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Corporate Mission

Corporate Slogan

| **“For Ever Brighter Smiles”**

Concept Contained in the Morinaga Milk Group’s Corporate Slogan

The word “smiles” is used to express the desire of the Morinaga Milk Group to provide “health and enjoyment” to its consumers.

Those smiles should flow naturally from within our daily lives through harmony with family and friends.

This is the concept contained in the words “For Ever Brighter Smiles.”

Corporate Philosophy

**Contribute to healthy and enjoyable lifestyles
through offering unique products derived
from advanced milk technology.**

Concept Contained in the Morinaga Milk Group’s Corporate Philosophy

In order to achieve For Ever Brighter Smiles for consumers, the Morinaga Milk Group uses its capabilities cultivated since its founding to deliver not only standard milk, but also a diverse range of unique products and services.

By doing so, the Morinaga Milk Group can contribute to the physical and social well-being of not only its consumers, but also of the community as a whole.

Guiding Principles

Our Eight Questions

1. Do we share our passion with our customers?
2. Do we feel and express gratitude to all stakeholders?
3. Do we have confidence in our quality?
4. Do we always pursue safety and reliability?
5. Do we continue to challenge ourselves?
6. Do we contribute to building “Team Morinaga”?
7. Do we engage in and enjoy what we do?
8. Do we exchange our visions and progress toward them?

Role of the Morinaga Milk Group’s Guiding Principles

The Guiding Principles were created to provide inspiration for each and every member of the Morinaga Milk Group as they work toward realizing the Corporate Slogan and the Corporate Philosophy.

Policies of the Morinaga Milk Group

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WEB

▶ <https://www.morinagamilk.co.jp/english/about/vision/>