

Brother Group's CSR

CSR Targets by Area

Targets and Achievements in FY 2010, and Targets for FY 2011

Voluntary efforts in respective regions

The Brother Group has various operations in progress around the world. By considering the characteristics of operations as well as regional cultures and customs, respective departments and group companies in different regions identify CSR management targets and make voluntary efforts in accordance with the Brother Group Global Charter, the group's guiding principle.

Brother Group's CSR management targets based on the Brother Group Global Charter

Stakeholder	Brother Group Global Charter	Target
Customers	<ul style="list-style-type: none"> Place our customers first everywhere, every time Quickly respond to the demands and expectations of the global marketplace Make the most of our limited resources in our chosen business domains Practice a customer-oriented, global strategy through close cooperation 	Promote customers first marketing, product planning, development, and design (in respective business categories)
		Promote customer-oriented, safe product design
		Ensure design quality to reduce product returns and servicing rate (in respective business categories)
		Ensure manufacturing quality to reduce product returns and servicing rate (in respective business categories)
		Build a customer-oriented logistics, sales, and service framework (in respective business categories)
Our employees	<ul style="list-style-type: none"> Respect diversity of associates Respect human rights and diversity, and attach importance to trust and respect 	Ensure diversity of human assets
		Support diverse work styles
	<ul style="list-style-type: none"> Provide a working environment that enables our associates to utilize their talents and abilities to the fullest, and give them great opportunity through challenging work assignments 	Develop human assets in respective regions
		Develop global human assets
		Ensure workplace safety
	<ul style="list-style-type: none"> Provide associates with fair, attractive financial rewards 	Build an appropriate evaluation system
	<ul style="list-style-type: none"> Expect associates to be positive members of society Expect associates to share the Company's values 	Share the Global Charter
		Promote activities to enhance employee's pride in being part of
Build the highest integrity		

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Stakeholder	Brother Group Global Charter	Target
Business partners	<ul style="list-style-type: none"> • Act fairly with business partners • Build strong, respectful working relationships for mutual growth 	Promote CSR promoting procurement
		Cooperate with suppliers
		Cooperate with logistics partners
		Cooperate with distributors
Shareholders	<ul style="list-style-type: none"> • Develop long-term, trustful relationships with shareholders through regular, open communication 	Ensure IR communications
		Become a Socially Responsible Investment Index component
Local community	<ul style="list-style-type: none"> • Share our social, economic and cultural responsibilities in all the communities where the Brother Group operates 	Promote voluntary social contribution activities in respective regions based on the themes of "activities related to the Brother Group's businesses," "activities related to eco-conscious efforts," and "activities for 'communities' and 'personal development (including employees)'"
		Promote social contribution activities under a globally shared vision
Environment	<ul style="list-style-type: none"> • Help society achieve sustainable development, by positively and continuously considering the environmental impact of all aspects of our business operations 	Promote reduction in CO2 emissions (to help prevent global warming)
		Promote collection and recycling of consumables and products (building a recycling-oriented society)
		Ensure management of chemical substances
		Implement environmental and social contribution activities (activities in line with biological diversity where possible)
		Implement environmental communications (through "Brother Earth" events, education programs, dialogues, etc.)
Governance	<ul style="list-style-type: none"> • Respect the culture, rules and spirit of laws, in all countries and regions where the Brother Group operates • Act with the highest integrity 	Build a global governance framework
		Promote internal control
		Promote compliance
		Promote information security

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CSR Targets by Area

CSR targets and achievements in FY 2010, and targets for FY 2011

<Japan>

Targets for FY2010	Achievements in FY2010	Targets for FY2011
<ul style="list-style-type: none"> • Improve customer satisfaction and enhance communications with customers • Attain quality levels befitting a top brand, and offer Brother's unique values to customers • Upgrade web-based customer support • Promote efforts to make Brother a truly global group, including development of global human assets, etc • Enhance development of sales-related human resources, and improve the necessary framework • Enhance relationships based on trust with business partners • Promote local community contribution activities involving employees • Promote eco-conscious product design • Promote collection and recycling of consumables • Increase public recognition of Brother as an eco-conscious company 	<ul style="list-style-type: none"> • Set rigorous quality standards to eliminate the product returns and servicing rate • Visited customers to reduce the product returns and servicing rate for industrial equipment • Renewed Brother Support Navi 24 • Upgraded the call center functions in response to expansion of the karaoke business • Welcomed the second intake of globally recruited employees • Held a workshop in Vietnam to promote CSR procurement • Refurbished and donated fax machines and multi-function centers to welfare organizations, etc • Started to support biodiversity conservation activities in Madagascar • Developed environmental conservation activities in a nature conservation area designated by the Aichi Prefectural Government 	<ul style="list-style-type: none"> • Practice CSR management through marketing activities • Enhance global marketing functions • Improve customer satisfaction and increase the scope of communications with customers • Further improve quality to enhance customer satisfaction • Increase brand recognition, and ensure stable supply and increased quality of services for products • Enhance penetration of the Global Charter and improve employee satisfaction • Develop human assets and ensure optimal placement to promote global development and manufacturing • Produce globally active, professional human assets and next-generation human assets who are keen to address current and future challenges • Develop new education programs (e.g., self development and skills improvement) and improve the workflow • Enhance mutual trust with business partners • Promote contributions to local communities involving employees • Implement environmental activities under the slogan of Brother Earth • Promote eco-conscious design • Upgrade the logistics and parts procurement framework in the event of disasters • Develop activities to support reconstruction from the Great East Japan Earthquake in collaboration with other organizations or by Brother's own initiatives

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CSR targets and achievements in FY 2010, and targets for FY 2011

<North and South America>

Targets for FY2010	Achievements in FY2010	Targets for FY2011
<ul style="list-style-type: none"> • Strengthen customer service system • Strengthen personnel training program for self-directed employees • Promote continuous social contribution activities involving employees • Enhance employees' eco-awareness and promote environmental protection activities (implement Brother eco point activities) 	<ul style="list-style-type: none"> • Conducted activities for deepening ties with employees via a new intranet • Conducted a United Way fundraising campaign • Conducted forest protection activities in North and Latin Americas via cooperation with forest protection organizations 	<ul style="list-style-type: none"> • Strengthen the customer service framework throughout the Americas • Strengthen the personnel training program for self-directed employees • Continue with social contribution activities involving employees • Implement environmental activities under the slogan of Brother Earth

<Europe>

Targets for FY2010	Achievements in FY2010	Targets for FY2011
<ul style="list-style-type: none"> • Continuously promote company and individual initiatives in environmental contribution and charitable activities in local communities • Introduce Consumable Collection and Recycling Program linked to our COOL EARTH Sponsorship 	<ul style="list-style-type: none"> • Conserved tropical rainforests in Peru • Revitalized a children's health center with cooperation from volunteer employees • Supported children in distress such as diseases • Donated a van to Food Bank Foundation 	<ul style="list-style-type: none"> • Publicize Brother Earth via marketing activities • Continuously promote company and individual initiatives in environmental and social contribution activities in local communities • Promote the Consumable Collection and Recycling Program linked to our COOL EARTH Sponsorship under the slogan of Brother Earth

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CSR targets and achievements in FY 2010, and targets for FY 2011

<Asia, Oceania and Middle East>

Targets for FY2010	Achievements in FY2010	Targets for FY2011
<ul style="list-style-type: none"> Standardize the website for Asia/Oceania, and thereby enhance the brand value and user convenience Implement activities for raising awareness of the Global Charter, and develop human assets Strengthen activities for contributing to biological diversity Promote the collection and recycling of consumables 	<ul style="list-style-type: none"> Implemented environmental conservation activities in line with Brother eco point activities Restored forests to prevent river flooding Supported restoration of mangrove forests 	<ul style="list-style-type: none"> Increase brand recognition Develop human assets by spreading the Global Charter further Join social contribution activities involving employees in a consistent manner on a group basis Implement environmental activities under the slogan of Brother Earth

<China>

Targets for FY2010	Achievements in FY2010	Targets for FY2011
<ul style="list-style-type: none"> Strengthen the customer sales and service system Encourage associates to work on voluntary activities (Brother eco point activities, etc.) Develop brand governance activities 	<ul style="list-style-type: none"> Enhanced activities to maintain a consistent brand image Supported young women from rural areas to acquire sewing skills Organized environmental education programs at elementary school students 	<ul style="list-style-type: none"> Enhance brand governance activities Implement a personnel training program for self-directed employees Implement social contribution activities involving employees by utilizing home sewing machines Implement environmental activities under the slogan of Brother Earth