

# Making everyone's lives brighter together

Brand message

Why

Reason for existence

**Purpose**

When/Where/What

By when,  
aim for where, and  
what to do

**Mid-term Target/  
Mid-term Plan  
Annual Plan**

How

How to actualize it

**Code of Conduct  
(Code of Ethics)      4Fs Culture**

**PMDA's Principle**

Our universal values  
(The foundation of our organization)

