



ZOJIRUSHI  
**CSR Manual**

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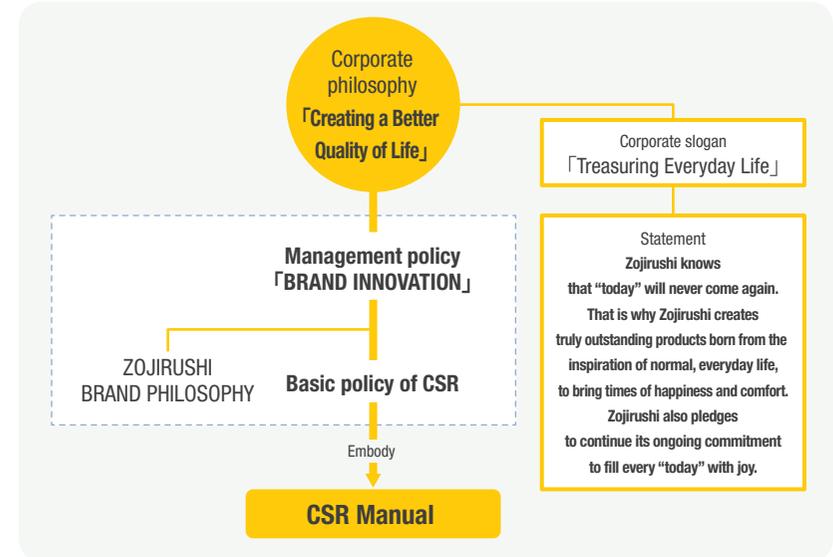
## Introduction

This is a manual that specifically explains the “Basic Policy of CSR” for each executive and employee to use as a guideline of personal principles, while also providing the definitions of Zojirushi Group's corporate philosophy.

CSR can be understood as corporate social responsibility or corporate social responsiveness. Zojirushi will strongly strive to fulfill its responsibilities and meet expectations from society with these CSR activities. Therefore, executives and employees must understand the contents of this manual well and apply it in business practice. Please keep this manual in a place easily accessible and use it as a guideline for daily operations.

### CSR Promotion Committee

## Structure of Corporate philosophy



### Corporate philosophy

An unchanging vision we’ve followed since our founding, a universal value that forms the foundation of Zojirushi Group’s management, and an ideal we keep pursuing, one that is unaffected by environmental changes.

### Management policy

Based on the Management Principle, this long-term management vision shows the future that Zojirushi Corporation Group should aim for.

### ZOJIRUSHI BRAND PHILOSOPHY

Highly-detailed document that reflects the spirit of the “ZOJIRUSH STANDARD.” This represents a basic policy that provides the definition of Zojirushi’s brand value at every level of its corporate activities.

### Corporate slogan

Complement messages for our corporate philosophy

### Statement

An expression of the significance and thoughts incorporated into the Corporate Slogan

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## Management policy

### BRAND INNOVATION

Striving to become a brand of household products and evolving to become a solution-based brand of “foods and living life”

- It is becoming difficult for us, as a household product brand, to catch up and adapt to dramatic changes in our society such as a declining population, an aging society, and rapid advances of new technologies like AI or IoT.
- In order to ensure profit and growth in the future, we need to improve the value of our household product brand and transform ourselves to become a solution-based brand of “foods and living life.” This is going to be the first step of our basic policy for the next 100 years to come.
- We cannot remain complacent as a simple manufacturer of products, but must instead transform ourselves to be able to provide solutions for problems, complaints, and difficulties related to foods and living life through our products and services.

### ZOJIRUSHI BRAND PHILOSOPHY

- The most important goal is the joy of our customers.
- We consider trust in quality as the basis of the Zojirushi brand.
- By drawing new ideas from daily life, we provide products that are truly needed by customers.
- We provide “Japanese quality” to the world with pride and confidence as a Japanese manufacturer.
- We understand that safety and security are universal common values.
- By respecting the culture and habits of other countries, we provide products that will fit in with local cultural needs.
- We believe that customer satisfaction is equivalent to “sales” and “profits,” which result from surpassing customer expectations.

## About the Basic Policy of CSR

Under the corporate philosophy of “Creating a Better Quality of Life” we’ve been serving customers and their lifestyles since our foundation. The year 2018 was the 100th anniversary of Zojirushi. We will maintain some accumulated management resources and expertise, while changing others in order to move forward towards the next 100 years. Because we believe our mission is to be an essential part of society at all times, the traditional “Business Attitude” is now revised as “Basic Policy of CSR.” We see CSR with two aspects: CSR to fulfill the responsibilities as our company’s essential activities, and CSR to meet the expectations from society as activities that we must conduct to perform Zojirushi-ness.

### 1. Fulfilling our responsibility

- 1) We abide by laws and ordinances and respect socially approved ideas to take actions with good sense.
- 2) We understand and respect the importance of human rights and reject all types of discrimination.
- 3) We engage in impartial, free competition and conduct corporate activities that conform to justice.
- 4) We promptly and correctly disclose information to increase corporate transparency.
- 5) We carefully manage personal information.
- 6) We work to improve our corporate ethics and engage in strict self-discipline.
- 7) We have a determined stance against organized crime.

### 2. Meeting expectations

- 1) We are committed to enhancing customers’ lives through the quality of our products and services.
- 2) We are constantly devoted to boosting our corporation’s value.
- 3) We proactively implement social contribution activities in the fields of food and health, the environment, and education.
- 4) We make active efforts to conserve and better the global environment.
- 5) We build a corporate culture that is beloved by all stakeholders.
- 6) We take actions consistent with the belief that the corporation develops together with society.

## CSR for responsibility fulfillment

1

We act sensibly, respect socially accepted beliefs, and follow laws and regulations.



### Complying with laws and legal norms

We act sensibly, respect socially accepted beliefs, common sense, and follow laws and regulations - both domestically and internationally. We also fully understand what is required for corporate ethics, and based on that we act with good sense and responsibility as a member of society.

### Taking actions while taking care of our brand image

Each of us must interact with people and always take action, while being aware that we are a part of the Zojirushi brand - regardless of whether we are in or out of the work environment.

2

We shall understand and respect the importance of human rights, eliminate all forms of discrimination, and create an appropriate working environment.



### Respect for human rights and prohibition of discrimination

We shall respect the fundamental human rights of all people, and shall not discriminate unfairly based on birth, sex, age, nationality, race, ethnicity, creed, religion, sexual orientation, various disabilities, hobbies, and educational background, or engage in any act that undermines the dignity of individuals.

### Prohibition of harassment

We do not conduct any kind of harassment such as: sexual harassment, behavior that makes others feel sexually uncomfortable, power harassment, or abuse of authority that makes others feel emotional stress or physical pain.

### Optimization of working hours

In order to eliminate the health effects of overwork, we shall properly manage working hours, reduce total working hours, and promote the use of paid holidays.

### Creation and improvement of a comfortable work environment

We shall work to create a comfortable work environment that respects diversity, while giving consideration to health and safety and mental health. We shall also work to create and improve a more open workplace through active communication.

### Compliance with labor-related laws and regulations

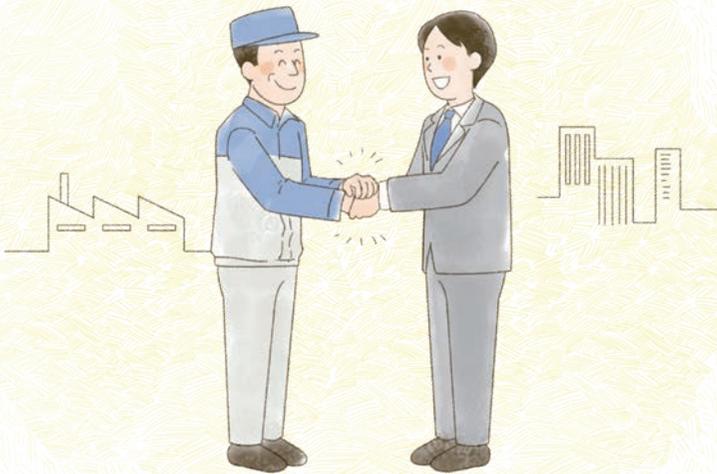
We shall comply with labor-related laws and regulations, provide high-quality work opportunities in a safe work environment, and pay wages that exceed the minimum wage stipulated by law. We shall never engage in any act related to child labor or forced labor.

### Respect for the right to collective bargaining

Based on relevant laws and regulations, we shall recognize collective bargaining as one of the rights of employees to be respected as a company. We shall conduct collective bargaining in accordance with the principle of "good faith."

3

We conduct corporate activities in accordance with justice under fair and free competition.



#### **Complying with the Anti-Monopoly Act**

In order to keep fair and free competition, we strictly follow the Anti-Monopoly Act and do not form a cartel, bid rigging, collude in consultation of prices, or unfairly take advantage of dominant bargaining positions.

#### **Fair trade with suppliers**

We conduct business with suppliers with fairness, justice, good sense, and sincerity. When making deals of consignment for production or repair, we sign a contract based on the Subcontract Act.

#### **Execution of proper contract**

We make a fair contract in order to proceed with business smoothly. Also, we earnestly follow the settled contract with full understanding of its contents.

#### **Prevention of unfair competition**

We do not obtain nor use any trade secrets from suppliers and buyers through improper means. We also do not use them if we know that these are acquired by improper means.

#### **Prohibition of bribery, entertainment, and gifts**

We shall comply with laws and regulations related to bribery, and shall not bribe or give benefits to politicians, public officials, or persons in a position equivalent to public officials. In addition, when entertaining or giving/receiving gifts to/from suppliers, we shall comply with relevant laws and regulations within the scope of common sense in general society.

#### **Regulations about donations and political contributions**

We seek to establish a healthy and transparent relationship with government, without using any kind of bribery, and strictly follow company rules and related regulations regarding donations to organizations or political departments.

#### **Appropriate promotion and advertisement**

Regarding activities for promotional purposes, we do not create any advertisement where customers may easily misunderstand the actual meaning, or where other companies may be harmed by misleading advertising.

#### **Complying with laws related to export and import.**

For the export and import of our products, we strictly follow trading laws to ensure that we are not violating safety laws or disrupting global peace.

4

We improve the transparency of corporate management with quick and accurate information disclosure.



**Corporate information disclosure**

In order for stockholders and investors to correctly understand our company's current situation, we promise to disclose financial statements and the status of business operations in a timely manner.

**Prohibition of insider trading**

If we discover internal information regarding clients or ourselves through our daily duties, we promise we will not buy and sell stocks of these companies until the information is officially announced in public.

5

We are committed to protecting personal information



**Protection of personal information**

We safely handle and protect personal information that we obtain from customers, clients, or employees by following the Act on the Protection of Personal Information, and other privacy and company rules.

6

We strictly discipline ourselves by improving corporate ethics.



**Appropriate accounting**

We manage and conduct appropriate accounting processes by adhering to related laws and regulations, and do not provide any false or fictional description.

**Prohibition of conflict of interest**

Based on the professional status of our company, or specific information that we obtain in business, we do not conduct any activities that cause a conflict of interest.

**Control of corporate secrets**

We treat our corporate secrets and the corporate secrets of other companies under strict control so that they are not unfairly used, disclosed, or leaked.

**Appropriate use of corporate assets**

Regardless of whether the corporate asset is tangible or intangible, we treat it properly and use it only for the purpose of our business.

**Protection of intellectual property**

We respect rights of intellectual property and focus on protecting them, while not violating the rights of a third party.

7

We do not accept any kind of anti-social activities



**Disassociation from antisocial forces**

We shall always work to act with common sense and not to engage in illegal or anti-social acts, have no relationship with antisocial forces or organizations, and shall not respond to unreasonable demands.

## CSR to meet the expectations

1

We contribute to enrich the life of customers through the quality of products and services.



### Corporate philosophy

Under the corporate philosophy of “Creating a Better Quality of Life” we conduct business operations with the mission of developing products and services that improve the life of customers as a household products manufacturer. We are always seeking to improve quality in order to make our customers fully satisfied with our products and services.

### Pursuing security

Based on the ZOJIRUSHI BRAND PHILOSOPHY, we consider safety and security as a universal value for all of us, and sincerely care about the safety of our products and services.

### Performing Zojirushi-ness

We keep providing products and services with Zojirushi-ness, which means we always keep in mind the perspective of customers and contribute to the quality of their healthy life.

2

We always devote ourselves to improve corporate value.



### Faithful response

We recognize that corporate value is judged and decided by its influence on society. By faithfully responding to the expectations and needs of the community, we seek to provide a positive impact on society.

### Adaptation towards the changes of society

Because the expectations and needs from society gradually change over time, we always strive to anticipate social changes and adapt ourselves to them by carefully determining social requirements in each and every moment.

3

We actively promote community services in the fields of food and health, the environment, and education.



#### Contribution to the society

We contribute to the development of society through various activities of community services, such as volunteering and working for local communities as a corporate citizen. We also support community service activities managed by individual employees.

#### Fields of contribution we actively promote

We seek to improve corporate value by actively and spontaneously working on three specific fields where we can fully perform Zojirushi-ness: foods and health, the environment, and education.

4

We actively work for the protection and improvement of the global environment.

#### Activities for the protection and improvement of the environment

To leave a better environment for the next generation, we actively and spontaneously participate in activities and events so that we can improve environmental awareness, protect the environment in general, and prevent global warming.

#### Contribution through our products

We are committed to protecting the global environment through our technological research on energy efficiency and development of eco-friendly products using Zojirushi's exclusive thermal insulation technology.

#### Contribution through business activities

- We shall actively work to reduce greenhouse gas (CO<sub>2</sub>) emissions by improving energy efficiency and switching to renewable energy.
- We shall appropriately dispose of pollutants generated in the manufacturing process in accordance with laws and regulations and strive to reduce their emissions.
- We shall promote "Reduce, reuse, and recycle" to use resources effectively and reduce waste generation.
- We shall manage the source, use, and discharge of water used to conserve water.



5

We establish a corporate culture beloved by all stakeholders.



#### Relationship with stakeholders

We consider stakeholders of this company as our customers, clients, stockholders, employees, local community, and the earth itself. In order to enhance the corporate value, we seek to establish a corporate culture where all stakeholders can feel comfortable.

#### Appropriate response

We sincerely act to provide an appropriate response when our stakeholders request or expect something from us. Even if the requests are difficult to accommodate, we sincerely act and try to keep developing trust from our stakeholders.

6

We take an action in accordance with the concept that companies can solely flourish when society also flourishes.



#### Contribution to the development of society

Since companies belong to a part of society, we understand that a company can only perform well when society is stable. The environment of corporate management can easily decline when society is unstable. Therefore, we aim to contribute to the development of society and grow with it through our business activities.

#### Towards a new era

We are extremely proud to have reached more than 100 years of history, and this was only possible because of the tremendous efforts of our predecessors, great support from clients, and the development of Japan and the world. We will continue to move forward, towards the next 100 years, supporting society every step of the way.