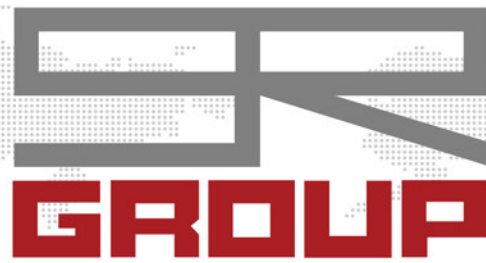


Design Your Life



**SR GROUP**

**COMPANY PROFILE**



LOGISTICS



TRADE



REAL ESTATE



CREATIVE



FASHION



IMAGE



BUSINESS



SERVICES

<http://sr-group.jp>

No Rain, No Rainbow  
No Challenge, No Chance

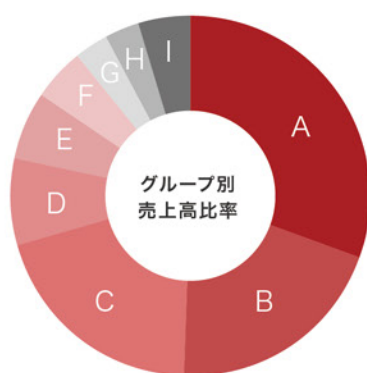
## About SR Group

Group name	SR GROUP	
Location of headquarters	4-1-8, Hikinocho, Fukuyama-shi, Hiroshima, 721-0942, Japan	
Group CEO	Eisaku Araki	
Main banks	Hiroshima Bank, Hiroshimaken Credit Cooperative, Chugoku Bank, Yamaguchi Bank, Shoko Chukin Bank, Hiroshima Shinkin Bank	
Segments	Business strategy, business management and optimum distribution of managerial resources of the entire group	
Consolidated employees	210	
Consolidated net sales	5.5 billion yen	

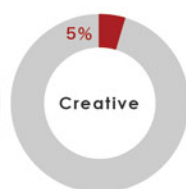
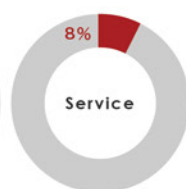
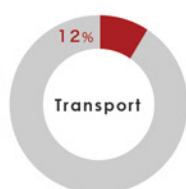
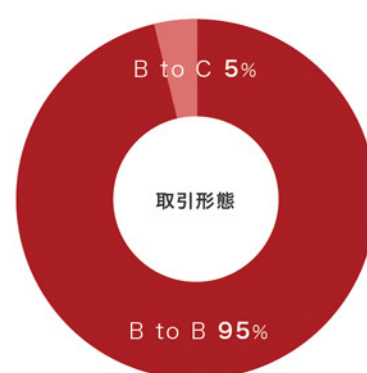
## SR Group

Logistics business	Showa Transportation Co.,Ltd.
	SR Logistics Co.,Ltd.
Real estate business	SHORIKU Co.,Ltd.
	Maps Co.,Ltd.
Business & Services	Kyoei Co.,Ltd.
Creative	Ideal Co.,Ltd.
	Okayama Daiichi Video Co.,Ltd.
	Sanyo-AVC Co.,Ltd.
Apparel	SK TRADING Co.,Ltd.
	K.M.C. Inc.
	KOKURAYA Co., Ltd.

## Segment



A: Showa Transportation Co.,Ltd.	35%
B: Kyoei Co.,Ltd.	20%
C: KOKURAYA Co.,Ltd.	13%
D: SK TRADING Co.,Ltd.	13%
E: SHORIKU Co.,Ltd.	5%
F: KMC Inc.	4%
G: Okayama Daiichi Video Co.,Ltd.	3%
H: SR Logistics Co.,Ltd.	2%
I: Other	5%





# Nothing Changes If Nothing Changes

## - Our Mission -

# Design Your Life

It means discovering value in things from various aspects,  
creating and weaving to transmit.

## - Our Vision -

We will respect freedom and autonomy, fully adopt diverse values and  
colorful individuality and aim continuous group growth

## - Our Value -

### Business concept

Our company will aim to realize a flexible environ-  
ment-adaptive company without fear of continuous  
change.

It is not the strongest of the species that  
survives, nor the most intelligent that survives.  
It is the one that is most adaptable to change.

### Human resource concept

We will recognize the importance of both dynamic  
ideas to setup ideals with a broad view of the world  
and steady activities and energy to embody them.

Think globally act locally.

### Organization concept

We will keep harmonization with society and coexis-  
tence with nature in mind as number one.

Harmony with nature.

## - Our Way -

### Action guidelines

- We will always act positively.
- We will always make an effort in each job with a strong sense of responsibility.
- We will always meet people with respect and enthusiasm.
- We will always make efforts toward originality and creativity.
- We will always maintain a smile.
- We will always stick to our beliefs towards the realization of the goal.
- We will always respect the feeling of gratitude.
- We will always try to consider each environment.
- We will always contribute to the realization of a rich society.
- We will always advance step by step.

## Design Your Life

- What is life design? -

It means discovering value in things from various aspects, creating and weaving them to transmit.

Let's take a 「creative」 journey

What we can see by always running forward is an answer beyond the wind we felt.

Secure 「capability」 standing on site

Ability to convert an idea into a form

Eternal and 「prevalent」

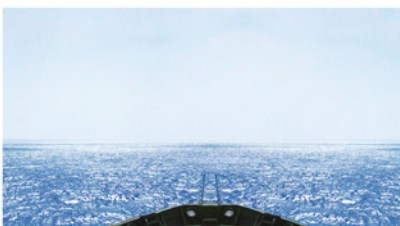
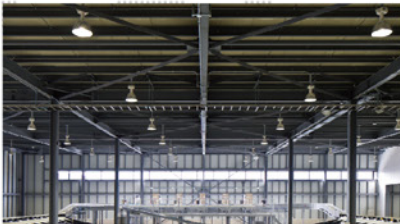
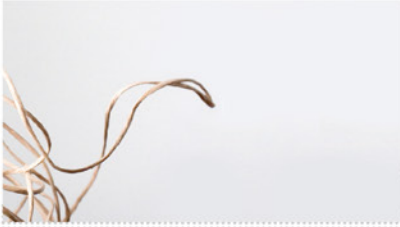
The essential element that never changes  
Something that changes with the age

「Across」 oceans

It means a mixture of curiosity and uneasiness.  
It means knowing the meaninglessness of geographical borders.

$1 + 1 > 2$

Equation with unconventional thinking  
This is our evolution theory.





# Be Brave. Take Risks.

Nothing can substitute experience.



## LOGISTICS

This means an activity of a series of "flow of products" until products are delivered to customers after they are manufactured. This is an activity to support the basis for economic activity and plays an important role in connecting producers with



## TRADE

We materialize supply chain in high quality resulted by achieved transactions around the world including direct/indirect/third country trade. We support your global development through supporting activities including customs clearance, marketing development and securing of procurements routes by across the ocean/border.



## REAL ESTATE

We will solve problems of "want to purchase, sell, rent and lease" of real estate which is the foundation of lifestyle, and problems related to various real estate from brokerage, management, inheritance and land utilization.



## CREATIVE

We design tangible goods including visual elements and culture inherited by intangible style including philosophy, and create the future overcoming the barriers of all industries, doubt common sense and changing.



## IMAGE

The times are moving to "Cinema" from "Video." From records to stories. We will connect sensational moments and deliver memorable images as video suppliers by fully using our extensive experience in excess of 10,000 videos, rich emotion and sophisticated camera techniques.



## BUSINESS

We handle a variety of goods based on trust relationships with suppliers in the field of various industries, and develop value-chain with multifaceted view taking advantage of development of goods fitted with the times, stable supply chain and sales networks.



## SERVICES

We provide services correspond to flexible customer needs by pursuit of high values, creating diversified sense of values, and spread information of life-size of charm by deepening relationships with community through "Manufacturing", "Koto Manufacturing" and "Human Resources Development".



## INFORMATION

We contribute to realisation of marketing innovation of customers by repeat of discovering, finding and branding ranging from consulting, formulation of network, selection of soft/hard ware and operation control in every business field.

# Forever is Composed of Nows

