



YANMAR

News Release

March 28, 2024

Yanmar Holdings Co., Ltd.

Yanmar Conducts Survey of People's Future Perspectives in Japan and the U.S.



Survey on Future Perspectives in Japan and the U.S.

Far more young people in the U.S. than in Japan have a clear vision of their future

Osaka, Japan (March 28, 2024) - Yanmar Holdings Co., Ltd. has conducted a survey on future perceptions among individuals aged 18 to 59 in the U.S and Japan to coincide with the unveiling of the new design for the Yanmar Group's corporate characters "Yanboh and Marboh," which embody the concept of "Moving Hearts, Moving Towards the Future."

As global uncertainty rises due to the impact of climate change and security issues, businesses and society at large must provide opportunities for the next generation. Yanmar is committed to realizing "A SUSTAINABLE FUTURE," believing in human potential, helping to address human challenges, and actively meeting society's needs. Just as Yanmar's founder was once moved by the power of diesel engine technology, the "driving force" of people is indispensable in aiming for a new kind of prosperity.

The survey results revealed significant differences between the perspectives of the next generation in the U.S. and Japan—those aged 18 to 24—regarding their individual future and the future of society. Notably, 70% of respondents in this age group in the U.S. but only 30% in Japan said they

had a clear vision for the future. While U.S. respondents expressed more anxiety about achieving successful outcomes, Japanese respondents felt anxious about their preparedness to take action. However, over 60% of younger respondents in both countries believe that their own actions can help improve outcomes, indicating a positive attitude towards the future.

The Yanboh and Marboh characters are designed to inspire the next generation to determine and realize their aspirations, transforming anxiety into a 'power to shape the future.' Yanmar aims to co-create with the younger generation in various business areas providing opportunities for them to take on challenges and paving the way for them to realize their aspirations for the future.

Survey Highlights

1. While 70% of those aged 18-24 in the U.S. had a clear vision of their future aspirations, only 30% in Japan did, a significant difference. However, over half of respondents in both countries expressed the desire to discover what they want to do in the future.
2. In the U.S., less than a third of this age group feels anxious about their personal future and that of society, compared to approximately half in Japan.
3. In the U.S., this age group primarily feels anxiety about the success of their actions, while those in Japan feels anxiety about their preparedness to take action.
4. More than 60% of those aged 18–24 in both the U.S. and Japan believe that society will improve if each person takes personal responsibility to address societal issues.
5. More than 70% of those aged 18–24 in both the U.S. and Japan are seeking experiences to help them discover what they want to do with their lives.

Survey Overview

Method: Internet survey

Duration: January 9 to January 10, 2024

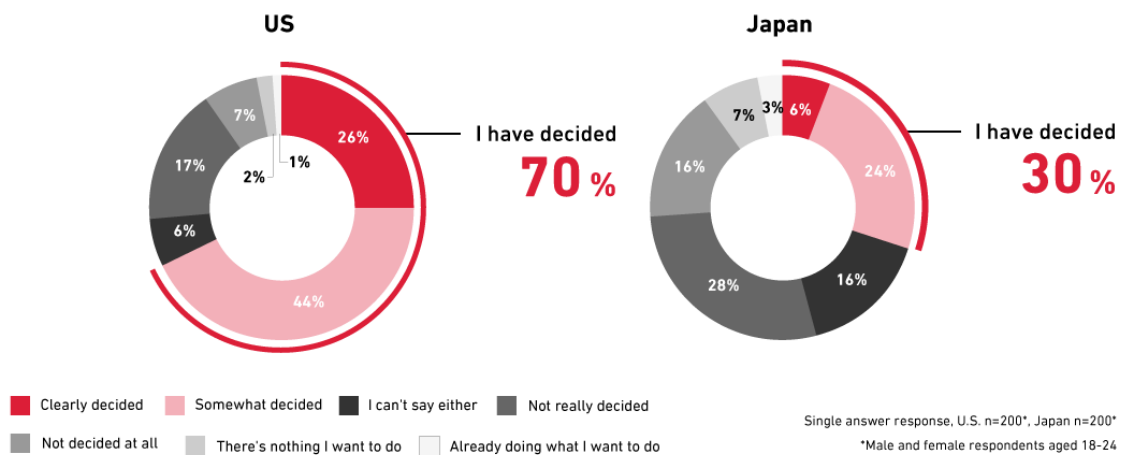
Participants: A total of 2,000, men and women aged between 18 and 59 from across Japan and the U.S. —1,000 in each country—with 200 out of the 1,000 participants in each country aged 18-24.

Note: In the survey results, the aggregated responses are represented as integer values by rounding off to the nearest whole number. Therefore, the total may not always add up to exactly 100%.

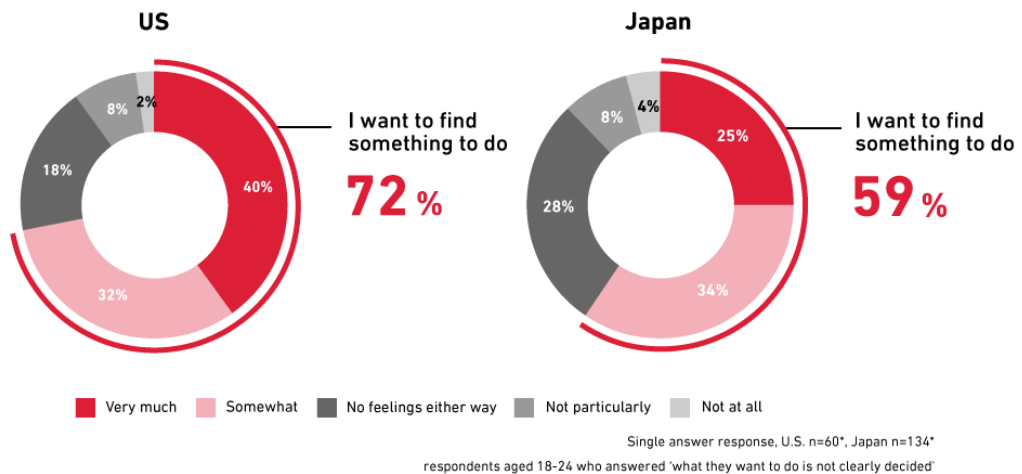
1. There is a notable contrast between the U.S. and Japan concerning the clarity of future aspirations among the next generation.

In the U.S., 70% of respondents aged 18–24 indicated that they have "clearly decided" or "somewhat decided" their future aspirations, whereas in Japan, this figure was only 30%. Additionally, among those in this age group who hadn't yet determined their aspirations, 59% in Japan and 72% in the U.S. expressed a desire to find their path, suggesting active contemplation about their future in both countries.

Q. | Have you decided what you want to do in your future life?



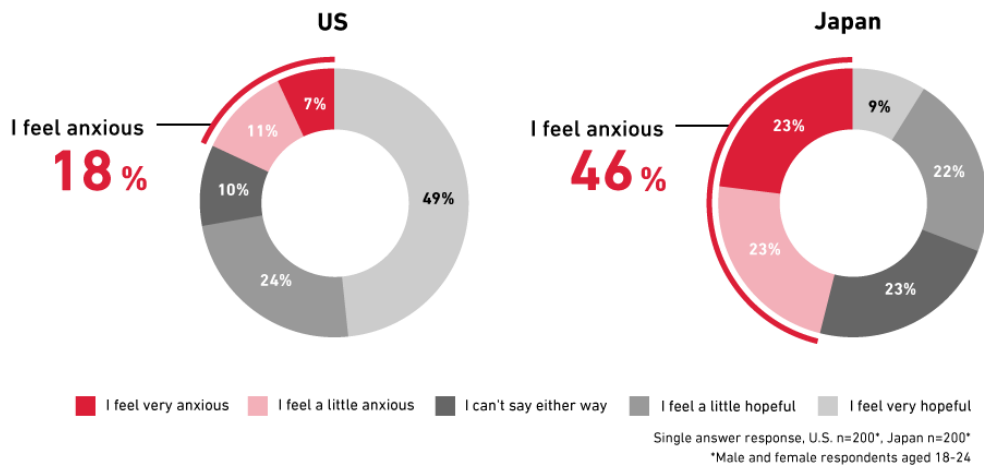
Q. | Do you want to find something you want to do in your future life?



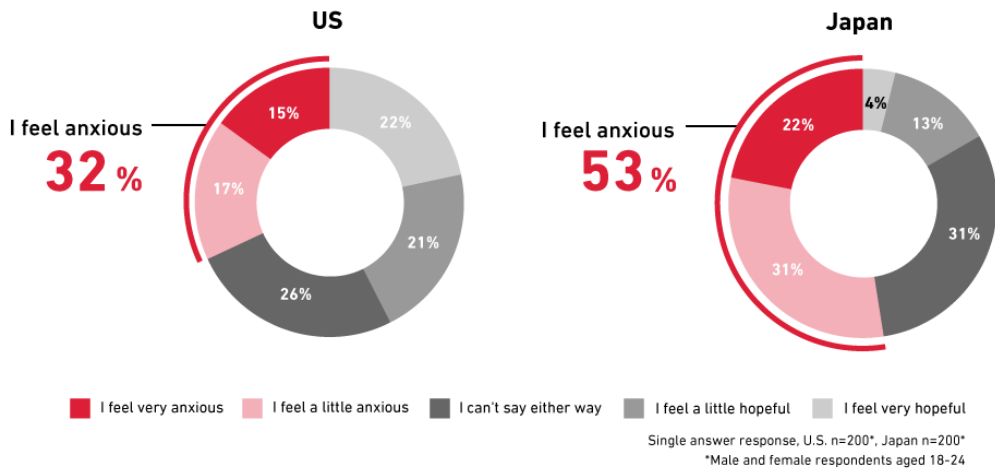
2. Japan respondents feel significantly more anxious about their personal future and that of society than those in the U.S.

In the U.S., only 18% of the those aged 18–24 expressed feeling "very anxious" or "a little anxious" about their personal future, while in Japan the figure was more than double, at 46%. Similarly, when considering the future of society, including the world at large, 32% of those respondents in the U.S. and 53% in Japan felt "very anxious" or "a little anxious." This reveals a significant disparity between young people in the U.S. and Japan in terms of their outlook regarding both their personal future and that of society.

Q. | How do you feel about your future?

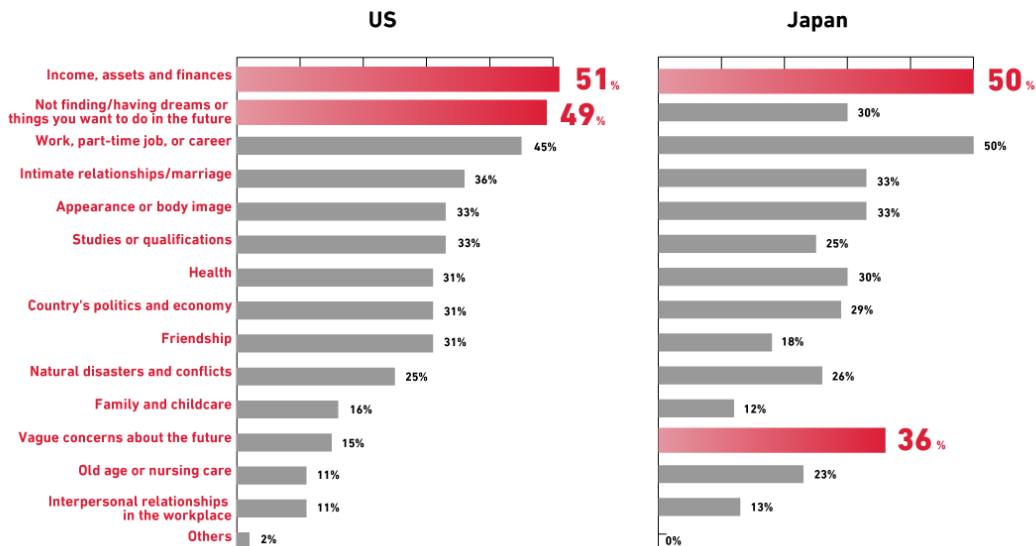


Q. | How do you feel about the future of society, including the world as a whole?



Anxiety about overall respondents' personal future in both the U.S. and Japan stems largely from financial concerns. However, when comparing the two countries, respondents in Japan mentioned "vague concerns about the future," while in the U.S., a common concern was the lack of or inability to identify future aspirations or dreams. This suggests that in the U.S., a lack of future dreams and ambitions significantly influences individuals' hopes for their future.

Q. | Please select all that apply as to why you are concerned about your own future.



Multiple answer response, U.S. n=55*, Japan n=138*

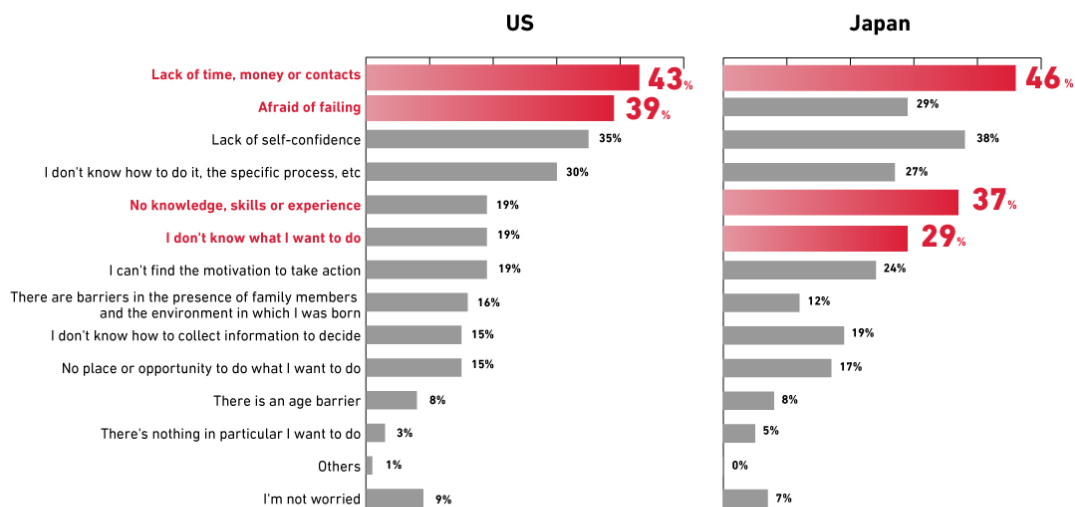
*Male and female respondents aged 18-59 who answered 'I feel anxious' about their own future

Descending order based on U.S. responses

3. The next generation in the U.S. expressed anxiety about the outcomes of their actions, while their counterparts in Japan feel anxious about their readiness to take action.

When discussing worries about future aspirations, the most prevailing concern among those aged 18–24 in both the U.S. and Japan was "lack of time, money, or contacts." However, there were notable differences between the countries. In the U.S., the top concern among this age group was fear of failure, reflecting apprehensions related to taking action. Conversely, respondents in Japan expressed anxiety about personal abilities such as skills and knowledge, as well as uncertainty about what they want to do, highlighting concerns relating to their preparedness for taking action.

Q. | Are there any worries you are facing regarding what you want to do in your future life?



Multiple answer response, U.S. n=200*, Japan n=200*

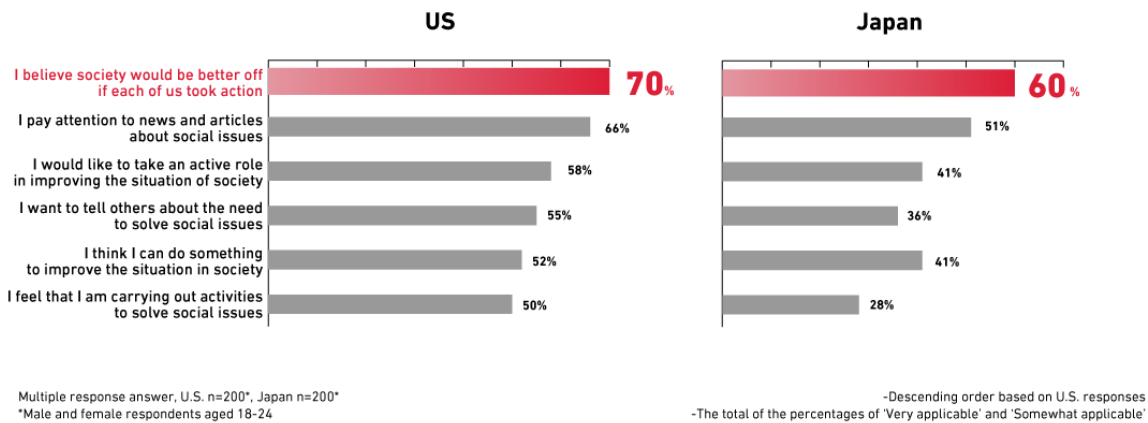
*Male and female respondents aged 18-24

Descending order based on U.S. responses

4. Over 60% of the next generation in both the U.S. and Japan share the belief that society will improve if each individual takes action.

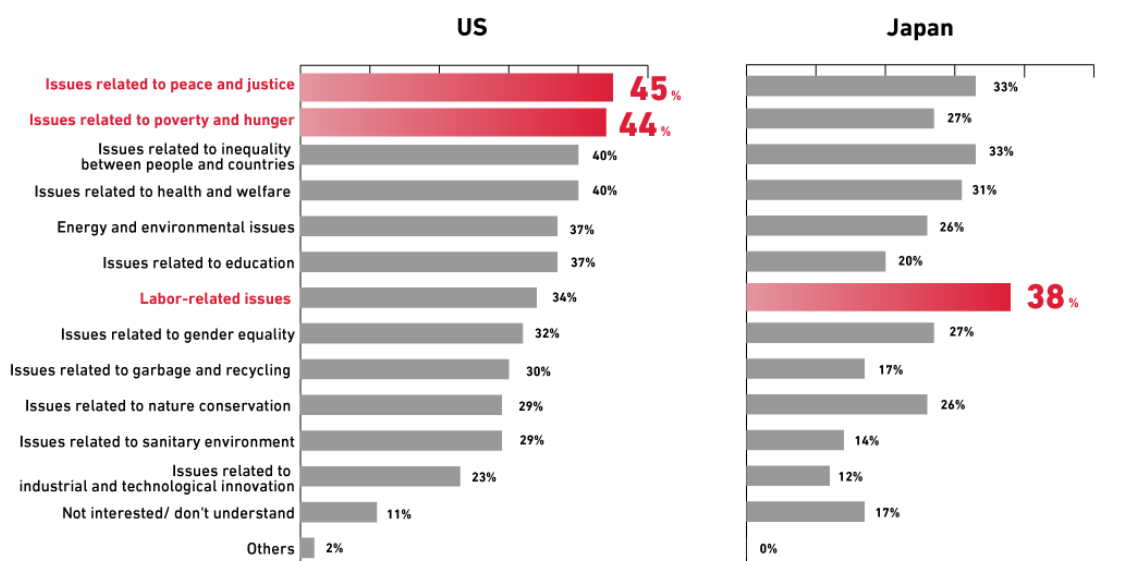
When asked about their thoughts and actions in terms of societal issues, the most prevalent response among those aged 18–24 in both the U.S. and Japan was "I believe society would be better off if each of us took action." This sentiment was echoed by 70% of younger respondents in the U.S. and 60% in Japan.

Q. | Please choose the one that is closest to your own thoughts and actions regarding social issues.



In the U.S., younger respondents showed the most interest in social issues related to "peace and justice," followed by "poverty and hunger." Conversely, in Japan, the primary concern was "labor," suggesting that issues such as long working hours and challenges surrounding working styles are of particular relevance and urgency.

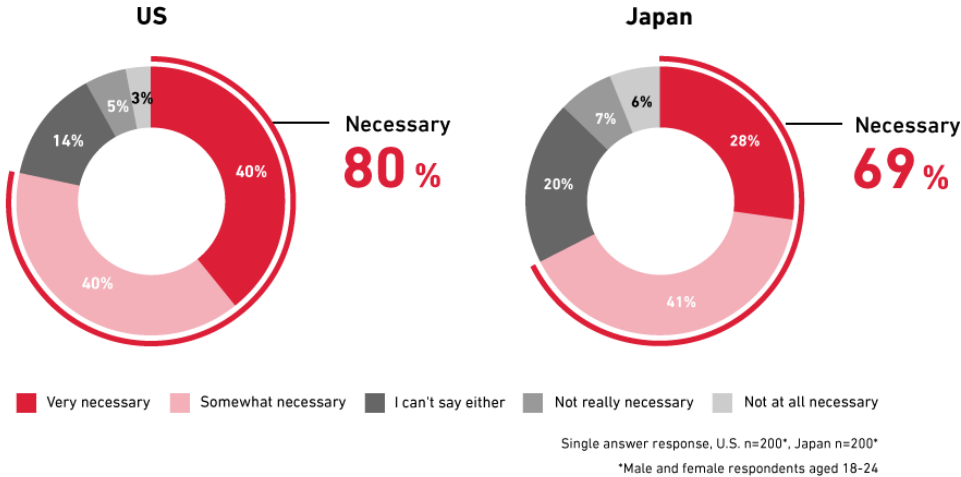
Q. | Please select all that apply to the social issues you are interested in.



5. Over 70% of the next generation in both the U.S. and Japan express a desire for experiences to discover their aspirations.

When questioned about the importance of experiences in discovering their ambitions, 69% of those aged 18–24 in Japan and 80% in the U.S. responded that this was "very necessary" or "somewhat necessary."

Q. | Do you think it is necessary for you to have various experiences in order to find what you want to do in the future?



Press release regarding the new design of "Yanboh and Maboh":

<https://www.yanmar.com/jp/news/2024/01/30/133033.html>

About Yanmar

With beginnings in Osaka, Japan, in 1912, Yanmar was the first ever to succeed in making a compact diesel engine of a practical size in 1933. A pioneer in diesel engine technology, Yanmar is a global innovator in a wide range of industrial equipment, from small and large engines, agricultural machinery and facilities, construction equipment, energy systems, marine, to machine tools, and components — Yanmar’s global business operations span seven domains. On land, at sea, and in the city, Yanmar provides advanced solutions to the challenges customers face, towards realizing A Sustainable Future. For more details, please visit the official website of Yanmar Holdings Co., Ltd.

<https://www.yanmar.com/global/about/>

Note: Information contained in this news release is valid at the time of publication and may differ from the most recently available information.

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