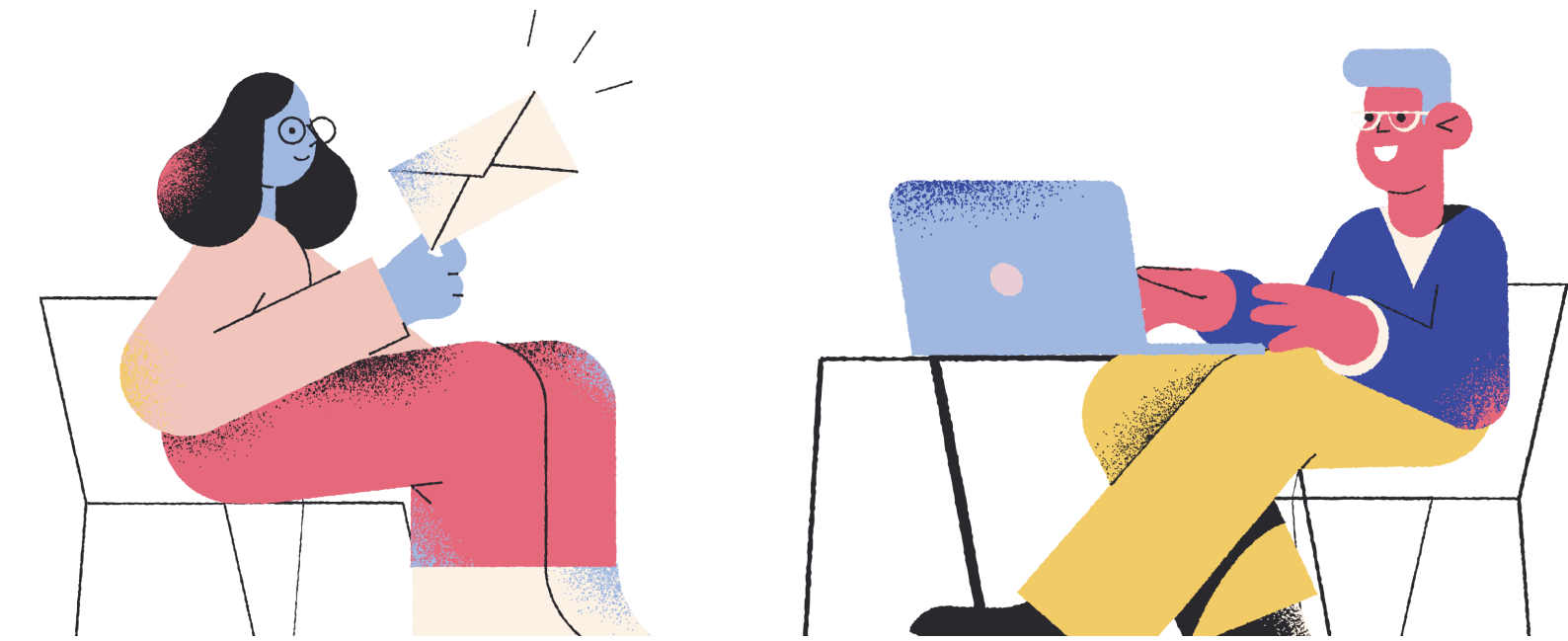


SAKURA internet is implementing various initiatives based on our vision of turning “WHAT YOU WANT TO DO” into “WHAT YOU CAN DO.” ES and CS are the pillars of these initiatives. We are “focusing on cloud business” for future growth and have set forth education, regional revitalization, digitalization, and startups as key areas for further growth by 2030. The key policy to promote these themes is to “realize ES and CS”. The success of customers (CS) leads to the success of each employee (ES), which in turn leads to the company’s success. We firmly believe that by fostering this cycle of success, we can create a world where everyone associated with us can prosper.



### Three values — Action guidelines for fostering collaborative creation by the team

All our employees practice the action guidelines we call “Three values” for fostering collaborative creation within the company. Our employees contribute to nurturing our company culture by practicing these guidelines:

- 01 Affirmation first.**  
As a foundation for effective communication, we emphasize accepting the other person’s thoughts positively and receptively before preparing proposals or engaging in discussions.
- 02 Lead and follow.**  
For the team’s success, individuals who set the vision and goals and demonstrate leadership by taking the lead, and those who provide wholehearted support and show followership, are necessary. We place importance on the ability of each individual to act independently, sometimes as a leader and sometimes as a follower.
- 03 Speak until the message is conveyed.**  
Most interpersonal conflicts are said to arise from expectations that lack mutual agreement. We value the importance of speaking clearly until the message is conveyed to the other person and listening until we understand what the other person has to say, thereby clarifying each other’s expectations and avoiding misunderstanding.

Grow together with customers through the promotion of cloud business and DX, turning “WHAT YOU WANT TO DO” into “WHAT YOU CAN DO.”

# Diversified Business Domains

SAKURA internet contributes to the business of customers in various domains. We provide services to internet service providers such as video distribution services, communication services, e-mail distribution services, and web filtering services; to game developers such as smartphones, PC games, and battle games; to general businesses handling corporate websites and business systems; to individuals creating blogs; and to national and local governments. We have supported a wide range of businesses by creating services that meet the diverse needs of customers from various industries and sectors. We will continue to support the success of our customers and expand the field of our activities using the power of the internet.

