

# The Kubota Group Mission

As the coronavirus pandemic sweeps the world, the most fundamental way to prevent the spread of infections is to wash one's hands. In Japan, this can be practiced thanks to a nearly 100% water supply coverage.

Some 130 years ago when Japan was rapidly modernizing, Kubota's founder Gonshiro Kubota became the first person in the country to domestically produce water pipes in order to save people's lives from the spread of cholera.

Kubota iron pipe shipping site around 1905

Ever since the company was founded by society. Going forward, we will contribute to the environment—all of which are essential.

Founded in **1890**

Business foundation

①-②-③

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

- Food
- Water
- Environment

**1893**

Initiated the production of the first cast iron pipes for water supply in Japan



Kubota iron pipe shipping site around 1905

**1947**

Developed the cultivator, a pioneering piece of equipment in the mechanization of agriculture



②

First cultivator

**1960**

Developed a tractor to support farming villages suffering from labor shortages



③

A ride-on upland farming tractor

## 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.



d, we have always done everything in our power to help solve the challenges faced  
ntinue to contribute to the international community in the areas of food, water, and  
sential for people's livelihoods.

Together with the  
development of society

Becoming a global  
corporation

Aiming to achieve the SDGs

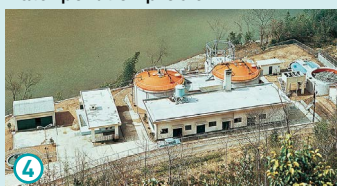
2030

④ ⑤ ⑥

⑦ ⑧ ⑨

1962

Entered the water treatment  
business and tackled the emerging  
water pollution problem



④  
Night soil treatment plant in Miyoshi, Hiroshima,  
the first project after the Division was formed

1968

Mass produced the original model  
of the modern rice transplanter



⑤  
The original model for modern rice  
transplanters

1974

Started manufacturing mini  
excavators, supporting small-scale  
urban construction



⑥  
Fully revolving small hydraulic shovel, the base  
model for subsequent Kubota mini excavators

2011

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



⑦  
An engine conforming to stage 4 emission  
standards

2014

Established a large upland farming  
tractor manufacturing company in  
France



⑧  
Large tractor for use in expansive farmland

2015

Constructed water supply and  
sewage treatment facilities, etc.  
in Myanmar



⑨  
Water purification plant constructed in Thilawa  
Industrial Park

The Kubota Group's  
business areas

SDGs related to  
specific businesses

See pages 11–12  
(global  
environment  
topics).

By making agriculture more efficient,  
the Kubota Group contributes  
to the abundant and stable  
production of food.

Food



By developing water infrastructure,  
the Kubota Group contributes  
to reliable water supply and  
restoration.

Water



By developing social infrastructure,  
the Kubota Group contributes  
to the creation and the preservation  
of comfortable living environments.

Environment



13

CLIMATE  
ACTION



14

LIFE  
BELOW WATER



15

LIFE  
ON LAND

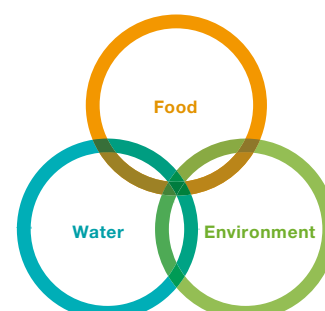


## Brand Statement

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