

GMB2030—Our long-term vision looking 10 years ahead

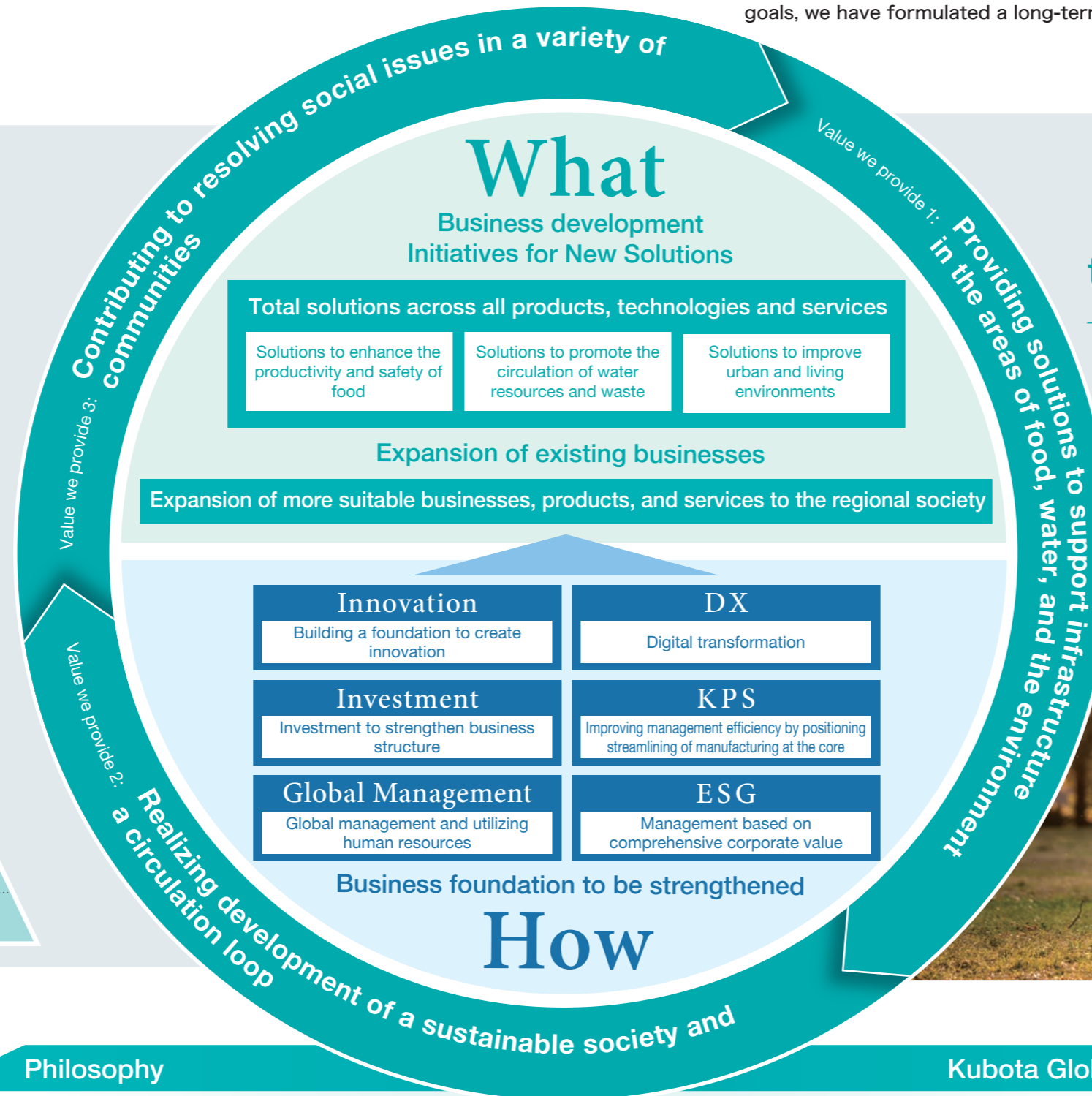
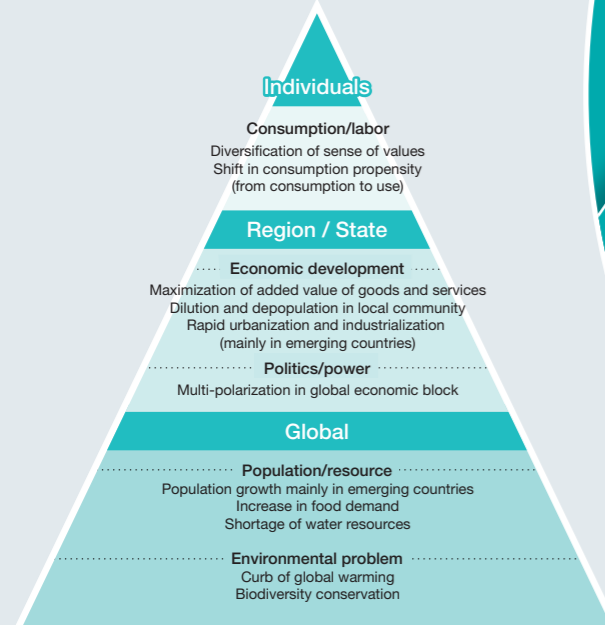
Our long-term goal is to realize “Global Major Brand Kubota (GMB Kubota),” which translates to “a company that can make the greatest contribution to society by earning the trust of the greatest number of customers.”

As we move toward a world in which it is normal to live a sustainable life, in order for the entire Group to share the direction that Kubota should take and accelerate the speed toward realizing these goals, we have formulated a long-term vision—GMB2030—which looks 10 years ahead.

Megatrends that attract Kubota's attention

Achieving both economic growth and resource recycling (Circular economy)
Net zero greenhouse gas emissions (Carbon neutral)
A society where the marginal cost of products is close to zero through recycling and sharing
Formation of new small- and medium-sized community that is not obsessed only with global capitalism

Future social issues



Our vision for the Kubota Group in 2030

An “Essentials Innovator for Supporting Life,” Committed to a Prosperous Society and Cycle of Nature



Realizing Global Major Brand Kubota

Philosophy



Spirit of the Founder

“For the prosperity of society, we need to put all of our efforts into creation.”
“Our products should not only be technically excellent, but also useful for the good of society.”

Founder: Gonshiro Kubota

Kubota Global Identity

Mission

Food, water and the environment are indispensable for human beings. The Kubota Group continues to support the future of the earth and humanity by contributing products that help the abundant and stable production of food, help supply and restore reliable water, and help create a comfortable living environment through its superior products, technologies and services.

