

**FOUNDING
PHILOSOPHY**

Let's excite the world's markets
with our outstanding products.
Our sincerity and diligence will contribute to society
and lead to our own success and happiness.

**CORPORATE
MISSION**

Our mission is to fulfill the dreams
of our stakeholders, including

- The dreams of children
- The dreams of our employees
- The dreams of our shareholders
- The dreams of our business partners
- The dreams of society

We will create new value from play.