

# Our Value Creation Story

AZN Group's Management Objectives are "To contribute to the happiness of our clients through the succession, operation and management of property" and our mission is "To achieve the optimal property structure through consulting on the succession, operation, and management of property so that our clients' families and businesses can develop and prosper."

In order to realize this mission, AZN Group exists to "deliver optimal proposals from a bird's-eye, big-picture perspective in order to solve our clients' problems." We contribute to our clients' happiness through the enrichment of their property,

bodies, and minds by solving property-related problems that exists in society, in the belief that the enrichment of social property will lead to sustainable growth for society. We have outlined the process of value creation as shown in the diagram below.

Firstly, as an AZN comprehensive property consulting firm, we provide total optimal solutions to the property concerns of asset owners and business owners that have some bearing upon social issues.

We contribute to our clients' happiness by helping to resolve issues and eliminate concerns, and by helping to

build relationships of mutual support between property and business/family for our clients. Our clients' families will continue to grow and prosper, passing on better assets and better businesses to the next generation and onwards to the following generations.

Our society will see the benefits of these businesses and assets growths, aiding in the achievement of a sustainable society in which communities and society prosper, employment grows, and quality services continue, which in turn will support the sustainable growth of AZN Group. This enables us to realize our management objectives and our

philosophy, which in turn will lead to creation of value for our clients and for society.

As times change, so do social issues and our clients' property concerns. For new concerns and new social issues, we envision a cycle of processes in which we, as a group of experts, provide new solutions to help our clients develop further. This is the value creation story of our AZN Group.

In the future, we will focus not only on succession and value creation around property and business, but also on helping to create value to pass on the family's philosophy and aspirations.

## Value creation process at Aoyama Zaisan Networks

