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**Notice Regarding Establishment of Anicom Group’s Philosophy Framework
and Basic Policy on Sustainability**

The Anicom Group has formulated a new Mid-term Management Plan FY2022-2024, starting in the fiscal year ending March 31, 2023, and announced it on May 11, 2022. In doing so, the Group has renewed its Group Philosophy Framework (Purpose, Vision, Mission, and Credo), and established a Basic Policy of Sustainability, the details of which appear below.

Recent years have seen a dramatic change in the environment surrounding society, such as the global COVID-19 pandemic, natural disasters that are growing in intensity due to climate change, and outbreaks of wars and conflicts caused by the destabilization of international affairs.

In these difficult times, the Anicom Group has recognized its potential to help. As a group involved in the pet industry, Anicom could help to resolve social challenges by striving to alleviate the loneliness and anxiety that is spreading throughout the world. This would be done by elevating pets’ capacity to be “power plants of the heart” through unconditional love. We will at the same time maintain a rich global environment and amplify the happiness of all forms of life. To accomplish this and to achieve further enhancement of corporate value and sustainable growth, Anicom Group has needed to reexamine its purpose as a corporate group. Therefore, we have made the decision to renew our Group Philosophy Framework and position it anew as the highest-order concept of our management.

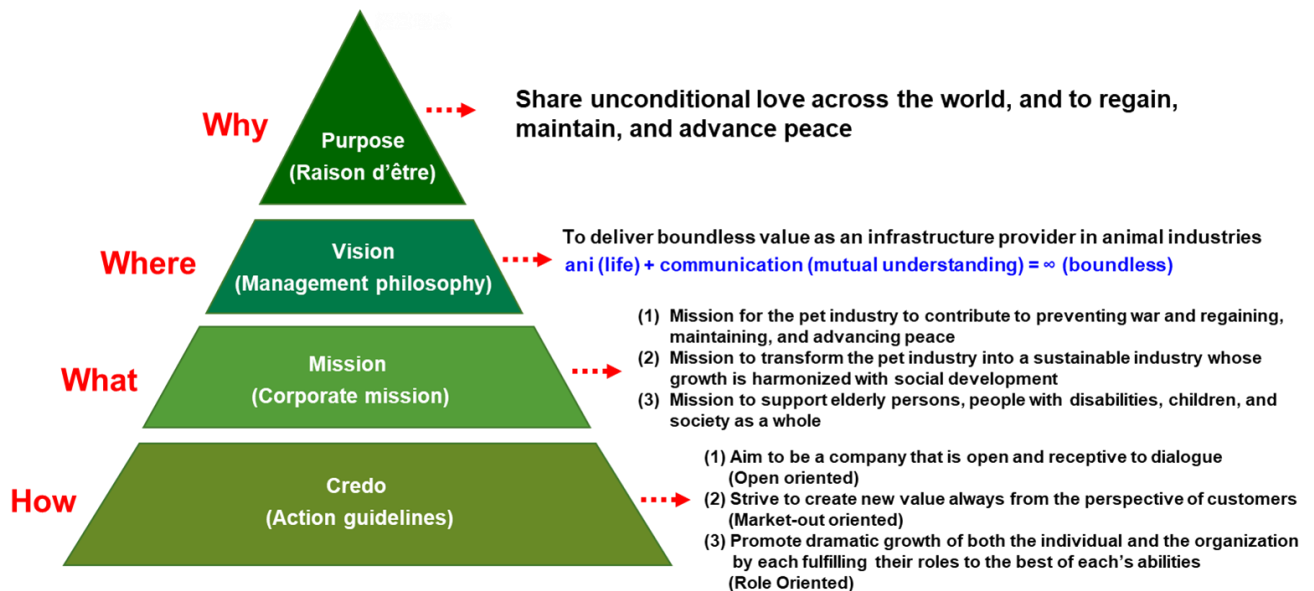
In the promotion of Anicom’s new Mid-term Management Plan FY2022-2024 formulated under the Group Philosophy Framework, we will strive toward the medium- to long-term enhancement of corporate value, contribute to the resolution of social challenges, and seek to create economic and social value. In doing so, we will work to respond to the expectations of our stakeholders and society.

1. Group Philosophy Framework (Purpose, Vision, Mission, Credo)

Our Group Philosophy Framework is our highest-order management concept, consisting of our Purpose (raison d'être), Vision (management principles), Mission (corporate mission), and Credo (action guidelines).

Under the new Group Philosophy Framework and principles, we will implement the Mid-term Management Plan and other management strategies to achieve the creation of economic and social value.

Diagram of Group Philosophy Framework



■ Purpose (Raison d'être)

Share unconditional love across the world, and to regain, maintain, and advance peace

■ Vision (Corporate Philosophy)

ani (life) + communication (mutual understanding) = ∞ (boundless)

We believe that if all living things understood each other and worked together toward a common goal, what was previously impossible would become possible. We will deliver boundless value as an infrastructure provider in animal industries.

■ Mission (Corporate mission)

- (1) Mission for the pet industry to contribute to preventing war and regaining, maintaining, and advancing peace
- (2) Mission to transform the pet industry into a sustainable industry whose growth is harmonized with social development
- (3) Mission to support elderly persons, people with disabilities, children, and society as a whole

Based on our Purpose, and with the aim of realizing our Vision, the Anicom Group will pursue sustainability management (CSV management) that contributes to the resolution of social challenges and creates both economic and social value, not only by alleviating loneliness and anxiety across the world, but also by giving people a positive sense of purpose in life, and providing children with formative experiences in educational settings.

■ Credo (Action guidelines)

(1) Open oriented

Aim to be a company that is open and receptive to dialogue

We will strive to ensure that no matter how large our organization becomes, the voices of our customers and stakeholders will reach every corner of the company. This is consistent with our aim to be a company that is open and receptive to dialogue, where our customers and stakeholders feel seen and heard.

(2) Market-out oriented

Strive to create new value always from the perspective of customers

With the perspective of our customers always in mind, we will thoroughly implement management that consciously looks outward toward the market (responding to customers' true needs), creating services that customers want. In doing so, we will strive to realize our customers' wishes and create new value.

(3) Role Oriented: we each fulfill our roles

Promote dramatic growth of both the individual and the organization by each fulfilling their roles to the best of each's abilities

By clarifying the roles of each individual and the organization as a whole, and by playing those roles to the best of our abilities, we will continue to take on any and all challenges boldly, constantly absorb new skills, and practice management that promotes dramatic growth.

2. Basic Policy on Sustainability

Based on the renewal of its Group Philosophy Framework, the Anicom Group has formulated a Basic Policy on Sustainability for the realization of a sustainable society and the enhancement of corporate value.

■ Basic Policy on Sustainability

The Anicom Group has declared as its purpose to share unconditional love across the world, and to restore, maintain, and advance peace. Inspired by our company name, which is derived from “ani (life) + communication (mutual understanding) = ∞ (boundless),” we will deliver boundless value as an infrastructure provider for animal industries. As we work to do this we will be guided by our corporate philosophy that “by all living things understanding each other and working together toward a common goal”, we make possible what was previously impossible.

The Anicom Group has identified key issues, or “materialities,” related to social challenges and global environment) that the pet industry is able to address. We will conduct initiatives designed to make the following specific contributions to people, animals, and the environment. These initiatives are consistent with our aims to enhance corporate value and realize a sustainable society.

1. Contribution to people

Providing people a sense of purpose in life through their co-existence with pets, we will undertake activities that contribute to local revitalization and equality of educational opportunities.

Further, through the promotion of our “one patent per employee” strategy, we will leave a social legacy to posterity; a testament to the fact that each and every one of our Group employees has lived on this earth.

2. Contribution to animals

To achieve respect for the diversity and well-being of all life, we will undertake activities for physical and mental health, supply chain traceability, animal welfare, disaster relief, and wildlife protection.

3. Contribution to the environment

We will undertake activities that respond to climate change, such as reducing our greenhouse gas emissions and reducing and recycling waste. Further we will strive to preserve biodiversity in all we do.

Materialities (Key issues)

