



### At the roots of YKK Group business activities

**“Cycle of Goodness”  
No one prospers unless he renders  
benefit to others.**

An enterprise is an important member of society, and as such, it must coexist with the other elements of society. Its value will be recognized by the benefits it shares with society. Tadao Yoshida, YKK's founder, carefully considered this need for mutual prosperity as he planned his business endeavors. He determined that contributions to society could best be achieved by the continual creation of value through innovative ideas and inventions. The resulting business expansion would bring prosperity to consumers and trading partners, thus benefiting all society. Tadao Yoshida called this the 'Cycle of Goodness', and he made this idea his fundamental philosophy of business.

We retain this concept as the ongoing business philosophy of YKK.