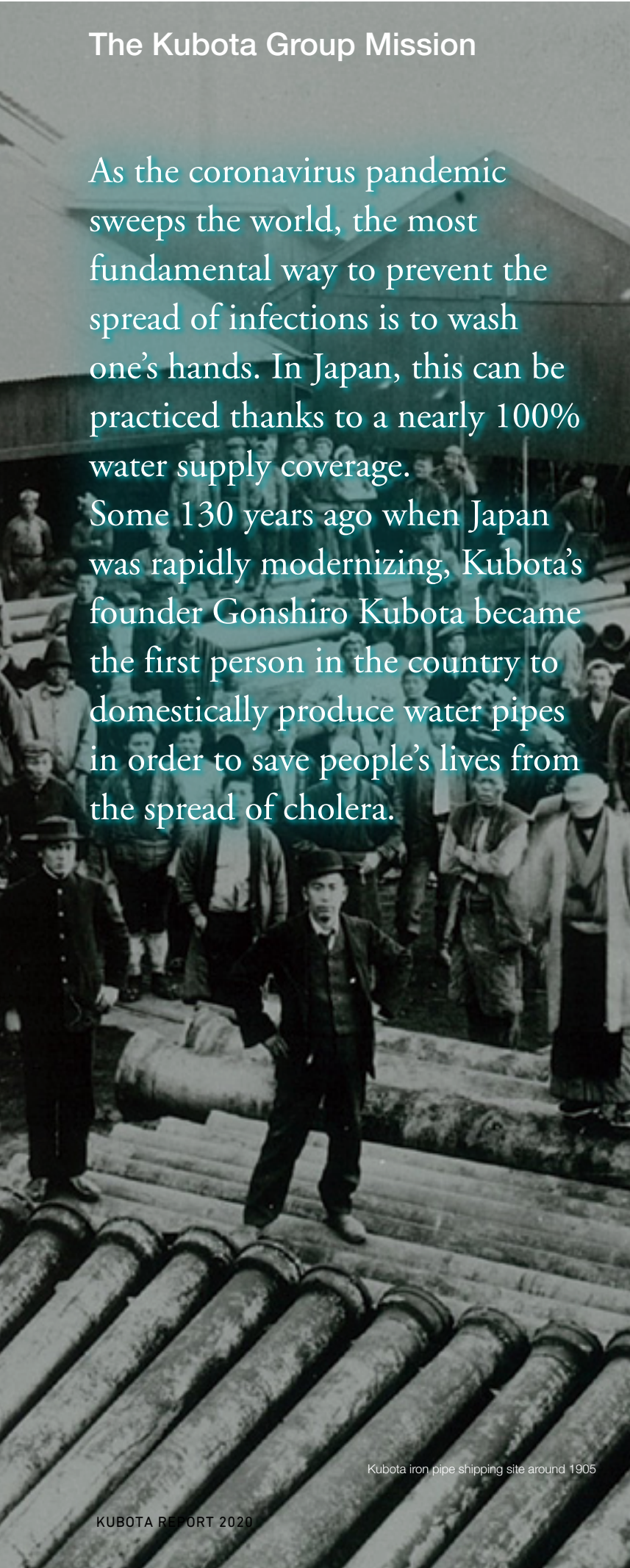


## The Kubota Group Mission

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 co the environment—all of which are es

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



First cultivator

**1960**

Developed a tractor to support farming villages suffering from labor shortages



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  
 continue to contribute to the international community in the areas of food, water, and  
 essential 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**

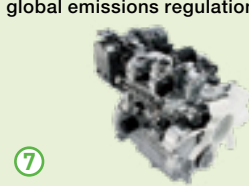
Entered the water treatment business and tackled the emerging water pollution problem



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

**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

**1968**

Mass produced the original model of the modern rice transplanter



The original model for modern rice transplanters

**2014**

Established a large upland farming tractor manufacturing company in France



Large tractor for use in expansive farmland

**1974**

Started manufacturing mini excavators, supporting small-scale urban construction



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

**2015**

Constructed water treatment facilities, etc. in Myanmar



Water purification plant constructed in Thilawa Industrial Park

**The Kubota Group's business areas**

**SDGs related to specific businesses**

See pages 12–13 (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**

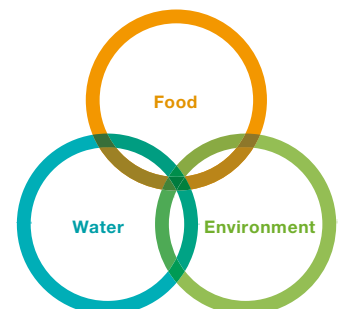


**Brand Statement**

**For Earth, For Life**

**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