Management Vision

Becoming an Indispensable, Brilliantly Individual Company

Boosting brand power to become a highly profitable enterprise

Value Creation Story

Enhance Corporate Value and Realize Vision by Creating Social Value

Yamaha is strengthening all of its capitals by creating Yamaha corporate value and social value through its business activities. In this way, Yamaha aims to realize its management vision by pursuing a cycle that improves both brand and corporate value. Yamaha’s current value creation process is as described in the table below.

Value Creation Process

Yamaha value creation

Value creation process

Social value creation

Yamaha Philosophy and Brand Promise

Research and Development

Production

Sales and Marketing

Corporate Governance

Products and Services

Achieving the management targets adopted under the medium-term management plan Make Waves 1.0 (2019-2022)

Corporate value (market capitalization): ¥1 trillion +

Financial targets (IFRS standards)

- Core operating profit ratio: 13.8%
- ROE: 11.5%
- EPS (Earnings per share): ¥270

Non-financial targets

- Corporate brand value: +30%
- Music popularization for learning musical instruments in emerging markets (cumulative total): 1 million people
- Certified timber use: 50% of total use

Investment and shareholder returns

- Total return ratio: 50%

Social Value Creation

Contributing to a society where people can experience a more comfortable society through sound and music.