

JVCKENWOOD Corporation

October 31, 2022

JVCKENWOOD to Establish “Value Creation Square (Tentative)” as a Company’s Base for Value Creation

JVCKENWOOD Corporation (“JVCKENWOOD”) will establish “Value Creation Square (tentative)” as a new value creation base that integrates the administrative divisions at the headquarters and the technical divisions scattered throughout each business site to strengthen technical development and promote further work style reforms with the aim of enhancing corporate value over the medium to long term.

1. Background and purpose

JVCKENWOOD is working on the medium-term management plan VISION 2023 to break through the sense of stagnation caused by COVID-19 and promote new steps toward corporate reforms under the keyword of “Change for Growth” in order to realize its corporate vision, “Creating excitement and peace of mind for the people of the world.” The management principles that form the basis of this plan are as follows.

Management Principles

Creating value through Monozukuri Building a corporate culture that adapts and embraces change Investing in people to strengthen capabilities and push boundaries

Based on the above principles, JVCKENWOOD works on manufacturing reforms, including the promotion of automation, a return to domestic production, and the establishment of a supplier eco-system. Meanwhile, in the technical development strategy, the company aims to provide sustainable value through technology that responds to people's instincts and desires through research and technology development with an eye toward the next generation based on the company's strengths in audio, visual, communications, and design management.

JVCKENWOOD promotes strategic human resource policies, corporate culture reforms, and work style reforms to develop human resources who can realize innovation and strengthen organizational capabilities, while at the same time engaging in sustainability management to continuously increase corporate value and contribute to society.

As part of these efforts to enhance corporate value over the medium to long term, JVCKENWOOD will establish “Value Creation Square (tentative)” as a company's base for value creation. By strengthening cooperation between the technical divisions, which have been separated by business sector and office, the administrative divisions, and the Prospective Creation Research Laboratory at the headquarters, the company will strengthen technical development in response to global megatrends. In addition, the company will further promote work style reforms and new value creation through the improvement of an office environment that enables hybrid work.



Rendering of "Value Creation Square (tentative)" at Yokohama headquarters area
(scheduled for completion in summer 2024)

2. Overview

(1) Construction of a new building in the Yokohama headquarters area scheduled for completion in summer 2024

A new building will be constructed in the Yokohama headquarters area, where the Head Office & Yokohama Business Center are located, to create "Value Creation Square (tentative)" as an integrated company-wide base for administrative and technical divisions. While aiming to be a center of value creation by integrating the functions of the head office and indirect departments of business divisions to the maximum extent possible, the building also emphasizes efficiency by eliminating attributes such as equipment and meeting rooms and reducing desk space by 40%. Furthermore, JVCKENWOOD aims to realize an environmentally friendly office by acquiring the "ZEB Ready" certification* and adopting Comprehensive Assessment System for Built Environment Efficiency (CASBEE).

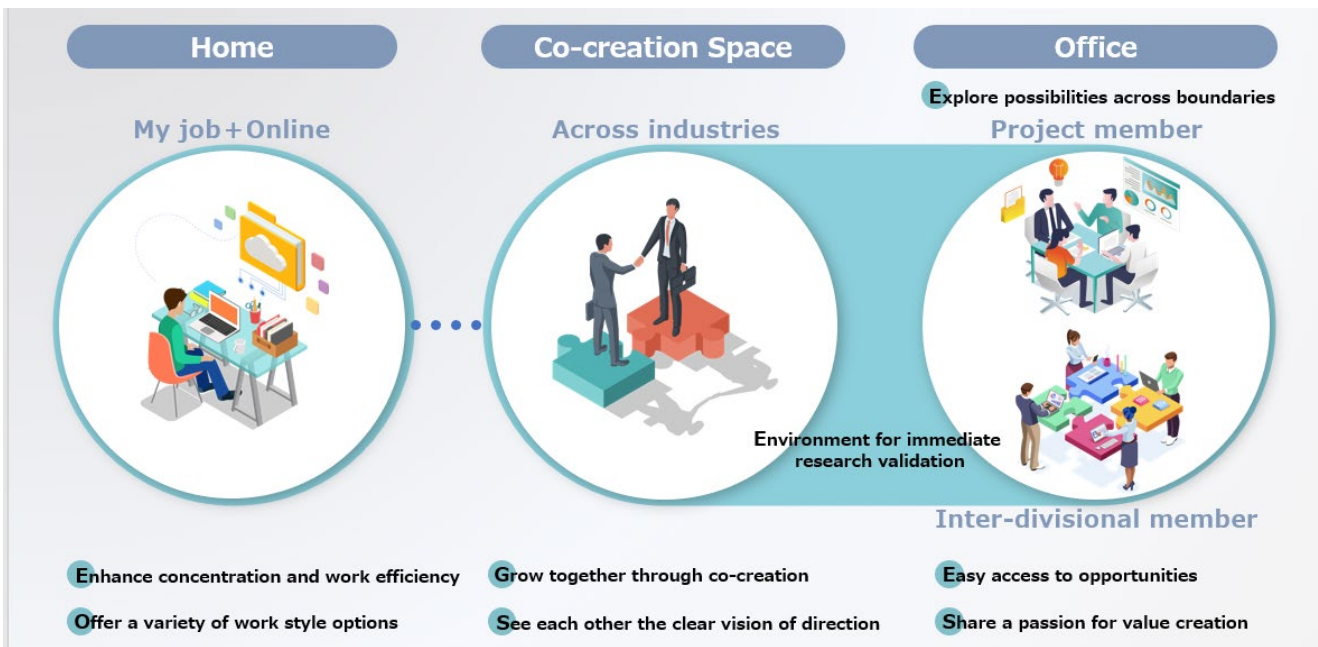
*Building-Housing Energy-efficiency Labeling System (BELS) is a certification system led by the Ministry of Land, Infrastructure, Transport and Tourism, which is a third-party evaluation organization specializing in energy-saving performance of buildings.

(2) Sale of Hachioji Business Center

As the first measure toward integrating functions through hybrid work, JVCKENWOOD will proceed with the sale of the land for the Hachioji Business Center. Upon completion of the new building in the Yokohama headquarters area, the functions of all divisions, including the technical division for Mobility & Telematics related equipment, will be integrated in the center of the Yokohama headquarters area. By combining all of its technological capabilities and collaborating with the Prospective Creation Research Laboratory, the company will strengthen its technical development capabilities to expand business in the Mobility and Telematics Services Sector that focuses on automated driving and electric vehicles.

Including the above measures, JVCKENWOOD will develop a diverse and flexible work environment centered on "Value Creation Square (tentative)" to realize hybrid work that allows employees to work from any location, including telecommuting, satellite offices, and business sites.

JVCKENWOOD will improve employee performance by encouraging a change in corporate culture through the activation of open communication and will also increase satisfaction with work styles. The company also seeks to create open innovation by providing a place to promote co-creation with outside companies.



Hybrid workstyle with diversified working environments and locations



Conceptual image

This document is based on the information available at the time of release. Please note that it may differ from the latest information.

www.jvckenwood.com