

Basic Concept

On April 1, 2006, the KUBOTA Group established our “Corporate Mission Statement”, “Management Principles”, “Charter for Action”, and “Code of Conduct” as a new system on corporate principles and codes of conduct.

By protecting the “DNA” that has been handed down to us since we were first established, by providing products and services that support the very foundations of human life, and by contributing to improving the quality of life, the KUBOTA Group’s social mission of contributing to the advancement of society and the conservation of the global environment clearly shows through in these new principles.

Furthermore, indicators of the basic ideas and the actions that directors and employees should be conscious of in their specific capacities in order to realize those corporate principles are included in the Charter for Action.

Corporate Mission Statement

- Work for the development of society by drawing on all our capabilities and know-how to offer superior products and technologies
- Build today and open the way to tomorrow, with the aim of bringing prosperity to society and happiness to employees
- Challenge the unknown with creativity and courage

Management Principles

The Kubota Group contributes to the development of society and the preservation of the earth’s environment through its products, technologies, and services that provide the foundation for society and for affluent lifestyles.

Charter for Action

1. Winning Customer Satisfaction

The Kubota Group seeks to win customer satisfaction and confidence by working to ensure product safety and offering products, technologies, and services that meet customer needs.

2. Conducting Corporate Activities Based on Compliance with Legal Regulations and Ethical Principles

The Kubota Group conducts its corporate activities while observing the letter and spirit of legal regulations applicable to its business operations, in accordance with social ethical principles and good conscience.

3. Respecting Human Rights

The Kubota Group bases its activities on the Universal Declaration of Human Rights, respects human rights, and does not violate human rights. Moreover, the Group respects the privacy of individuals and works to protect personal information.

4. Creating a Safe and Vibrant Work Environment

The Kubota Group maintains a safe and healthy working environment and works to improve workplace conditions. In addition, the Group respects the diversity and creativity of its employees and promotes a vibrant work environment.

5. Preserving the Natural Environment

The Kubota Group aims to create a society where sustainable development is possible on a global scale and conducts its operations with concern for preserving the natural environment.

6. Achieving Symbiosis with International and Local Societies

The Kubota Group respects the culture and customs of all countries and regions and seeks to build relationships of trust through communication with local societies, while also working to be a good corporate citizen.

7. Fulfilling Responsibilities for Improving Management Transparency and Accountability

The Kubota Group makes appropriate and timely disclosure of corporate information and fulfills its responsibilities for transparency and accountability in corporate activities.