

To Become a Company which is Trusted by All Stakeholders and which Employees are Truly Proud to be a Part of

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 employees are truly proud to be a part of.

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, in FY2008 the Brother Group positioned our response to these demands and expectations from stakeholders as a driving force for further growth and set the following two positions as the primary pillars of CSR management.

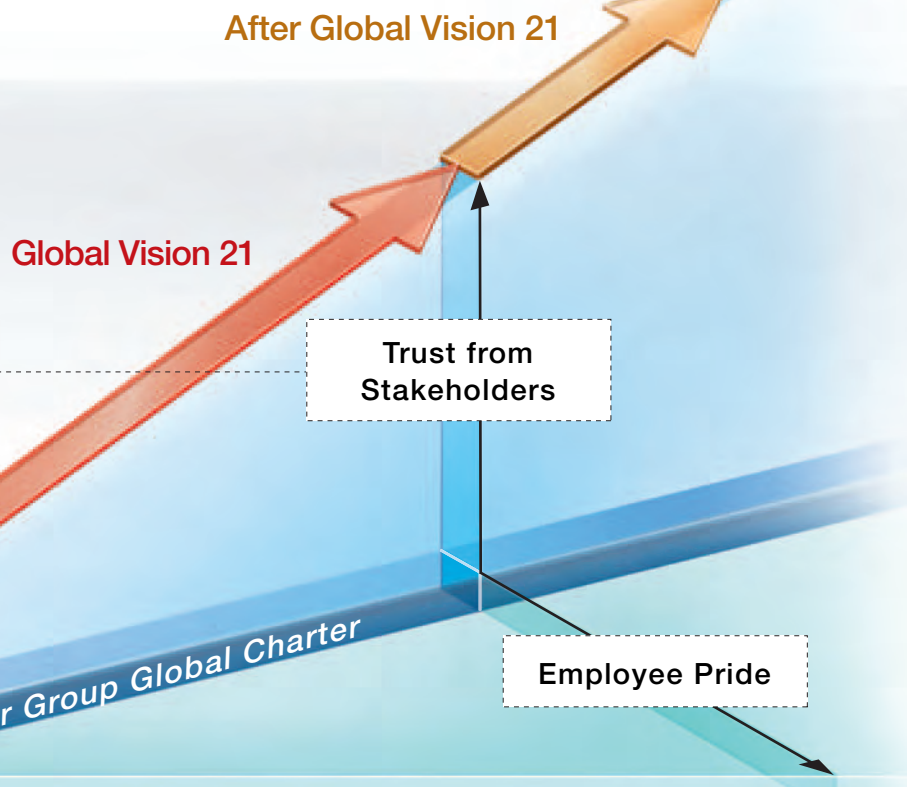
- Fulfilling our responsibilities in regard to the demands and expectations from stakeholders, from a mid- to long-term perspective and with the "At your side." spirit.

- 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 environment in any given moment." The Brother Group will, based on this line of thinking, work to establish "Brother" as a "trustworthy brand" by providing a plethora of values from the "At your side." spirit and by meeting the demands and expectations from stakeholders and especially our customers.



Global Vision 21 mid- to long-term vision (GV21)

As an organization that does business on a global scale, the customer comes first in all of our activities and in many ways. Moreover, Brother is a company that provides good values obviously to our “existing” customers but also to potential “future” customers. Global Vision 21 (GV21) is the Brother Group’s mid- to long-term vision that is based on this train of thought.

To become a leading global company with high profitability

While promoting globalization not only in the scale of the business, but also in our way of thinking, Brother will flexibly react to various changes, and keep evolving swiftly. We will also establish a highly profitable and solid financial strength.

To become a world-class manufacturer by developing outstanding proprietary technologies

Brother will push forward manufacturing of unique and original products based on the customer-first standpoint, by developing outstanding proprietary core technologies and acquiring patents.

To embody Brother’s motto, “At your side.,” throughout our corporate culture

Brother will foster a customer-first corporate culture in all the stages of our operations, including product planning, development, design, manufacturing, sales, and services. Our goal is to ensure the customer perception that Brother is a “trustworthy brand.”

Brother Value Chain Management (BVCM)

The Brother Group considers customer demands and expectations top priority as our guide for all of our business operations including product planning, development, design, manufacturing, sales, and services. In order to create and deliver new values, an original management system was built and named the Brother Value Chain Management (BVCM) system. BVCM is a process for delivering superior values to customers, consisting of three chains - the Demand Chain, the Concurrent Chain, and the Supply Chain.

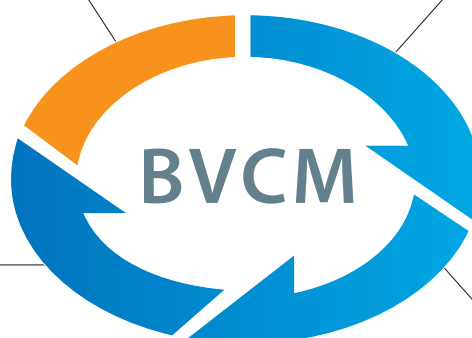
Customer

The opinions of “existing customers” who have already purchased Brother products and “potential customers” who may purchase products in the future are the starting point for our all business activities. The inquiries and demands that are placed with our call centers, which are important points of contact with customers, are recorded in a database and shared globally across the entire group.

Supply Chain (Delivering Value) Manufacturing, distribution, sales and services

At the 19 manufacturing facilities that the Brother Group operates around the world, we are working closely with business partners and strengthening manufacturing processes and quality control systems, so as to produce high quality products. Products are delivered to customers through 46 sales facilities. And, via online support over the Internet and call centers, we are providing customers with swift cordial support so as to make each individual satisfied.

(As of June 2009)



Demand Chain (Choosing Value) Product planning, research and development

Based on the opinions received by call centers around the world and information picked up from sales and service activities and surveys, sales and design development departments are working together to analyze customer expectations and demands from various angles, such as “how environments of product use will change,” and “what improvements can be made to make customers feel more satisfied.” Through these efforts, they are formulating product concepts.

Concurrent Chain (Creating Value) Development, design and production engineering

Simulations and monitor tests are run over and over again before and after prototyping. Development and design are implemented speedily and efficiently, maintaining high levels of quality. And, by making the best use of production engineering such as our super precision machining, we are turning the values that customers seek, such as new functions and designs, into products.