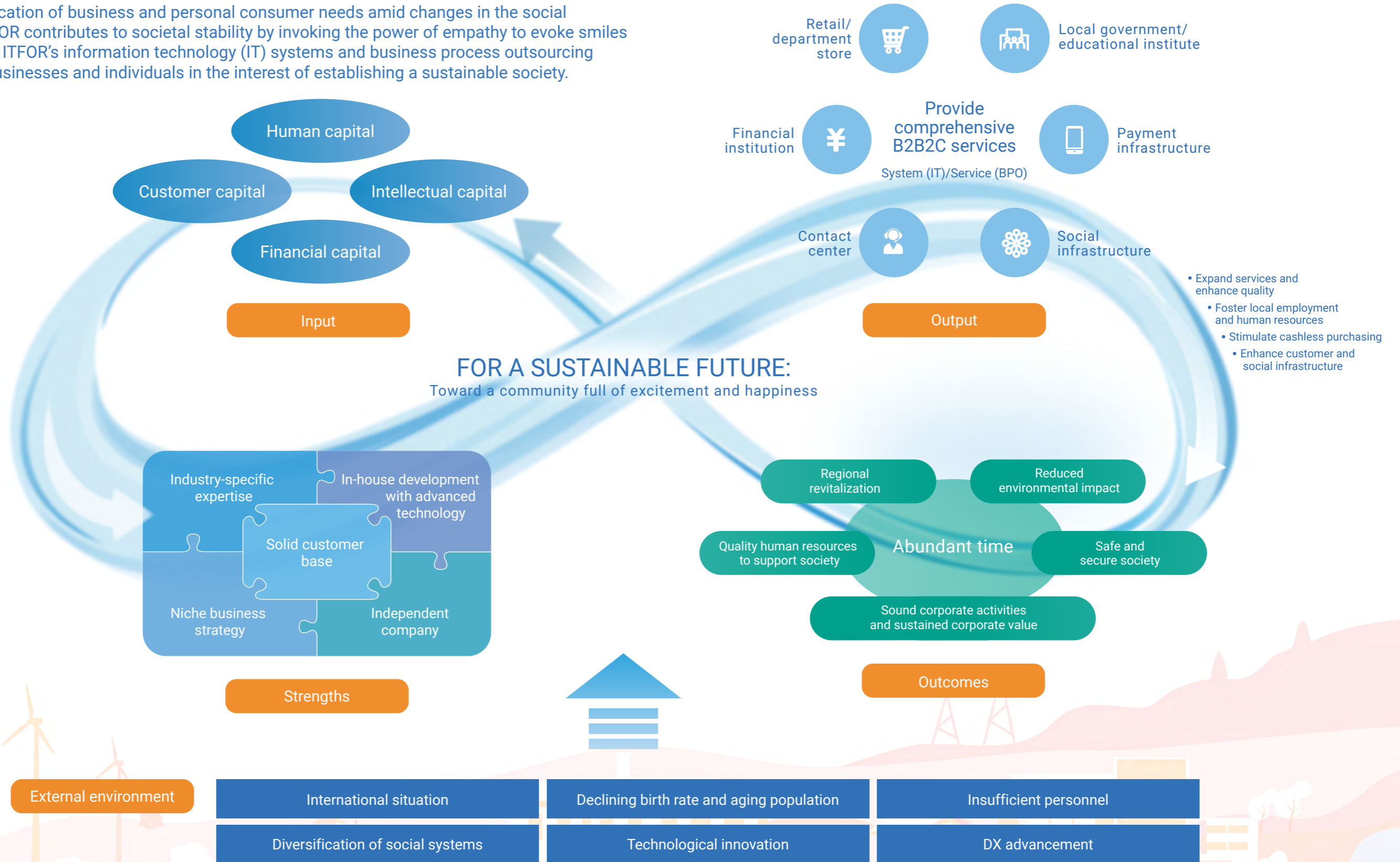


Purpose

ITFOR strives to evoke happiness and satisfaction through empathy

With the diversification of business and personal consumer needs amid changes in the social environment, ITFOR contributes to societal stability by invoking the power of empathy to evoke smiles and satisfaction. ITFOR's information technology (IT) systems and business process outsourcing (BPO) support businesses and individuals in the interest of establishing a sustainable society.



Overview of business model

A business model of five strengths

In the rapidly changing and unpredictable world of IT, ITFOR's steady development over 50 years is supported by a business model that leverages five strengths. ITFOR continues its growth through that business model, tapping those strengths to ensure solid relationships with customers and the prospecting of new customers and business domains.

Expertise in specific industries and niche business strategy

The starting point of ITFOR's business model is to concentrate on specific industries, such as regional financial institutions, local governments, and department stores, to enhance its own expertise. The concentration of our management resources gives us a deep understanding of our customers and their needs and refines our expertise and specialization in providing optimal solutions tailored to niche areas within industries. In this way, we create unique value that shows our distinctive abilities to the full.

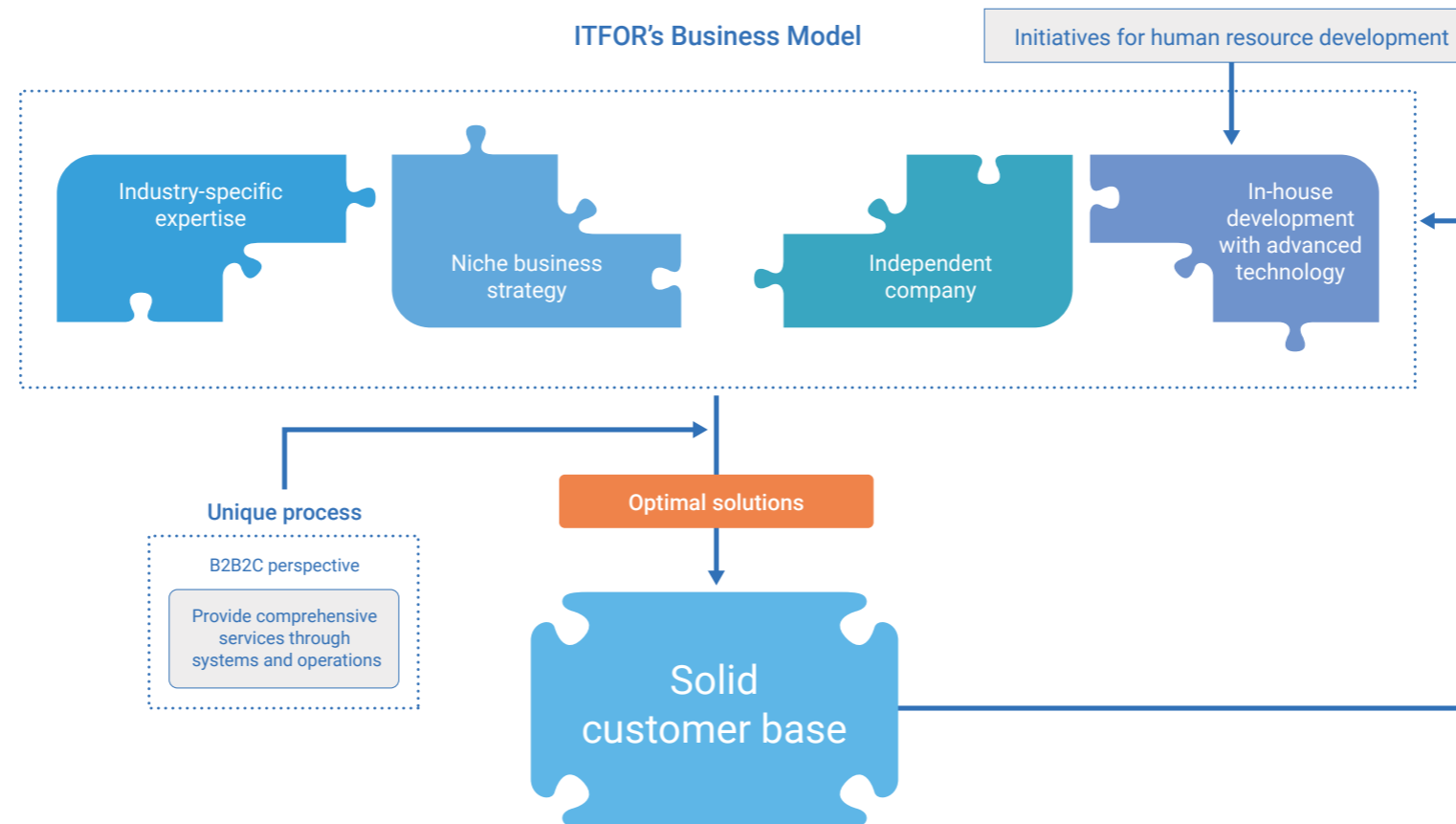
Quality human resources and in-house development

Key to our provision of optimal solutions for our customers is the ability of our in-house development. This characteristic demonstrates the independence of ITFOR. ITFOR management has the utmost regard for the individuals who are the backbone of its operations.

We aim to provide a working environment that is tailored to the individual's needs, where each of our employees can thrive and work enthusiastically and reach their full potential. It is our belief that every initiative related to securing and nurturing human resources contributes to our corporate growth. As such, we promote the engagement and development of diverse talents, the provision of a fulfilling workplace, and the necessity of occupational health and safety. We, in turn, benefit from a wealth of highly skilled personnel who grant us an accumulated level of expertise and business knowledge in system development that is unparalleled, qualitatively and quantitatively. This is the source of our technological advancements and high degree of specialization.

Corporate independence

Our ability to harness advanced technical expertise ensures deep engagement with the challenges faced by our customers and their local communities. ITFOR's approach is facilitated by its status as



an independent company. Being unaffiliated with any particular group frees us from technical constraints or obligations and enables us to unleash the inherent power of empathy and deliver optimal solutions.

B2B2C perspective

ITFOR's principle is to develop products and services to satisfy end customers. It is essential, therefore, that we consider who in society are the users of our offerings. In system development, our emphasis lies in gaining profound insights into the lives, habits, service usage scenarios, and emotions of our customers and all who might use what we offer. We aim to extend the power of empathy to

society at large. This is why ITFOR identifies itself as a B2B2C company whose intention is to enhance the value of the solutions provided to an entire array of customers.

Comprehensive IT services and business operations

ITFOR's solutions extend beyond systems designed with end users in mind. We also furnish the maintenance services essential for utilizing our systems and offer operational support as part of our BPO services. The comprehensiveness and reliability of what ITFOR offers consistently contributes to ITFOR being customers' preferred choice for IT solutions.

Strong customer base

ITFOR's solutions are crafted to address customer challenges and thus quickly become indispensable to customers' operations after their implementation. Many of our customers utilize our solutions long term, availing themselves of the iterative improvements that we regularly provide.

ITFOR regularly hosts user meetings that transcend the conventional lecture format. Each session is a dynamic forum where clients discuss and exchange opinions on shared business challenges.

Our user meetings thus elicit insights for business enhancement by encouraging clients to propose suggestions for refining the systems we offer. They also broaden mutual understanding between us and customers, further customer trust in us, and cultivate future business ventures for us with customers. Customers' robust trust in ITFOR underpins their ongoing utilization of ITFOR's solutions, and that recurring business generates a steady revenue stream for ITFOR.

Our solid customer base, moreover, is generating customers and business opportunities for us. A distinctive feature of our business is the frequency with which customers recommend us to others grappling with IT issues. This, again, indicates the trust and confidence our customers have in our ability to address such issues. In response, we continually enhance our offerings to meet and exceed expectations. And this commitment leads us into new business domains that, along with additional customers, contribute significantly to our growth.