

Message from the Chairman

“Through management focused on the future, we aim to become a corporate group that can realize sustainable growth.”

Yoshihiro Senzai
Chairman and Director



Corporate Management Focused on Five to Ten Years in the Future

The most important aspect of corporate management is to realize growth on a continuous basis. While performance in the near term is obviously important, we need to constantly consider our vision for the Company five to ten years in the future.

In that sense, we have been making progress largely as planned under the Maxell Business Platform (MBP), an initiative we started several years ago. We have also established a base for growth driven by the two wheels of organic growth and the MBP, which was our vision at the time we commenced this initiative. Going forward, we will enter into a phase in which we will develop new businesses together with all companies and divisions that have newly joined the Group under the MBP. Although there are risks involved, guided by the basic principle of the MBP—co-creation and co-prosperity—we have taken time to communicate the concept of “spurring innovation together and achieving prosperity together” to these new Group members, to ensure that they understand the direction in which we are heading. By doing so, I believe we have successfully avoided a certain amount of risk associated with expanding the scope of the Group.

The Growth of Each Employee Leads to the Growth of the Maxell Group

The Maxell Group’s management vision is “Supporting Smart Life, Peace of Mind & Cheer around People.” This vision encapsulates our desire to become a close part of people’s daily lives by meeting diverse and niche needs. It also conveys our ambition to create and deliver excitement to people through “safe and comfort,” “peace of mind and cheer” and new added value. Our management vision shows that the Group’s business activities themselves embody CSV (creating shared value), and this vision has remained unchanged since we started doing business.

Our business activities are supported by a variety of stakeholders. Among them, I personally place the most value on our employees. The growth of our employees is what allows us to grow as a company and in turn deliver greater returns to our

other stakeholders. Without a cycle such as this, we would not be able to sustain our business operations.

In terms of strengthening governance, we added a new outside director in June 2018, bringing the total to three. Together with these three highly experienced outside directors, we engage in lively discussion on a daily basis. In addition, I have entrusted the Group’s operations to the president as I hope to focus my efforts more on such activities as preparing for the future of the Company’s management, conducting business oversight, and pursuing outside activities for the industry. Going forward, I hope to contribute to progress in the industry overall, including through the spread of lithium ion batteries, which are expected to grow in the future, the development of technologies, and the training of engineers.

With a view to five to ten years in the future, we will continue to accelerate the Group’s management by clarifying the responsibilities and authority of the holding company and the operating companies. We will also steadily promote succession plans and revise and follow up on our decision-making criteria for investments. Through such efforts, we will further enhance the effectiveness of the Board of Directors.

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The best approach to ensuring the growth of our employees is to have them consider ways to maximize their own lives. To that end, it is imperative that our employees understand the reasons why they are working and their vision for the future. Based on this understanding, employees must then consider how they can achieve that vision and act accordingly. Making sure that employees have their individual goals and work to maximize their own lives is the essence of diversity. I truly believe that when each employee is able to maximize his or her own life, then we are able to maximize growth on a Groupwide basis.

I would like to ask all of our stakeholders for even greater support as we make further leaps into the future.