

- Becoming No. 1 worldwide in the lifting equipment industry
- Attaining a sales ratio of 80% outside of Japan
- Becoming a company with stable and high profitability (Attaining an average operating margin of 20%)



Sacrosanct Values

Tadano's DNA

We want to make something that will contribute to the world.
We want to be a company that can contribute to the advancement of society.

Philosophy and Values

• Business Objective: Implementing the Corporate Philosophy (Creation, Contribution, Cooperation)
• Core Values: C+SQE (SQE based on C) (Compliance, Safety, Quality, and Efficiency)



Mid-Term Management Plan (20-22)

Basic Policy

Pursuing Further Excellence (Focusing on the Tadano Red Arrow)

Priority Points

- Maximize Tadano Group Synergy (+TDG)
- Increase Resilience
- Enhance Competitiveness
- Engage in ESG and SDGs