

# ASNOVA

PURPOSE BOOK



**Why does ASNOVA exist?**

**Why do we come to work everyday?**



**Do our ideas, actions, and endeavors  
move us forward in an ASNOVA way?**

**No matter when, Purpose is a compass  
that shows us the way.**

**With this book,  
rise up to your next challenge.**

## **Our Purpose**

Why do we exist?

Our reason for being.

**Create your  
places of tomorrow  
with the power of  
*kasetu.***

**Our  
Purpose  
in  
Detail**

**Create your  
places of tomorrow  
with the power of  
*kasetsu.***

A place where  
we create what truly  
matters tomorrow.

Meaningful for your society.  
Needed by your society.  
Harnesses by your society.

Develop a “kasetsu” (hypothesis)  
and test it with “kasetsu”  
(temporary structures).  
By repeating this, we take on challenges  
with agility and grace.  
We solve our customers’  
and society’s problems.  
We go beyond boundaries.

Leverage “kasetsu” to the fullest.  
Bring out the potential of “kasetsu”.  
Expand the possibilities of “kasetsu”.

# Our Story

Beliefs behind our Purpose.

The intention of our Purpose.

From the pyramids of Egypt to the temples of Nara.

The historical structures of civilization all began with scaffolding.

Scaffolding is a tool embodying the concept of *kasetsu*.

At ASNOVA, we believe *kasetsu* means two things:

a hypothesis and a temporary structure.

Aspirations are not realized overnight.

The reiterations of hypotheses and temporary structures

bring us step by step closer to the final form.

Leveraging these two things to take on challenges with agility and grace

—that's what we call *kasetsu*.

Without scaffolding, we cannot begin.

To create new things.

To transform existing things into new ones.

As a stepping stone to overcome challenges

and as a reinforcing foundation,

we hope scaffolding continues to be adjacent to the progress of times.

In order for us to stay essential for the growth of our customers and society,

we advance towards frontiers made possible by *kasetsu*.

Our company name, ASNOVA, means the place of tomorrow in Japanese

—a place where we create what truly matters tomorrow.

We are passionate about the inherent strength of scaffolding.

We challenge the status quo.

We continue to support the growth of customers and society

in the midst of change and uncertainty.

Moving forward, with the power of *kasetsu*,

we are creating the places of tomorrow.

That is why ASNOVA is here.

From the pyramids of Egypt to the temples of Nara.

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① It is said that when Egyptians were building pyramids 2,500 years ago, they were already using scaffolding. Since then, historical structures were built with the support of scaffolding.

② Developing a hypothesis and testing it with a temporary structure. It is important to create value by repeating this process with determination and passion.

③ To build new structures and create places which were not in this world.

④ For example, to restore buildings and renovate existing structures to new ones.

⑤ Bring out the full potential of *kasetsu*, add new value to existing businesses, expand our business domain, and continue to further grow together.

⑥ To face the challenges of our customers and society with honest intentions. Staying ahead of the curve and embracing change, continue supporting our customers' and society's sustainable growth.

⑦ Not to be limited by existing boundaries, proactively create the places of tomorrow that are needed by our society in the future.

**Sense the intentions of customers and society.**

**Lead with speed.**

**See a step ahead. Envision tomorrow.**

**Try, persist, and finish.**

**Question conventions. Think outside the box.**

**Level up and grow together.**

**Change proactively.**

## **Our Values**

Core values to bring our Purpose to life.

Guiding principles of the work we do everyday  
that bring our Purpose to life.

## **Sense the intentions of customers and society.**

### **Ability to see needs**

Engaging our customers and the society,  
we sense and understand not just their apparent needs, but also their hidden needs.

## **See a step ahead. Envision tomorrow.**

### **Ability to visualize the future**

Where is the destination of our work?  
What kind of tomorrow are we aiming for? Act with a vision.

## **Question conventions. Think outside the box.**

### **Ability to think differently**

Don't fall prey to the idea of how it was done.  
Focus on the basics and understand the real need.

## **Lead with speed.**

### **Ability to decide and act with speed**

With Purpose as a guide, decide and act without hesitation.  
A start with speed opens the shortest path to success.

## **Try, persist, and finish.**

### **Ability to challenge and realize**

Obstacles are inevitable. Confront them with an attitude of challenge.  
Once you get started, focus on finishing.

## **Level up and grow together.**

### **Ability to foster a growth mindset with others**

Rivaling and supporting each other,  
continue growing with your team, company and customers.

## **Change proactively.**

### **Ability to change with boldness and ambition**

Anticipate the trends.  
Don't fear change. Go beyond yourself.

# To the places of tomorrow.

## **Our Slogan**

An expression embodying the essences of our Purpose.

As a corporate slogan,

it communicates our philosophy internally and externally.

# To the places of tomorrow.



A place where we create  
what truly matters tomorrow.

Through creating the many places  
of tomorrow for the society,  
this is our commitment to building the future.

# ASNOVA's Purpose-Driven Philosophy Framework

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We challenge the status quo.  
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in the midst of change and uncertainty.  
Moving forward, with the power of *kasetsu*,  
we are creating the places of tomorrow.  
That is why ASNOVA is here.



**What places of tomorrow  
will you create today?**

ASNOVA

To the places of tomorrow.