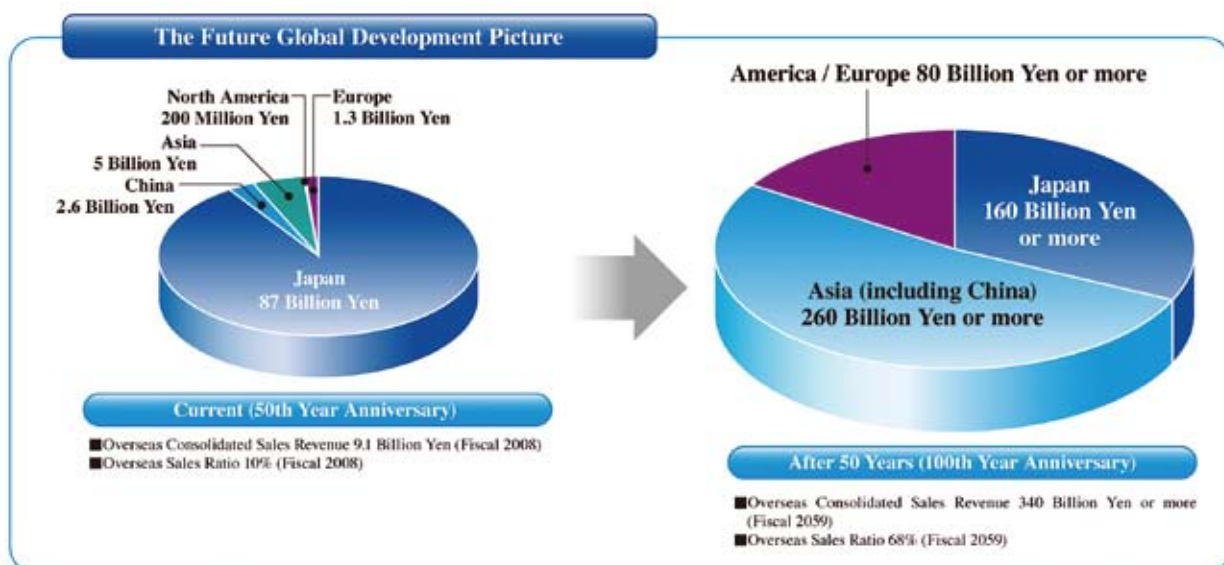
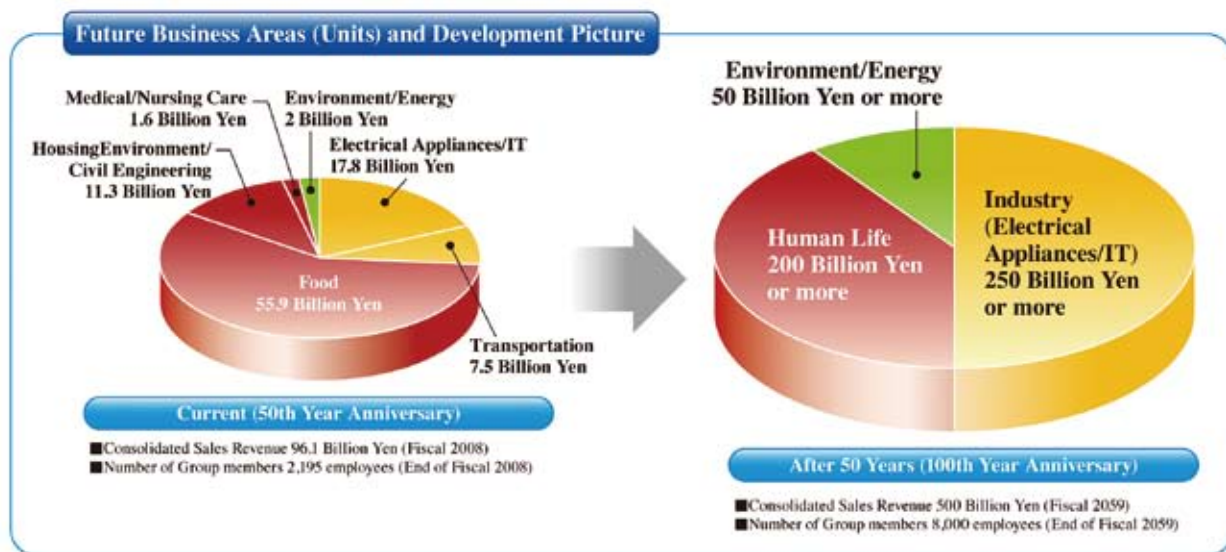


### 3. Business Vision

In the three business domains, namely:

- ① **Industry** : “Electrical appliances and IT” and “Transportation”
- ② **Human life** : “Food”, “Housing environment/Civil engineering”, and “Medical and Nursing care”
- ③ **Environment and Energy**,

We plan to globally develop businesses as a plastics solutions company which proposes solutions centered around plastics, with our value-addedness creation technology and systematic ideas.



4. CSR Vision



**Responsibility to Stakeholders**

Stakeholders	The Responsibility of Sekisui Plastics Group
Responsibility to Customers	Sekisui Plastics Group, a Plastics Solution Company, not only supplies safe and reliable products, but also always creates new functions and value and contributes to improving the lifestyles of people by providing materials and services which assist clients to solve problems.
Responsibility to Group Members	Sekisui Plastics Group takes seriously the concepts of respecting people and mutual trust and seeks the happiness of its employees. Consequently, we aim to improve fairness of skills development and evaluation, and make efforts to create a healthy and safe work environment that allows employees to properly balance work and family.
Responsibility to the Local Communities	Sekisui Plastics Group believes providing a safe place of work is of the utmost importance to the community. Furthermore, as a member of the local community, we aim to be a company that trusted and liked by the whole community.
Responsibility to Shareholders	Sekisui Plastics Group makes efforts to improve its corporate value and meets the expectation of returns to shareholders. In addition, we actively disclose management information and place emphasis on continual dialog with the shareholders.
Responsibility to Business Partners	The motto of Sekisui Plastics Group is "Sincerity". We create a relationship of trust with our business partners through fair and honest business practices. In addition, we aim to be a partner that strives to achieve mutually beneficial outcomes.
Responsibility to the Global Environment	Sekisui Plastics Group makes active efforts to protect the precious world in which we live. In particular, we make contributions to the development of recycling in the community and lowering carbon levels centering on foam plastics that conserve natural resources.

## 5. Culture Vision

Based on Sekisui Plastic's founding spirit of "For the sake of worker's happiness", our management philosophy of "All Member Participation Management" and "The Entrepreneur and Industrialist Spirit" is truly unique.

This Vision further develops the notion of "All member management" and we aim to implement it throughout the entire group, including overseas. We believe it is absolutely necessary all members of the group to embrace and practice this concept in order to achieve the goals of the vision.

## 6. The new medium-term management plan

The new medium-term management plan, which is scheduled to begin in fiscal 2010, will be formulated along the Sekisui Plastics Group 100-Year Vision.

### [Inquiries]

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