From Joshin Denki to

Joshin.

Our new corporate name, “Joshin,” embodies our gratitude for the affinity and trust our stakeholders have shown us over many years, the commitment of our employees to preserving our founding spirit and corporate culture for future generations, and our determination to flexibly adapt to a rapidly changing business environment while transforming change itself into a driver of growth.

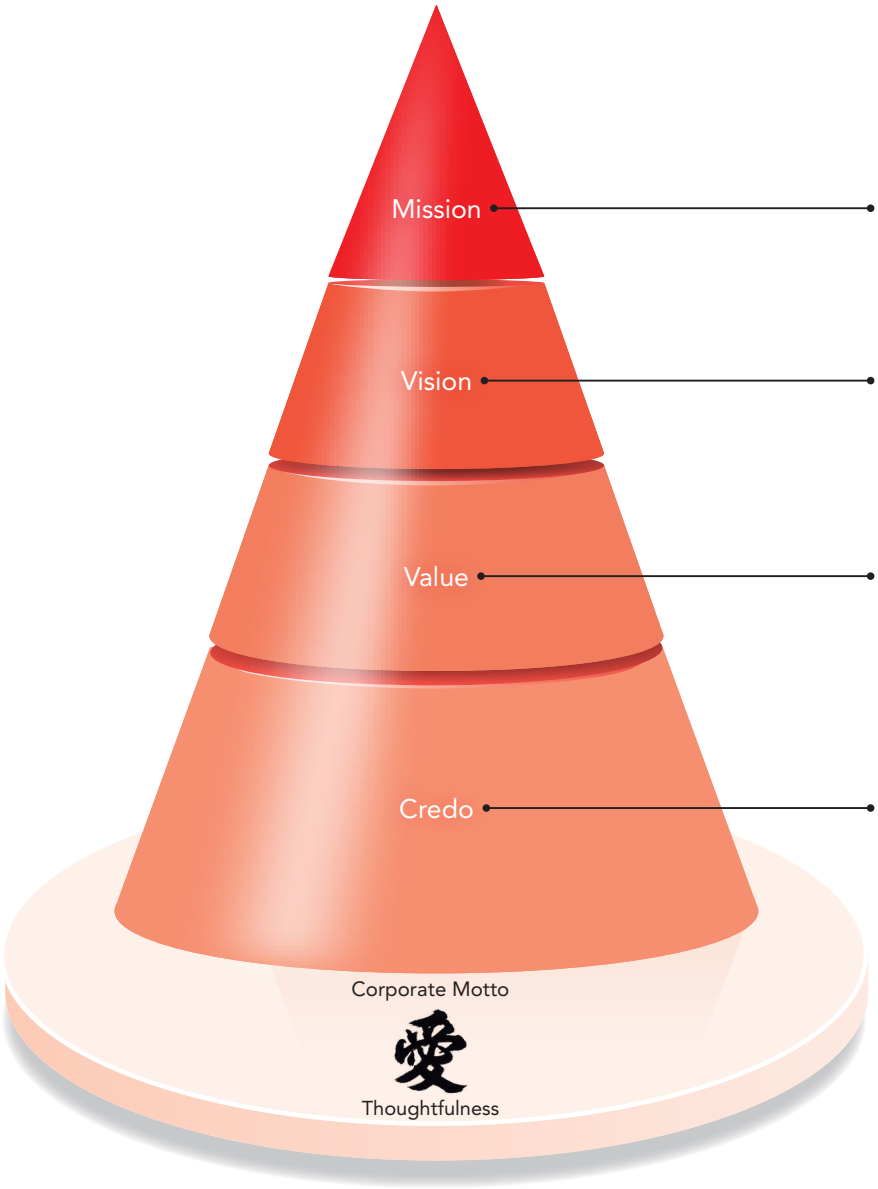
Under our new corporate name, we will rise to the challenge of further expanding our business while enhancing our corporate value.

The Inspiration Behind Our Cover

In April 2026, to mark the milestone of becoming “Joshin Corporation,” we used our corporate color red to express our passion and determination as we forge a new future. The red paper airplanes soaring across the cover were launched by employees and executives during the new employee induction ceremony event “Joshin’s Something Red,” held in conjunction with each business location, with a pledge to take the new Joshin to greater heights and embrace new challenges. The illustrated townscape incorporated into the company logo depicts our vision of being a “local electronics store that is also a mass retailer” closely connected to the communities we serve. The cover expresses our resolve to move forward toward a future of new value creation in tandem with our stakeholders, while remaining closely connected to the communities we serve.

Management Philosophy Structure

Guided by our corporate motto of "Thoughtfulness," the Joshin Group works as one to realize our management philosophy.



Management Philosophy

Connecting people and society to the future with a smile

Management Vision

Becoming a hub for the infrastructure of life through the power of home appliances and ICT (information and communication technology)

Creating two types of social value:
"Helping to strengthen the resilience of an aging society"
"Achieving household carbon neutrality"

Fan Base

The core of all Joshin business activities—unchanging values nurtured by our Wholehearted Customer Service and handed down for over 75 years since our founding

Joshin Group Declaration on Actions
Joshin Group Code of Conduct

Renewal and Promotion of the Credo (Joshin Group Declaration on Actions and Code of Conduct)

To mark the significant milestone of changing our corporate name, we renewed the Declaration on Actions, which represents our commitments to all stakeholders, and the Code of Conduct, which guides every employee's actions and decisions. To instill these principles across the organization, every employee carries a Credo Card and watches video messages from the President, helping each of them take ownership of the Credo and put it into practice.

Digitization of the Code of Conduct

President's video messages and explanatory videos

Credo Card carried by all employees