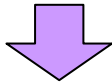


POSITONING OF MANAGEMENT VISION

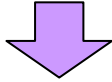
Management Principles

The Keihan Group will create a comfortable living environment and contribute to society by establishing a network of dreams, hope, and trust.



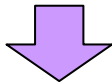
Management Policies

Guideline for the fundamental approach to achieve the management principles, which is based on management decision-making.



Management Vision

**“Our Challenge to Keihan as First Choice”
toward FY2021**



Mid-term Management Plan

FY 2007 to FY2009
Jump21 (Announced in April 2005)
~ Three-Year Mid-Term Management Plan to enhance
profitability for growth ~