



Goldwin has grown together with skiing.

Our corporate logo represents a snow crystal.

Unique microscopic snow crystals pile up to create beautiful natural landscapes. Just as plants and animals have uniquely transformed their existence within the cycles and time of evolution, we humans have also expanded the possibilities of our existence through daily challenges.

Invisible efforts also underpin the beauty and dynamism of those striving to go faster and higher.

Thus, the crystallization of countless surmounted challenges forms both spectacular landscapes and history.

With the sustainability of the global environment in jeopardy, the logo symbolizes our sports-focused efforts to nurture numerous different crystals and steadily move toward the creation of a better nature.

Since our founding in 1950, we have engaged with nature and benefited from its bounty. People's first experiences of sports, our core business, were in natural environments. The regularity found when playing in nature became rules. Play based on rules then evolved into sports, which developed into a culture that can be shared with many people. Now, our home the earth needs new rules. Instead of clearing and exploiting natural environments, we must imagine a future of coexistence between people and nature and design new games, new relationships, and new rules. Our purpose is to create a better future in which society harmonizes with the global environment. For this reason, we will continue pursuing ambitious initiatives aimed at addressing a broad range of social and environmental issues. With the aim of earning worldwide endorsement for our vision and heightening our presence at home and abroad, we have renewed our corporate logo and reconfirmed our commitment to forging ahead with the creation of businesses that coexist with nature.

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Goldwin Integrated Report 2024

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Purpose

Envision new possibilities for humanity in nature

Goldwin's products, experiences, and opportunities are designed to elevate human potential while fostering a healthier environment. We view "play" as the foundation of all sports. This creative, expansive state of being informs our work as we honor our interconnectedness with the environment and evolve toward a brighter future for all life on earth.

Vision

- 1 To offer children opportunities to explore nature, unlocking self-discovery and empowering them to shape a bright future
- 2 To harness boundless imagination and employ innovative approaches aimed at fostering a healthier planet
- 3 To cultivate a vibrant, supportive community that extends beyond our organization as we strive to create meaningful experiences and a sustainable society

We have a responsibility to pass on a beautiful global environment to the children of today who will live in the world of tomorrow. To meet this responsibility, we must think unconventionally and commit ourselves to benefiting the world. Each of our employees will consider and love the beauty of nature and, with a focus on the future, continue moving forward to fulfill our responsibility.

Value

- Play** We approach each task with an open and curious mind, much like the way children explore the world through play, continuously evolving and responding to changes in the world around us.
- Imagine** We employ our collective wisdom, experience, knowledge, and our senses to envision our process holistically, recognizing how even the smallest details play a role in shaping the broader picture.
- Engage** We strive to express our beliefs through action, and embrace difficulties, uncertainties, and ambiguous situations as a part of the process. We welcome opportunities to address society-wide challenges and instigate change in the world.
- Create** We are continuously refining our products and methods, maintaining meticulous attention to detail while upholding a tradition of excellence. A dialogue between ideation and action allows us to craft products and experiences that inspire discovery, wonder, and joy.
- Respect** We remain steadfast in our land-based traditions as we foster reciprocal relationships, knowing that our lives are supported by our ecosystems and extended communities.

These are the values that Goldwin holds dear and aims to embody. To realize our purpose, each employee must expand their own potential. Embracing an altruistic perspective, we will emphasize consideration and mutual respect, not only among people but also with nature. Through creativity fostered by engaging with and enjoying the natural world, we will continue to challenge ourselves to achieve new goals.