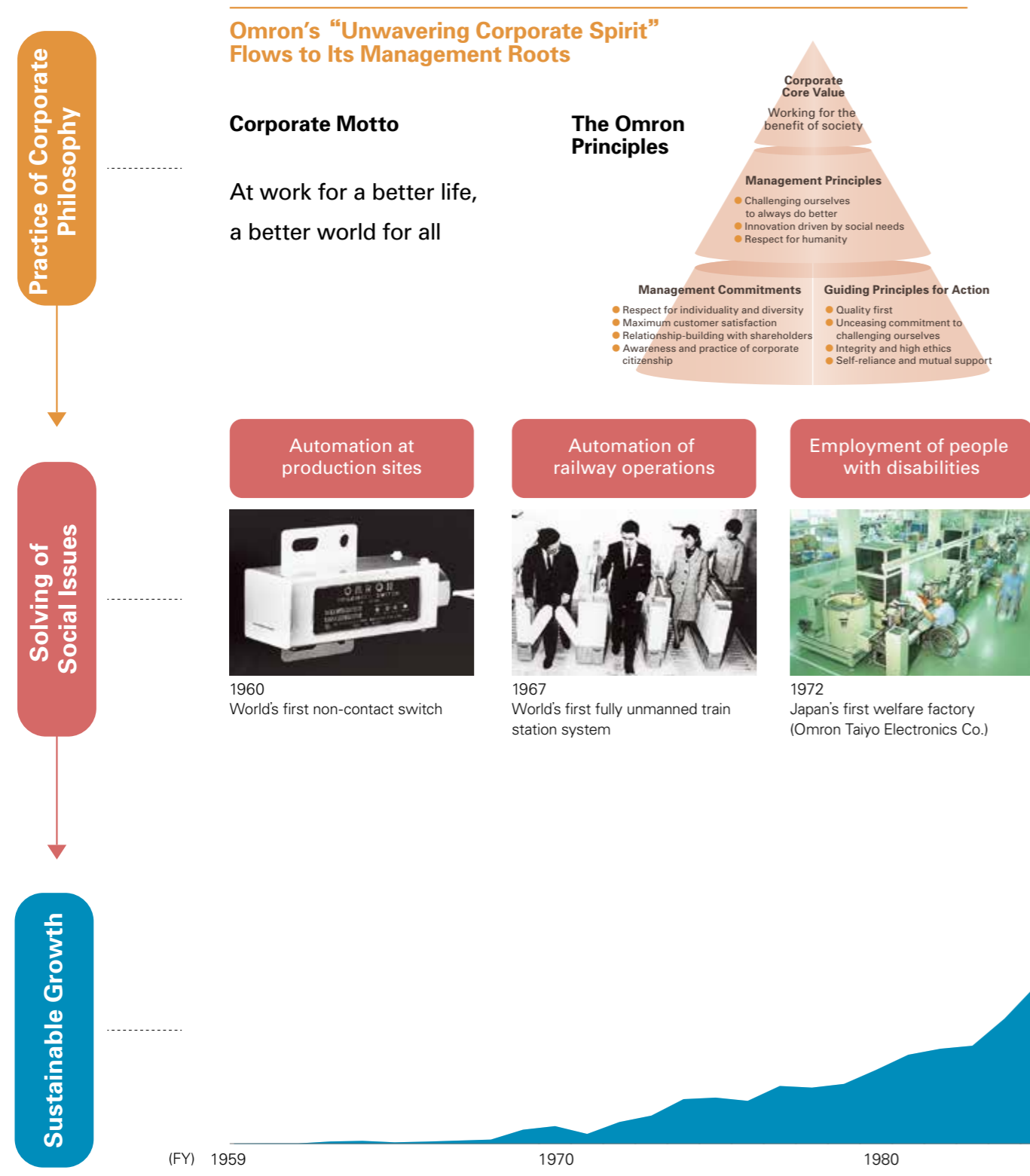


# Working for the Benefit of Society: The Corporate Philosophy Driving Omron's Value Creation

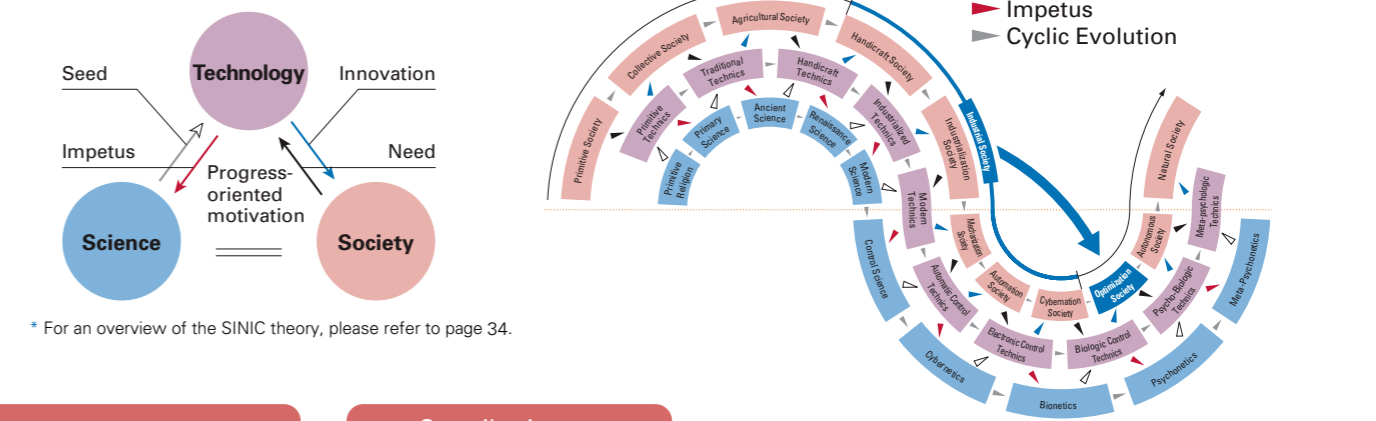
Omron has its own predictive theory called the SINIC theory. Recognizing society's potential needs promptly; creating numerous products and services that help industry, society, and people's lives; and solving social issues problems through business—this is **Omron's value creation story**. "Working for the benefit of society"—the aspiration of "creating a better society" implied in this corporate philosophy is being passed on throughout the Company, and Omron is aiming to remain "a company that people around the world require, with high expectations" and will continue its sustainable growth in the years to come together with greater society.



## Management's Compass – The SINIC Theory\*

Omron announced this predictive theory at the First Future Research World Congress in April 1970.

From the 1990s onward, Omron has set a long-term management vision based on this predictive theory formulated every 10 years with the aim of achieving sustainable growth from a long-term perspective.



**Resolution of health issues**

1990s  
Blood pressure monitor for overseas market

**Contribution to the proliferation of renewable energy**

2011  
PV inverter that eliminates installation limits on solar power generation systems

