

KURARAY CORPORATE STATEMENTS

Mission, Values, Commitment

■ Kuraray Corporate Statements

Our Mission

We are committed to developing new fields of business using pioneering technology that improves the environment and enhances the quality of life throughout the world.

For people and the planet — to achieve what no one else can

Our Values

(Philosophy)

- Respect for individuals
- Close cooperation to attain shared goals
- Constant creation of new value

(Guiding Principles)

- Safety is the cornerstone of everything we do
- Customers' needs are our top priority
- We act on ideas in the workplace

Our Commitment

- We will constantly develop and provide safe, high-quality products and services.
- We will maintain a sound relationship with society through good communication.
- We will strive to preserve and improve the global environment, and to secure safety and health in all our workplaces.
- We will value all members of the Kuraray community and respect their rights .
- We will always conduct businesses in a free, fair and transparent manner.
- We will honor all intellectual property and secure data and information in a proper manner.

Note : In Kuraray Corporate Statement, "Kuraray" refers to Kuraray Group Companies (Kuraray Co., Ltd. and its subsidiaries), and "We" refer to all the people working in Kuraray (all directors, officers and employees, which include part-time employees and dispatched staff).

In August 2015, Kuraray revised its Corporate Statements (former name: Corporate Philosophy, Guidelines for Action, Corporate Mission and Principles for Business Conduct) as shown in the first page.

This brochure is to explain the meaning of the revised Statements.

Please understand the Statements and bear them in mind as the foundation of our decision and behavior in day-to-day business activities.

Keep this brochure handy, read it through repeatedly and utilize it as a textbook for conveying Kuraray's key concept to your associates, customers, business partners and people first entering our business.

Our Mission

Our Mission is the answer to the question "Why do we exist," and it declares our Group's commitment to how we will contribute to society.

We are committed to developing new fields of business using pioneering technology that improves the environment and enhances the quality of life throughout the world.

For people and the planet — to achieve what no one else can

Since its establishment in 1926 as a manufacturer of the chemical fiber Rayon, Kuraray has been steadily improving its technology and developing new market, and striving to provide valuable products responding the needs in society. Thus Kuraray has established various kinds of businesses, many of which pioneered the commercialization of certain materials and captured top global market shares, and keep offering indispensable values to the society. Synthetic fiber KURALON was one of those pioneering efforts, which was commercialized in 1950 for the first time in the world, and it was done utilizing Japanese technology and resources.

Through reminding our history, and forecasting the future world, we have once again asked ourselves, "Why do we exist? What is our purpose in the world?" In response, Our Mission declares our Group's commitment to fulfilling the expectations of and contributing to global society.

Our mission contains three essential messages. The first is "Pioneering technology." Over the years, Kuraray has established numerous pioneering businesses. In that process, we overcame many technical challenges through innovation and hard work. Although it is always difficult to be first and be unique, that is the only way we have found to give shape to society's needs. Our fundamental spirit has always been one of doing things differently, forging a path where others do not follow. That spirit provides the strength from which Kuraray creates value. To us, "technology" means not only the technology for producing new materials, industrial technology, and so on, but also all kinds of know-how and skills for converting

business resources such as manpower, goods, capital and information into valuable products and services.

The second key message is "Developing new fields of business." The creation of unique technologies leads us to discover opportunities for whole new markets and business domains. However, to realize these opportunities and make real contributions to people's lives, we must overcome the many difficulties on the road to commercialization. Only after achieving that can we establish a new market and position Kuraray as the unrivalled leader in the field.

The third is "Improving the environment and enhancing the quality of life." Through its many businesses, Kuraray is always working to improve both the natural environment and quality of life for people worldwide. We see our responsibility to society as more than simply minimizing the negative environmental impact of our business activities; we must strive to improve the environment by developing ever more effective eco-friendly products and services. Moreover, it is also our responsibility to make people's daily lives healthier, safer and more comfortable. That is our ultimate goal and the driving force behind our business.

The slogan "For people and the planet — to achieve what no one else can" describes our mission. Constantly striving to do things that will help society has long been central to our corporate culture. It is that spirit that propels us forward and drives the pioneering efforts that enable us to constantly generate unique ideas and to achieve things that no one else can.

Our Values

This section expresses what we believe in — the things we think matter most. These are common values manifested in all our corporate activities.

Philosophy

Respect for individuals

Kuraray gives top priority to respecting every person we encounter in our business activities as a unique and valuable individual. With that spirit in mind, we will aim to create and maintain an ideal workplace where our business achievements reflect each person's individuality and capabilities, and where personal growth, fulfilled lives, and the success of the Company are all realized together.

Close cooperation to attain shared goals

Although the individual is the source of the organization's vitality, there are limitations to what any one person can achieve. When all the people in an organization are operating on their own, they cannot take advantage of the enormous potential power of united effort. It is important for members of our community to work independently and to exchange opinions frankly, but once a policy decision has been reached, everyone needs to cooperate to achieve our common goals.

Constant creation of new value

Of course, Kuraray manufactures and sells products, but what we really offer to society are not these material things. Rather, our true value lies in the ways customers use our products to change their lives. Our Company supports innovation and creativity rather than imitation and me-too products. We truly believe that creating real value for customers is the reason we exist. Even when our work is not directly concerned with manufacturing products, we always need to provide this kind of value.

Guiding Principles

Safety is the cornerstone of everything we do

As a chemical manufacturer, we have to avoid threatening the safety of our workmates or local community in the process of value creation. We believe that an adherence to safety in all our businesses and the social trust that derives from that policy are the foundation of the Company's continued existence and successful development. All of us in the Kuraray Group believe that "safety outweighs everything else," including business expansion and pursuing increased economic efficiency.

Customers' needs are our top priority

Kuraray respects originality and uniqueness in every business. However, we need to be careful not to overly emphasize approaches driven by our own research ideas rather than customer needs, and we must avoid becoming complacent due to our previous successes. It is vital for the success of our business to identify the requirements of customers, markets, and society as a whole, and to understand that these needs may change over time. Every part of our business has its own "customer," and they are certainly not limited to purchasers of our products or services. We treat all our business partners, both inside and outside the Group, as valued customers, and we pay close attention to their various needs.

We act on ideas in the workplace

Although we always encourage open discussions and free debates in business, pointless arguments and impractical theories do not lead to the kinds of real-world solutions that drive our business. In every undertaking, we need to look at what is happening on the frontlines of our workplace, and make decisions and take action based on the most realistic and practical ideas generated therein.

Our Commitment

Our Commitment declares how we fulfill our accountability and respond to the expectations of the social context in which we operate.

We will constantly develop and provide safe, high-quality products and services.

We in Kuraray always aim to provide unique, high value-added products and services. However, all our efforts rest on two preconditions: Guaranteeing Safety and Assuring Top Quality. We place the highest importance on safety in all our production activities, including product development, manufacturing, and marketing, and we will make every effort to prevent accidents related to our products and services. And we always provide detailed information on all our product labels and other media. If any problem is discovered, we will take appropriate and immediate action.

Moreover, we constantly strive to increase customers' satisfaction and trust through systematic practice to guarantee high quality throughout our organization.

We will maintain a sound relationship with society through good communication.

As a corporation that values openness, we will actively disclose information and listen to a broad spectrum of voices in our communities, and through that, we will establish a healthy relationship with society based on mutual trust. We believe that is a necessary condition for our Company to exist. In addition, we have an important role as a good corporate citizen and will constantly strive to make worthwhile social contributions. Furthermore, we will cut off all relations with any entities or forces that we discover are working against society's interests, and we will not tolerate illegal actions by any of our staff, including either offering or accepting bribes.

We will strive to preserve and improve the global environment, and to secure safety and health in all our workplaces.

Our natural environment provides us with the essential ingredients to support our lives and the indispensable resources to support our business activities. Our planet's unique environment is such a precious gift that if it is ever lost, it cannot be recovered. As a result, we make continuous efforts to minimize the environmental burden of all our businesses and promote the development of technologies and products that actively contribute to improving the global environment. At the same time, we strive to avoid accidents caused by our corporate activities and to protect both our employees and local communities from any accidental damage. We do our very best to maintain healthy environments in our workplaces and healthy living environments nearby as part of our efforts to support the physical and mental health of the Kuraray community.

We will value all members of the Kuraray community and respect their rights.

People who work in Kuraray are all our stakeholders, and also members of the local communities in which we operate. We constantly try to respect their rights, prevent violations of human rights, eliminate discrimination of any kind, and provide equal opportunities for all employees to progress within the organization and display their skills and abilities. In order to ensure that these precepts are carried out, we have established both a formal system within our Company and a supportive working environment.

We will always conduct businesses in a free, fair and transparent manner.

As a global company, Kuraray purchases and sells goods and materials all over the world. Our business cannot be sustainable unless we comply with all international trading regulations and the laws and standard practices of every country in which we operate. We promote our business according to principles of fair competition. We do not break the rules, make unreasonable demands, nor offer business partners excessive rewards in an effort to maintain our market share or maximize profit.

We will honor all intellectual property and secure data and information in a proper manner.

Intellectual property and business information are important management resources and a source of competitive advantage. Kuraray discloses information needed by society in a timely and proper manner, and also prevents leakage of any information that might cause a loss to the Company or its stakeholders. We strictly control and strategically utilize all intellectual property (IP) including trade secrets. We also respect others' IP rights and secure all classified information shared with us by other parties, including personal information, using the same rigorous measures that we apply to our own data.

The “Our Commitment” mentioned in this brochure is broken down in our “Code of Conduct” (comprised of 18 articles). These standards form the basic compliance principles that all the directors, officers and employees of our Group companies must enforce. Kuraray CSR Division is to publish the Compliance Handbook in which “Code of Conduct” is explained in detail.

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