

## The Kubota Group Mission

The founding spirit of the company has been passed down for close to 130 years.  
Kubota, Always Tackling Social Problems

The Kubota Group is committed to achieving SDGs in the areas of food, water, and the environment.

### Founded in 1890

Established as a casting manufacturer  
Started production of castings for weighing equipment and daily commodities



Founder, Gonshiro Kubota (1870-1959)

“Our products should be not only technically excellent, but also useful for the good of society.”

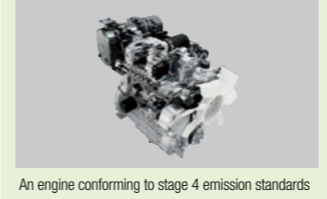
- Food
- Water
- Environment

Business foundation	Together with the development of society
<p><b>1893</b></p> <p>Succeeded in the production of the first cast iron pipes for water supply in Japan</p> <p>Kubota iron pipe shipping site around 1905</p>	<p><b>1962</b></p> <p>Entered the water treatment business and tackled the emerging water pollution problem</p> <p>Night soil treatment plant in Miyoshi, Hiroshima, the first project after the Division was formed</p>
<p><b>1947</b></p> <p>Developed the cultivator, a pioneer in the mechanization of agriculture</p> <p>First cultivator</p>	<p><b>1968</b></p> <p>Developed the first fully automatic walk-behind rice transplanter in the industry</p> <p>Fully automatic walk-behind rice transplanter, the original model for subsequent transplanters</p>
<p><b>1960</b></p> <p>Developed the first Japanese tractor, to support farming villages suffering from labor shortages</p> <p>First Japanese riding upland farming tractor</p>	<p><b>1974</b></p> <p>Started manufacturing mini excavators, supporting small-scale urban construction</p> <p>Fully revolving small hydraulic shovel, the base model for subsequent Kubota mini excavators</p>

### A company taking on global challenges

**2011**

Became the first company in the world to acquire the U.S. CARB certificate, responding swiftly to global emissions regulations



An engine conforming to stage 4 emission standards

**2014**

Established a large upland farming tractor manufacturing company in France



Large tractor for use in expansive farmland

**2015**

Constructed water treatment facilities, etc. in Myanmar



Water purification plant constructed in Thilawa Industrial Park

### Toward achieving SDGs, challenges for the world

## 2030

The Kubota Group's business areas	SDGs related to specific businesses
<p>By streamlining of agriculture, the Kubota Group contributes to the abundant and stable production of food.</p> <p><b>Food</b></p>	<p>2 ZERO HUNGER</p> <p>1 NO POVERTY</p>
<p>By enhancing water infrastructures, the Kubota Group contributes to supply and to restore reliable water.</p> <p><b>Water</b></p>	<p>6 CLEAN WATER AND SANITATION</p> <p>3 GOOD HEALTH AND WELL-BEING</p>
<p>By enhancing social infrastructures, the Kubota Group contributes to create and preserve a comfortable living environment.</p> <p><b>Environment</b></p>	<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p> <p>7 AFFORDABLE AND CLEAN ENERGY</p>

## Corporate Principles

### Kubota Global Identity

#### Spirits

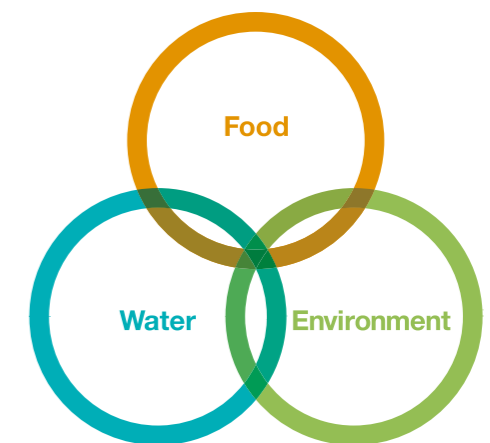
- Work for the development of society by drawing on all of our capabilities and know-how to offer superior products and technologies.
- Build today and open the way to tomorrow, with the aim of bringing prosperity to the company and happiness to employees.
- Challenge the unknown with creativity and courage.

#### Brand Statement

**For Earth, For Life**  
**Kubota**

#### 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.



Kubota Global Loop