

Brother Group's CSR

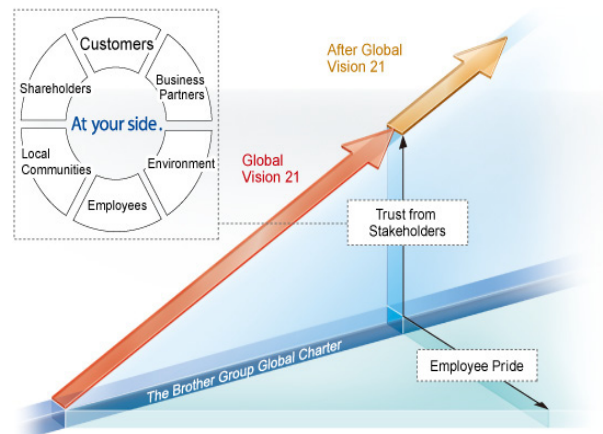
Brother Group's CSR Management

To Become a Company which is Trusted by All Stakeholders and which Leads to a Strong Sense of Pride among Employees

Promoting CSR Management around the World from a Mid-to-Long-Term Perspective

The Brother Group is promoting CSR management around the world from a mid-to-long-term perspective in order to achieve further growth, establish a global brand that is trusted by all stakeholders particularly placing the customer first, and develop as a company that generates a strong sense of pride among employees.

The Brother Group will implement a number of carefully selected activities recognized by stakeholders and, in doing so, continue to grow as a business.



CSR Management of the Brother Group

In 1999, the Brother Group adopted the Brother Group Global Charter consisting of Basic Policies and Codes of Practice that guide and govern the daily decision-making and actions of group companies and employees. This Global Charter emphasizes "providing superior value to customers," and positions them as the most important stakeholder we have.

The Brother Group has grown as a business because the "customer comes first" principle has permeated the entire group. This mindset and disposition have increasingly influenced our customers and other stakeholders, which in turn has increased their "demands and expectations" of us. Within all of this, the Brother Group positioned our response to these demands and expectations from stakeholders as a driving force for further growth in FY2008 and set the following two positions as the primary pillars of CSR management.

- Fulfilling our responsibilities in regard to the demands and expectations from stakeholders, from a mid-to-long-term perspective and with an "At your side" spirit.
 - Seizing demands and expectations as new opportunities for business and taking action accordingly.
- It was thus determined to promote CSR around the world by having group companies independently take actions of their own accord in each of the respective areas of the globe. With this kind of CSR management, the Brother Group intends to attain the goals set forth in our Global Vision 21 mid-to-long-term corporate vision.

As a Trusted Brand

The Brother Group thinks of a brand as something "globally unified, clear and strongly universal to the degree that it is not affected by business or management situation in any given moment." Based on this line of thinking, and focusing on points below;

- Decision-makings and actions based on the Brother Global Charter
- Eco-conscious efforts based on the environmental slogan, Brother Earth

the Brother Group will work to meet the demands and expectations from stakeholders and especially our customers and to establish "Brother" as a "trusted brand"