



CASIO  
BUSINESS  
CONDUCT  
GUIDELINES

**CASIO®**

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# Purpose of the Casio Business Conduct Guidelines

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## Purpose

The Casio Business Conduct Guidelines provide the specific code of conduct that executives and employees of the Casio Group must observe in order to apply the corporate creed of Creativity and Contribution to their daily work activities. It serves as the updated version of the Casio Group Code of Conduct. We all must remember that compliance is the foundation of corporate activities. These guidelines serve as a roadmap for our compliance efforts. Casio Group executives and employees strive to follow these guidelines in good faith.

## Not sure what to do in a certain business situation?

Then come back to these Casio Business Conduct Guidelines. Check to see whether your particular actions might violate these guidelines, or any applicable laws or company rules.

If you have any questions or doubts, be sure to consult your supervisor first. If you are still uncertain even after consulting with your supervisor, or if you are unable to talk with your supervisor, please use a whistleblower hotline.

# 1 Developing high-quality products and services and continuing to serve society

## 1. By developing high-quality products and services beneficial to society, we help to solve social issues and contribute to economic growth and a sustainable society.

- We develop and provide products and services beneficial to society based on our philosophy of creating new value from nothing.
- We ensure a level of product and service quality that impresses and delights customers. We do this by building a robust quality assurance system based on employee awareness that quality is paramount and forms the basis of all operations. This promotes the development of the company while contributing to society. We strive to increase customers' trust and favor.
- We respond to our customers' requests and inquiries with sincerity and speed, and reflect their valuable comments in our products and services.
- In all our business processes, we determine our actions based on the five concepts of "on site," "actual goods," "reality," "principle" and "fundamental rule" and adhere to the basics of business operations.

## 2. We provide customer-oriented and accurate information that is easy for customers to understand.

- We clearly describe and display product functions and usage from the customer's perspective.
- If a product description or display is found to be misleading or improper, we promptly take corrective action.
- In the event of a product incident or the discovery of a product safety risk, we promptly investigate the cause, quickly release accurate information, and take appropriate measures to prevent recurrence.

## 3. We provide accurate and sensible advertising and publicity designed from the customer's perspective.

- We ensure that our advertising and publicity activities do not violate any applicable laws or infringe the rights of others.
- We continually strive to deliver fair and appropriate messages based on facts. We describe the features of our products in ways that are easy for customers to understand, thereby avoiding misunderstandings. Moreover, we not denigrate other companies or their products, and we avoid making statements that may inflame social discrimination.
- We ensure that our advertising media never contravenes public order and morality, or has a negative impact on society. If any problems are discovered, we rectify such problems promptly.
- We use the Casio logo and other symbols according to the Casio Design System Manual. In addition, when using Casio brand names, we comply with applicable laws and company rules.



## 2 Careful environmental considerations in all business activities

### 1. We address environmental conservation in all stages of our business activities, including research and development, product design, material procurement, manufacturing, logistics, sales, product use, product disposal, and recycling.

- We fully understand that environmental preservation is a pressing issue for the global community and an essential activity for corporate survival. We strive to carry out activities in accordance with the Casio Group Environmental Principles, Casio Group Biodiversity Guidelines, the Paper Procurement Policy, and the Procurement Policies.
- To help prevent global warming, we strive to reduce our emissions of greenhouse gases including carbon dioxide. To do this, we set medium and long-term reduction targets for these emissions and request our suppliers' cooperation to achieve them throughout the supply chain.
- Based on an understanding of the negative impact our business activities could cause on the global environment and biodiversity, we strive to curb waste by reducing, reusing and recycling, with the aim of zero landfill disposal. Moreover, we strive to live in harmony with nature through efficient use of water and other resources. This includes minimizing the use of plastics at all stages of the product creation process, and working to help realize a resource-recycling society.



### 2. We strive to develop innovative technologies, products and services that help solve environmental challenges.

- We manufacture products that are environmentally friendly, starting from the development and design stages all the way to recycling after product use. This includes efforts to make products lighter, more compact, longer life, and easier to recycle. Moreover, we create products with less environmental impact through the development and effective utilization of materials that can be naturally circulated.



## 3 Ensuring fair, honest, and appropriate transaction activities

### 1. To ensure that we compete and conduct transactions fairly, we conduct our business activities in compliance with all relevant laws including security export control regulations.

- We do not participate in activities to form a cartel with competitors, make misleading representations, or impede fair and free competition.
- In addition to complying with foreign exchange and foreign trade law, and other laws concerning the import and export of goods and technology in and outside Japan, we perform proper export procedures in accordance with company rules such as the Casio Security Export Control Compliance Program.

### 2. We conduct fair, impartial and responsible procurement based on cooperative relationships with our business partners.

- We keep our door open to potential business partners worldwide, based on partnerships with suppliers according to our Procurement Policies. We carry out procurement operations according to established procedures in order to promote fair and impartial transactions with equal opportunities for all.



### 3. We strive to ensure mutual prosperity by strengthening relationships of trust with business partners, and fulfill social responsibilities throughout the supply chain.

- We strengthen relationships of trust with business partners based on activities that create broad mutual understanding. The activities include combining our technological development capabilities with those of business partners (or complementing them), promoting cooperation in the supply chain, complying with relevant laws and social norms, and promoting global environmental conservation. We also ensure appropriate corporate activities and pursue mutual development with suppliers.
- We respect the culture and customs of every country and region in which we operate, and act accordingly.
- We comply with all relevant laws and social norms worldwide in performing our procurement activities. This includes adhering to laws, standards, treaties and norms prohibiting child labor, forced labor, discrimination, human rights violation, and conflict mineral use, as well as those protecting freedom of association, and the rights of workers to organize and bargain collectively. Any kind of relationship with anti-social forces (organized criminal groups) is also prohibited. Therefore, in order to develop our business globally, and fulfill our social responsibilities throughout the supply chain, we ask our partners that provide us with the necessary materials to also comply with the applicable laws, standards, treaties and social norms.

### 4. We prevent bribery by not giving nor receiving illegal or inappropriate entertainment or gifts.

- We comply with anti-corruption laws and never engage in activities deemed as bribery of public servants, government officials, or the executives and/or employees of other companies. Moreover, we never take bribes ourselves.
- We comply with relevant laws and company rules on business entertainment and gift-giving to customers and the executives and/or employees of business partners, and we limit such actions to the scope of commonly accepted business practices and social conventions. In such cases, we first follow the required internal approval procedures and file the appropriate reports.
- We not engage in behavior where we receive business entertainment or gifts in exchange for favorable treatment extended to a specific customer or business partner.
- We make donations appropriately and in compliance with relevant laws and company rules after carefully considering the need and validity of such contributions or donations.

### 5. We refuse to cooperate with any anti-social forces (organized criminal groups) and ensure that no relationships are formed with them.

- We strive to maintain and stabilize public order and never maintain relationships with forces engaged in anti-social activities.
- In the event an unreasonable claim is received from an anti-social force, we take a resolute stance as an organization to prevent any and all benefits to the anti-social force.



## 4

## Respecting human rights in all aspects of business activities

### 1. We support and respect international norms on human rights including the Universal Declaration of Human Rights and we avoid complicity in human rights violations.

- We comply with the Casio Group Policy on Human Rights and fulfill our responsibilities as a company that respects the basic human rights of all people.

### 2. We do not discriminate against or harass anyone in the Casio Group.

- We do not engage in any form of discrimination on the basis of race, creed, gender, age, social status, family status, nationality, ethnicity, religion, disability, gender reassignment, or sexual orientation, and so forth.
- We do not engage in discriminatory talk, violence, sexual harassment, power harassment and other harassment, violations of privacy, defamation, slander, or any other action that violates the dignity of an individual or individuals.

### 3. We do not use or permit any form of child labor, forced labor, slavery or human trafficking. We respect basic labor rights, including freedom of association, the right to organize and the right of collective bargaining.



## 5

## Respecting employee diversity and fostering supportive work environments

### 1. We welcome the participation of diverse employees and work together in harmony to create a better working environment.

- We accept people with diverse personalities, individualities, cultural backgrounds, values, and opinions.
- We implement various personnel measures to allow all employees to demonstrate their strengths and to maximize the performance of the entire organization. We foster a corporate culture in which employees can enjoy job satisfaction and work with a high level of motivation.

### 2. We conduct fair and impartial personnel evaluations and develop human resources who actively take on challenges with a positive spirit.

- We properly compensate employees for their contributions. In addition, we strive to accurately ascertain each person's abilities and aptitudes and carry out fair and impartial personnel evaluations.
- We work to energize our organizations and promote optimal personnel assignments by actively rotating employees based on their willingness to take on challenges and on the needs of the organization.\*
- We help employees to manage their own career development and perform their duties. We provide employees with opportunities to plan their careers and assist them to acquire the necessary skills.\*
- We faithfully adhere to the company's policies and rules and follow the instructions of superiors, making efforts to maintain order in the workplace. While understanding our individual duties and roles, we take responsibility for fulfilling them, and cooperate with each other to carry out our duties.

\*These items may not be applicable in each country or region due to differences in the employment environment.

### 3. We promote initiatives to maintain and improve individuals' health and promote healthy workplaces.

- We support employee health in various ways. The basic welfare policy is to enable employees to work energetically and with peace of mind, thereby maximizing their performance as they carry out their duties.
- We prevent employee fatigue due to extended working hours, while striving to optimize those hours in order to prevent health problems caused by excessive work. By implementing various occupational health measures, we provide support to anyone who becomes ill, by enabling the individual to balance work and treatment.
- We place importance on work-life balance and offer flexible options for diverse work styles.





## 6

## Appropriate disclosure of corporate information and constructive stakeholder dialogue

### 1. We strive to enhance the trust of our stakeholders by disclosing corporate information that is useful to society and by ensuring our accountability to them.

- We strive to disclose corporate information such as management policy, business activities, financial information, and sustainability activities in a timely and appropriate manner, thereby making the information useful to stakeholders.
- We strive to improve communication as a means to enhancing our relationships of trust with a variety of stakeholders, including customers, shareholders, investors, employees, local communities and business partners.
- We respectfully listen to the opinions and needs of each stakeholder and strive to reflect them in our business activities.

### 2. In order to properly disclose financial information, we strictly adhere to generally accepted accounting practices in accordance with relevant laws, company rules, and internal control procedures. We also keep accurate business and accounting records.

- We accurately and unambiguously record and report financial, accounting and other information as necessary based on relevant laws and company rules, and we properly retain these records and reports.
- We ensure that accounting requests, approvals, and recordings are in strict accordance with the prescribed internal control procedures. In addition, we properly maintain internal control procedures, verify their effectiveness, and make improvements as necessary.
- We fully cooperate with all audits and investigations, including audits by accountants, tax investigations, investigations by regulatory agencies, Audit and Supervisory Committee audits, and internal audits.
- We exercise assigned duties and authority in good faith based on company regulations, and we not overstep our individual authority. Furthermore, we perform required reporting as necessary.

### 3. We completely prevent insider trading.

- We comply with the Insider Trading Prevention Rules. We prevent insider trading, including the transaction of company shares using unreleased internal or business partner information.

## 7 Promoting social contribution activities to help realize a sound and spiritually rich society

1. As a responsible corporate citizen, we strive to help realize a prosperous society, particularly through activities in the following five areas: education of the next generation, study and research, environmental conservation, community service, and culture and arts.
2. In particular in areas relating to education of the next generation, environmental conservation, and community service, we strengthen our activities by collaborating with stakeholders to meet their expectations and the needs of society.
3. When offering support or making a donation, we consider the social benefit, public interest, and usefulness to the recipient, and act accordingly in an appropriate manner.
4. We respect the volunteer activities and other social contribution activities of our employees and other individuals.
  - We respect the volunteer activities and other social contribution activities of our employees and other individuals and believe they are an essential part of fulfilling our corporate social responsibilities.



## 8

## Performing comprehensive risk management of any hazards such as natural disasters, information security breaches, and sudden changes in the business environment

### 1. We establish a system to ascertain risks and perform thorough crisis management.

- We strive to prevent risks from materializing by appointing employees responsible for individual risk management, determining their duties and authorities, identifying various risks in corporate activities, and investigating countermeasures.
- In preparation for the materialization of risks, we set up a system in advance to facilitate rapid information transmission, damage containment, and quick recovery.
- We properly identify risks that could have a significant impact on our corporate activities. We analyze and evaluate them on a regular basis, formulate a risk management program to address significant risks, and implement continuous improvement.



Seismic isolation system for the timepiece manufacturing floor at a new building of Yamagata Casio plant



### 2. We continue to improve systems to properly manage personal information, confidential information, and intellectual property.

- We strictly manage leakage of confidential corporate information, by not disclosing it without following the proper procedures outlined in company rules. We never improperly or illegally use corporate confidential information during our employment, and after our resignation or retirement from the Casio Group. Also, we take care not to inadvertently make such information a topic in conversations, calls, or digital communications while in public places. Furthermore, we do not share such information on social media, nor leave it where it may be noticed by a third party.
- We fully comply with relevant laws and company rules on the collection, use, provision, retention and disposal of personal information from our customers, shareholders, investors, executives, and employees, as well as the executives and employees of our business partners, and we handle such information with the utmost care to prevent any and all incidents of leakage.
- In particular, when acquiring any confidential information, we obtain it from the legitimate rights holder using a lawful method.
- We strive to carefully manage business results as intellectual property of the company. We also fully take care not to infringe the rights of others.
- We work to build an adequate risk management system and take the necessary security measures against cyberattacks.

## 9 Senior management and heads of organizations' responsibility for setting a good example of leadership by fully observing the Casio Business Conduct Guidelines and ensuring they are completely known to everyone

1. We ensure that all employees are thoroughly familiar with the Casio Business Conduct Guidelines. We also endeavor to gain the understanding and support of our business partners and encourage them to act based on the guidelines.
2. If an incident that could cause a loss of customer trust or damage to corporate value should occur, senior management take the initiative in investigating the causes, solving the problems, and preventing recurrence.
3. We strive to enhance corporate governance by setting up internal whistleblower hotlines and encouraging Casio Group employees to utilize them when necessary.



# A Global Initiative Supported by Casio

## UN Global Compact

“Corporate sustainability starts with a company’s value system and a principles-based approach to doing business. This means operating in ways that, at a minimum, meet fundamental responsibilities in the areas of human rights, labour, environment and anti-corruption.”

In December 2010, Casio expressed its support for and became a signatory to the UN Global Compact.

### The Ten Principles of the UN Global Compact

#### Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

#### Labour

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

#### Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

#### Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.





# Relevant Internal Regulation

BCG Item	Company Regulations
<b>1 Developing high-quality products and services and continuing to serve society</b>	
<ol style="list-style-type: none"> <li>1. By developing high-quality products and services beneficial to society, we help to solve social issues and contribute to economic growth and a sustainable society.</li> <li>2. We provide customer-oriented and accurate information that is easy for customers to understand.</li> <li>3. We provide accurate and sensible advertising and publicity designed from the customer's perspective.</li> </ol>	Quality Concept and Quality Management Policies <a href="https://world.casio.com/csr/social/quality/">https://world.casio.com/csr/social/quality/</a>
<b>2 Careful environmental considerations in all business activities</b>	
<ol style="list-style-type: none"> <li>1. We address environmental conservation in all stages of our business activities, including research and development, product design, material procurement, manufacturing, logistics, sales, product use, product disposal, and recycling.</li> <li>2. We strive to develop innovative technologies, products and services that help solve environmental challenges.</li> </ol>	Casio Group Environmental Principles <a href="https://world.casio.com/csr/environment/management/">https://world.casio.com/csr/environment/management/</a>  Casio Group Biodiversity Guidelines Paper Procurement Policy <a href="https://world.casio.com/csr/environment/symbiosis/">https://world.casio.com/csr/environment/symbiosis/</a>  Procurement Policies <a href="https://world.casio.com/csr/social/materiality/procure/">https://world.casio.com/csr/social/materiality/procure/</a>
<b>3 Ensuring fair, honest, and appropriate transaction activities</b>	
<ol style="list-style-type: none"> <li>1. To ensure that we compete and conduct transactions fairly, we conduct our business activities in compliance with all relevant laws including security export control regulations.</li> <li>2. We conduct fair, impartial and responsible procurement based on cooperative relationships with our business partners.</li> <li>3. We strive to ensure mutual prosperity by strengthening relationships of trust with business partners, and fulfill social responsibilities throughout the supply chain.</li> <li>4. We prevent bribery by not giving nor receiving illegal or inappropriate entertainment or gifts.</li> <li>5. We refuse to cooperate with any anti-social forces (organized criminal groups) and ensure that no relationships are formed with them.</li> </ol>	Procurement Policies <a href="https://world.casio.com/csr/social/materiality/procure/">https://world.casio.com/csr/social/materiality/procure/</a>
<b>4 Respecting human rights in all aspects of business activities</b>	
<ol style="list-style-type: none"> <li>1. We support and respect international norms on human rights including the Universal Declaration of Human Rights and we avoid complicity in human rights violations.</li> <li>2. We do not discriminate against or harass anyone in the Casio Group.</li> <li>3. We do not use or permit any form of child labor, forced labor, slavery or human trafficking. We respect basic labor rights, including freedom of association, the right to organize and the right of collective bargaining.</li> </ol>	Casio Group Policy on Human Rights <a href="https://world.casio.com/media/csr/file/20140703_casio.pdf#pa">https://world.casio.com/media/csr/file/20140703_casio.pdf#pa</a>
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