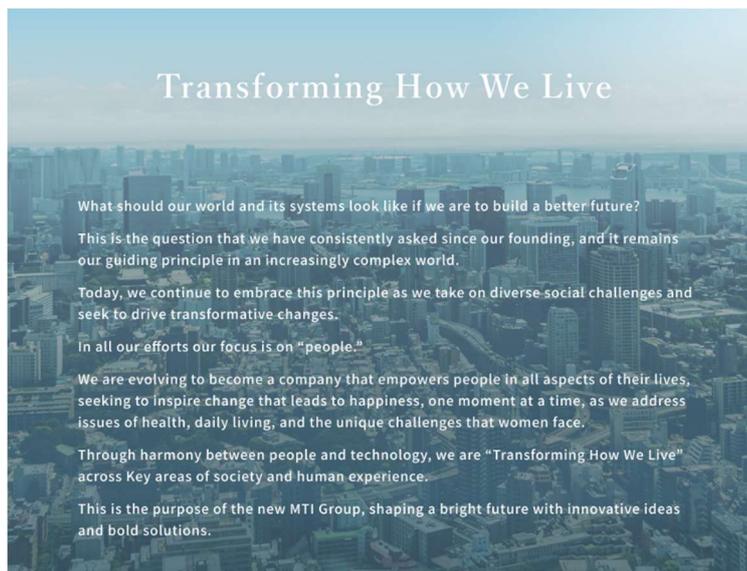


**MTI Unveils Renewed Corporate Philosophy and Announces New Purpose:  
“Transforming How We Live”  
Reaffirming our commitment to the next 30 years of shaping the future,  
MTI accelerates its drive to create a better society**

MTI Ltd. (Head Office: Shinjuku-ku, Tokyo; President and CEO: Toshihiro Maeta; hereinafter "MTI") announced today that it is renewing its Corporate Philosophy in commemoration of the 30th anniversary of the company's founding in August 2026.

The theme of the new Corporate Philosophy is “people.” Through our business activities we bring innovation to established norms and conventions in society, challenging ourselves to find solutions to problems by redefining what society considers “normal.” To clearly articulate this commitment, we have adopted “Transforming How We Live” as our new Purpose. With innovative ideas and a flexible approach, we will lead social transformation by shaping a future in which people and society can thrive.



◆ **Background to the Corporate Philosophy Renewal**

Since our founding in 1996 we have been at the forefront of change, creating services that meet the needs of a better society of the future. We believe that leveraging technology to transform the way social systems and structures operate is essential for realizing a society in which our customers can live more freely and true to themselves. Our business activities have expanded beyond the provision of consumer services to encompass collaboration with a wide range of stakeholders, ranging from government agencies to medical institutions, financial organizations, and educational institutions, as we seek to address social challenges and transform existing systems.

As we approach our 30th anniversary in August 2026, we returned to our origins to ask ourselves: "What should our world and its systems look like if we are to build a better future?" Together with our employees, we have set out a corporate direction for the next 30 years.

In recent years, technological evolution has brought significant changes to social structures and lifestyles. However, what truly matters is not merely the technology itself, but rather maintaining a perspective that continually questions: “Is technology leading to greater peace of mind, freedom, and expanded choices for each individual?” and “How do we create a society in which everyone can live in a way that is true to themselves?” Responding to these questions, we have adopted “Transforming How We Live” as our new Purpose. Through harmony between people and technology, we will create value that transforms how we live across all areas of society and human experience, contributing to the realization of a better future.

## ◆Purpose

### **Transforming How We Live**

What should our world and its systems look like if we are to build a better future?

This is the question that we have consistently asked since our founding, and it remains our guiding principle in an increasingly complex world.

Today, we continue to embrace this principle as we take on diverse social challenges and seek to drive transformative changes.

In all our efforts our focus is on “people.”

We are evolving to become a company that empowers people in all aspects of their lives, seeking to inspire change that leads to happiness, one moment at a time, as we address issues of health, daily living, and the unique challenges that women face.

Through harmony between people and technology, we are “Transforming How We Live” across key areas of society and human experience.

This is the purpose of the new MTI Group, shaping a bright future with innovative ideas and bold solutions.

## ◆Mission

### **Harmony Between People and Technology**

Harnessing the power of technology, we transform today’s norms and conventions, redefining what society considers “normal in everyday life”

By embracing individual consumer perspectives, we contribute to a more sustainable and better future for all.

## ◆Vision

### **Reframing Social Systems**

Demographic shifts and diversifying values have pushed traditional frameworks to their limits, bringing social challenges into sharp focus.

By reimagining social systems from new perspectives and reconstructing them into frameworks with real value, we help shape the society of tomorrow and establish sustainable sources of prosperity.

## ◆Values

### **Think Beyond, Act for One.**

Always think “Beyond”: Starting by envisioning a future that transcends existing frameworks.

Act for “One” user: Always prioritizing the individual users we interact with.

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