

Since our inception, FURUNO has been continually helping people see things that are beyond the realm of visibility. Through exhaustive research and development, we create and implement our innovative technologies to solve any problem, seen or unseen. This mentality resulted in our invention of the world's first fish finder.

However, the products FURUNO manufactures go far beyond making things visible.

By making the invisible visible, we encounter new possibilities that we weren't aware of before. This not only benefits those who directly use our instruments, but it also affects the lifestyles of many people beyond them.

By looking at things from a customer's point of view, we can see the problems at hand and find new possibilities that were previously beyond the realm of visibility.

And by analyzing the way we live, FURUNO continues to create new values that are not yet visible to the human eye.

# CHALLENGE *the* INVISIBLE.

## CONTENTS

- 02 President's Message  
FURUNO Group's Vision and our SDGs
- 03 Corporate Vision / Mid-Term Management Plan
- 05 FURUNO's History
- 07 FURUNO's Business Fields (1) Marine Business
- 13 FURUNO's Business Fields (2) Industrial Business
- 17 CSR Activities (Quality and Safety Initiatives)  
(Environmental Consciousness)  
(Risk Management)
- 19 Global Network / Corporate Information

### ■ Editorial Policy

This report was edited to combine the FURUNO Group Corporate Profile and CSR Report to make the group's business activities easy to understand.

### ■ Period Covered

March 1, 2020 – February 28, 2021  
(some content from March 2021 onward also included)

### ■ Scope

This report covers the activities of FURUNO Group companies, primarily those of FURUNO ELECTRIC CO., LTD.

## PRESIDENT'S MESSAGE

### Contributing to Sustainable Development of Local Communities and Society through Increased Value to Customers and Enhanced Corporate Values

In 2018, the FURUNO Group formulated the "NAVI NEXT 2030" global vision consisting of a "Business Vision" and a "Human Resources and Corporate Culture Vision" to be achieved by 2030.

Our business vision is to achieve better safety, security, and comfort to bring about a society and sea navigation that considers the needs of people and the environment. This vision prioritizes not only safety and security in addition to the environment but also creates an inspiring, comfortable society for all. Meanwhile, our human resources and corporate culture vision, "Value through globalization and speed", is an extolment of the virtue of working together to create value through globalization and speed.

Through the development of various activities aimed at realizing this management vision, we will continuously and progressively enhance both the value we provide to customers and our corporate value.

### FURUNO Group's Vision and our SDGs

"A company exists to serve society" as a management principle, FURUNO has been developing its business to build a sustainable society. We will continue to create new value by recognizing the idea of SDGs and utilizing our core technologies to solve social issues.



President *Yukio Furuno*

