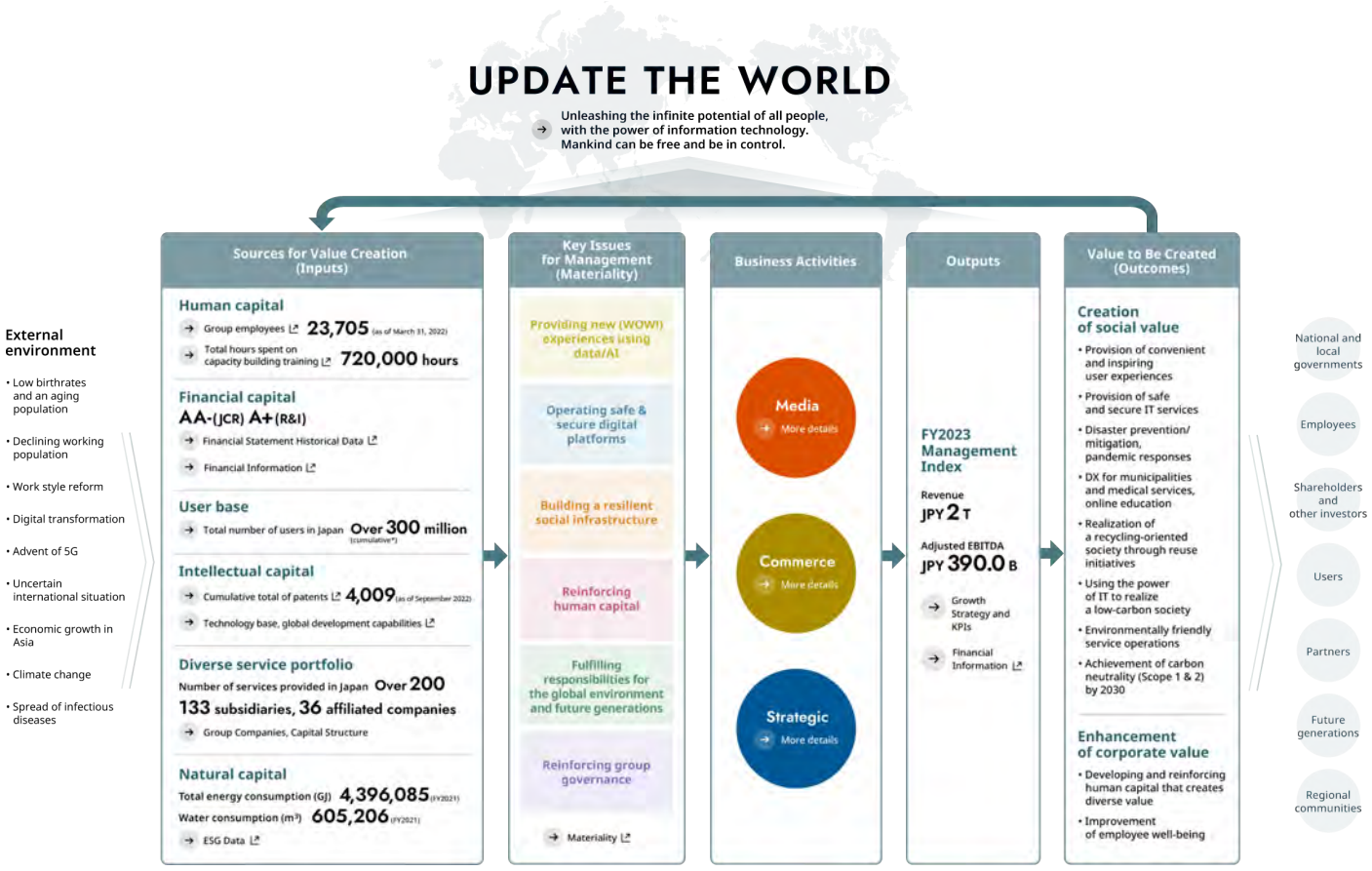
# Value Creation Process

Last updated: 12/22/2022




* Total number of Z Holdings' main consolidated services, including Yahoo! JAPAN annual login IDs, LINE monthly users, and PayPay registered users.

→ Value Creation Process（215KB）

# Realizing the Group's Mission to "UPDATE THE WORLD" by Creating Solutions That Balance Profit Generation with Solving Social Issues

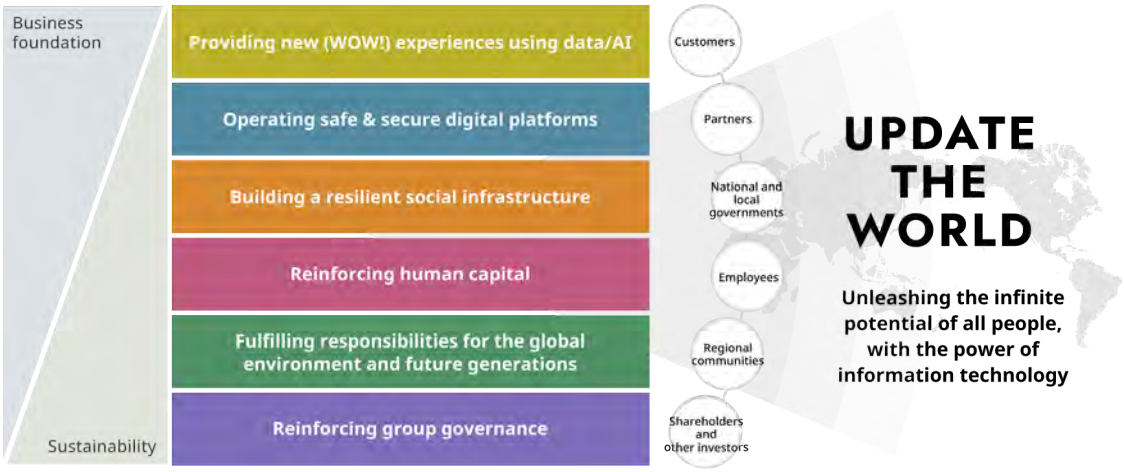
We strive to monitor conditions in our business environment accurately, analyze the risks and opportunities that these present, and then identify the key issues that we need to address to realize sustainable growth.

These key issues are considered as we leverage the Group's strengths—including our diverse service portfolio and one of the largest user bases in Japan—to create new data solutions that not only generate further profits, but also contribute to solving social issues. We think that this will enable us to realize the Group's mission: "UPDATE THE WORLD—Unleashing the infinite potential of all people, with the power of information technology."

## Materiality and Mission

The Z Holdings Group established "Six materialities" in order to realize its mission: "UPDATE THE WORLD—Unleashing the infinite potential of all people, with the power of information technology."

By addressing these issues, the Group will build a future with its stakeholders in which everyone can be free and be in control utilizing the power of the Internet with peace of mind.




→ Key issues (materiality) that we need to address to realize sustainable growth ( Revised in March 2022)

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