

## Basic policy

**Be a creative company that makes everyone delighted by bringing innovative ideas to our society.**

Always challenge to seek creative and innovative solutions which contribute to the safety and comfort of all people in our society.

## Corporate conduct principles

1. To think safety and quality as a first priority and to supply products and services which all people enjoy.
2. To observe all laws and regulations and carry out business in a fair, transparent and free competitive manner in order to conduct fair trade and keep a good relationship with the government and administrative organizations.
3. To establish a deep and profound relationship with the stakeholders and disclose actively and fairly the company information
4. To create a workplace where the diversity, personality and ability of all employees are respected so that each employee can enjoy his/her utmost capability.
5. To confront the environmental problem which is a world-wide concern and take appropriate actions voluntarily and actively for solving this problem as one of the most important corporate activities.
6. To promote, as a good corporate citizen, the company's social contribution activities.
7. To cut off any anti-social/criminal organization which causes threat and anxiety to the social order.
8. To contribute to the development of each country by respecting its laws and regulations and by paying careful attention to its culture and customs.

## Employees' conduct & behavior (Code of Ethics)

FUJI KIKO Co., Ltd., hereby announces the model about the conduct and behavior of each employee so that we can assume the dominant position in the world-wide market.

### 1. Conduct & behavior as a teamwork

To contribute to the development of the company by respecting stakeholders and utilizing each of their abilities to strengthen the team power.

#### **Teamwork-consolidated by the diversity of employees**

As a solution-typed group, it makes overall performances with the strength of diversity and responds to future needs.

#### **Pursuit of superiority**

The team becomes a brilliant diamond-like one by enhancing the performances of product development, industrial engineering, and manufacturing ability.

### 2. Conduct as an individual

To think with wisdom and continue the Kaizen activities in the pursuit of added values higher and higher

- **Speed** : To act speedily and keep working until the goal is reached.
- **Challenge** : To challenge high goals without the fear of failure.
- **Policy** : To keep your firm confidence and strong will in front of hard situations.
- **Leadership** : To acknowledge your role-and responsibility to become a leading power.
- **Kaizen** : Pursuit of root-causes, creation and improvement, practice without interruption.
- **Creativity** : To step forward continuously with your original conceptions and ideas.
- **Technology** : To create brand-new values through product development and industrial engineering power.