

● Vision

Reaching out to discover, inspire and enhance the enjoyment of life

● Principle

Cultivate original thinking and execute with pride, passion and precision

The heritage, strength and future aspiration of the Kenwood brand are reflected in the values we share.

We must ensure that every aspects of our corporate activity, from product development through customer relations, is consistent with the following core values to realize our vision.

● Core Value

A Step Ahead

To drive dynamic evolution through progressive thinking and a willingness to embrace change.

The Right Fit

To create products and services that have an intuitive appeal because they fit customer needs and lifestyles.

Fresh Experience

To foster the spirit of discover at work and refreshing surprise in daily life.

Quality and Performance

To insist on uncompromising quality and performance in our products, our people and our business practices.

Confidence and Trust

To build confidence in the brand and lasting goodwill through relationships based on trust.

Financial Highlights

Kenwood Corporation and consolidated subsidiaries
Years ended March 31

	Millions of yen				
	Mar.2001	Mar.2002	Mar.2003	Mar.2004	Mar.2005
Net sales	303,356	302,604	225,579	178,731	181,112
Operating profit	0	6,101	12,260	12,610	7,061
Ordinary income (loss)	(3,727)	1,046	7,059	8,541	4,696
Net income (loss)	(21,843)	(26,658)	4,221	7,318	4,836
Net income (loss) per share (yen)	(148)	(160)	21	34	17
Net income per share after adjustment for latent shareholdings (yen)	—	—	16	16	11
Shareholders' equity	1,485	(17,002)	13,704	20,161	33,132
Shareholders' equity ratio	0.7%	-9.3%	9.6%	14.9%	28.5%
ROE	-118.8%	—	—	—	—
Retained earnings (deficit)	(30,066)	(38,581)	(34,238)	(9,777)	13,199
Interest-bearing debt	122,438	110,143	80,851	67,272	31,088
Net debt	100,936	85,907	50,083	29,885	15,147
Cash flows from operating activities	(7,421)	15,173	10,358	27,502	15,539
Number of employees	9,765	8,628	4,877	4,440	4,334