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01 Value Creation Story

1. Corporate Value = (2. Improving Profitability) / (4. Reducing Cost of Capital − 3. Enhancing Growth Expectations)

This section includes a message from the CEO, and presents an overview of the value creation process we have established through our Grand Design for the Tire Business strategy, guided by our corporate philosophy of "devoting our wholehearted energies and advanced technology to the creation of beneficial products."

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