

Japan

Main Achievements in FY2008

- Launched new businesses, such as the Brother Document Viewer with e-paper technology.
- Developed the world's smallest color inkjet A3 Multi-Function Center. (P&S Business)
- Developed a high-end embroidery machine with image processing technology to support creative work. (P&H Business)
- Developed a direct-drive lockstitch industrial sewing machine of low cost and low power consumption. (M&S Business)
- Increased customer satisfaction by improving support information system.

Targets for FY2009

- Speed up customer services.
- Provide a higher degree of satisfaction in customer support.
- Strengthen communications with customers.
- Enhance customer satisfaction by further improving product quality.
- Promote collection and recycling of consumables.

- Promoted activities to share our vision of the Global Charter.
- Introduced mentoring and overseas training programs.
- Facilitated communications with shareholders.
- Implemented social contribution activities related to our fields of business.
- Expanded environmental awareness and protection activities for employees to partake in.
- Acquired ISO 14001 accreditation at sales facilities.
- Promoted collection and recycling of consumables.

- Develop young employees, the global workforce and next-generation human resources that can challenge new areas of business.
- Strengthen trust and relations with business partners.
- Promote social contribution activities in local communities so that employees can partake.
- Promote development and design of environment-friendly products.

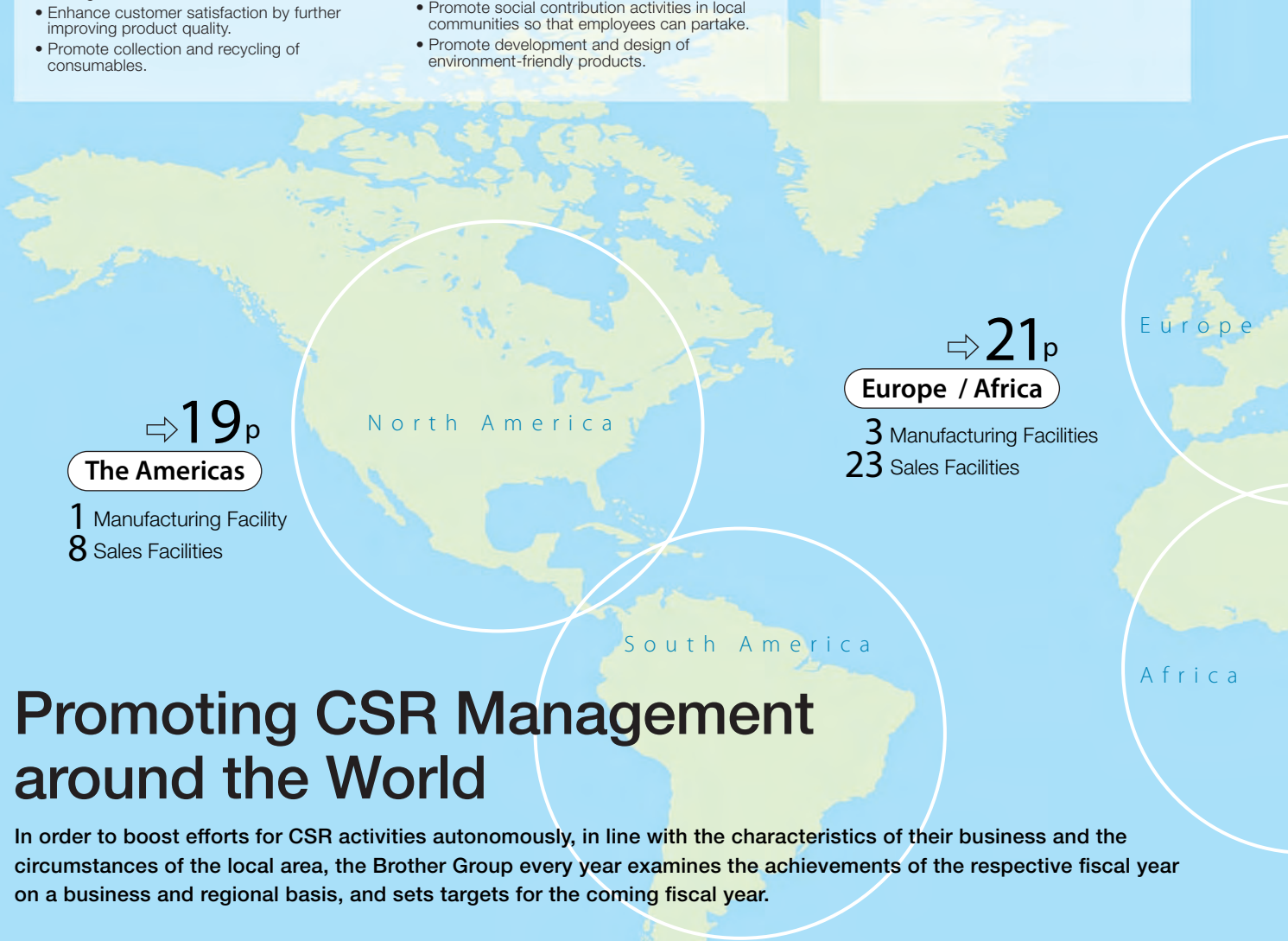
The Americas

Main Achievements in FY2008

- Strengthened customer support with upgraded video content, etc.
- Upgraded human resource development and training programs.
- Constructively supported employees in their donations and volunteer activities.
- Promoted collection and recycling of consumables.

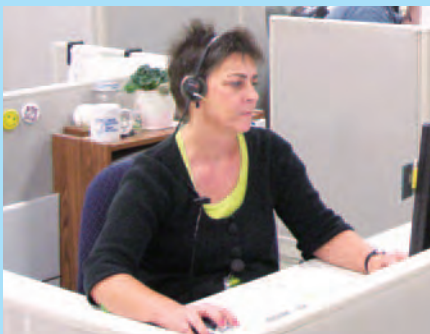
Targets for FY2009

- Strengthen the customer service system across the Americas.
- Strengthen personnel training program for fostering self-motivated employees.
- Promote ongoing social contribution activities in local communities so that employees can partake.
- Promote environmental protection activities within the Americas.



Promoting CSR Management around the World

In order to boost efforts for CSR activities autonomously, in line with the characteristics of their business and the circumstances of the local area, the Brother Group every year examines the achievements of the respective fiscal year on a business and regional basis, and sets targets for the coming fiscal year.



Europe

Main Achievements in FY2008

- Supplied environment-friendly products and acquired environmental labels.
- Developed "e-services" system across all of Europe to improve customer services.
- Distributed unified personnel policy throughout Europe.
- Contributed to local communities by supporting hiring and business startups.
- Acquired ISO14001 accreditation at sales facilities.

Targets for FY2009

- Strengthen customer services by introducing CRM and "e-services" system.
- Promote ongoing social contribution activities in local communities so that employees can partake.
- Sponsor COOL EARTH program to protect Peruvian rain forest.

Asia, Oceania and The Middle East

Main Achievements in FY2008

- Promoted CSR management through "Asia Pacific CSR Meetings."
- Conducted an employee satisfaction survey and implemented measures to improve employee satisfaction.
- Supported youth development activities in cooperation with NPOs.
- Acquired ISO 14001 accreditation at sales facilities.
- Promoted collection and recycling of consumables.
- Promoted environmental awareness and protection activities for employees to partake in.

Targets for FY2009

- Develop human resources on a core of working group activities.
- Promote collection and recycling of consumables.
- Strengthen systems and processes for promoting CSR management in all regions.

China

Main Achievements in FY2008

- Undertook activities at manufacturing facilities to improve product quality.
- Promoted human resource development for locally hired employees.
- Implemented safety and accident prevention activities at manufacturing facilities.
- Implemented CSR procurement activities at manufacturing facilities.
- Supported the empowerment of women by donating sewing machines to women in rural areas.
- Continued to provide students with financial aid.
- Implemented environmental awareness and protection activities for employees to partake in.
- Acquired ISO14001 accreditation at sales facilities.

Targets for FY2009

- Strengthen human resource development for locally hired employees.
- Promote economic support for local communities.
- Promote environmental protection activities that employees can partake in.
- Enhance customer satisfaction by further improving product quality.



(As of June 2009)

