

Growth Drivers Overview

As drivers of new value creation, OKI is placing strong emphasis on the growth drivers introduced in 2024 and is advancing initiatives under these growth drivers. The Company is strengthening innovation activities across the organization as a whole, while also focusing on expanding its overseas business through collaboration with its global network and local partners. OKI will also work on advancing the transformation of its business portfolio and the human capital strategies that underpin it, aiming to address social issues and create value by building an organization that emphasizes autonomy and growth potential.

Innovation

Embracing the concept of “full participation innovation,” and backed by strong commitment from management, we are fostering a corporate culture that continues to take on innovative challenges. By utilizing the IMS Yume Pro, we are driving Company-wide reform from both institutional and cultural perspectives. We are also focusing on discovering and developing talent. Starting from 2025, we will provide opportunities for inexperienced employees to engage in paired activities with seasoned employees, aiming to drive growth across the entire organization.



Innovation

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Global



Guided by our key message “Delivering OK! to your life.”, we are driving the creation of new value by leveraging our global network and innovation rooted in on-site capabilities. Centered on our Global Innovation Hub*, we are strengthening collaboration with local partners and startups, thereby accelerating the expansion of our business worldwide.

Transformation of Business Portfolio

To further enhance corporate value and achieve sustainable growth, we are working to create new value by leveraging the strengths of our existing businesses, while also preparing to fully implement management focused on ROIC. Under the next management plan, we will accelerate the transformation of our business portfolio based on business evaluations using ROIC.



Optimizing Human Capital



We aim to transform our organization and talent into a unified force that, together with customers and partners, can identify the essence of social issues and proactively propose future solutions. Through personnel training, we seek to optimize our human capital that drives management strategy by enabling employees to acquire diverse experiences and skills, while fostering the will to take on challenges independently and the wisdom to create value.

* OKI refers to each overseas location as a “Global Innovation Hub,” emphasizing that it is not only a sales office but also a center for innovation.