



Water and Environmental Operation Company

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Establishment of the Corporate Message “Aqua Smile” and Strengthening Community Engagement Activities

The NJS Group has established “Aqua Smile” as its corporate message and announces its decision to strengthen community engagement activities under the philosophy of delivering water and smiles to local communities.

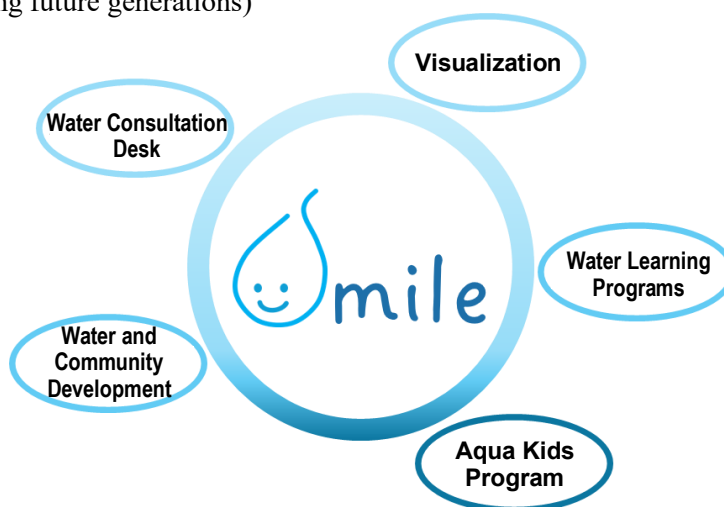
Water infrastructure projects are essential to maintain safe, healthy, and comfortable living environments. However, today’s water infrastructure is facing numerous challenges, including population decline, aging infrastructure, climate change, and the increasing severity of natural disasters. Addressing these challenges requires not only the efforts of governments and water/wastewater utilities, but also the understanding and cooperation of stakeholders, including citizens.

The conventional model—where utilities bear full responsibility—is gradually shifting toward a collaborative approach in which utilities and citizens work together to support their communities. As a result, the importance of community engagement activities is increasing.

In response, the NJS Group will promote “Aqua Smile” as its new corporate message and enhance its initiatives with a focus on local communities.

Specific initiatives are as follows. Through these activities, the Group aims to build public trust and enhance the value of water infrastructure services.

1. Visualization (diverse information dissemination)
2. Water Consultation Desk (enhancing communication)
3. Water Learning Programs (workshops and site visits)
4. Water and Community Development (opportunities for co-creation and hands-on experiences)
5. Aqua Kids Program (nurturing future generations)



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