



ECO FIRST Commitment

Our initiatives as a leading company in environmental conservation

May 31, 2010

Mr. Sakihito Ozawa
Minister of the Environment

KUBOTA Group wishes to become more valuable company that contributes to the improvement of social development and global environment in the field of the food, water, and environment. We place the greatest importance on environmental conservation regarding our CSR management and continue the following efforts.

1. We will implement measures to prevent climate change as a top priority issue.

(1) Kubota Group's business sites in Japan and other countries will reinforce its efforts to prevent climate change to achieve the following reduction targets.

[1] Kubota Group has a target, for FY2013, of reducing its CO₂ emission by 10% or more* compared to FY2009.

(* This target value corresponds to a reduction of 31.3% or more (production plants of Kubota Corporation) compared to FY1991.)

[2] Kubota Group has a target, for FY2013, of reducing its CO₂ emission per sales by 10% or more* compared to FY2009.

(* This target value corresponds to a reduction of 24.2% or more (production plants of Kubota Corporation) compared to FY1991.)

[3] Kubota Group in Japan has a long-term target, for FY2021, of reducing its CO₂ emission by 25%* compared to emission (544,000 tons) from production plants of Kubota Corporation in FY1991.

(* This target value corresponds to a 37% reduction for production plants of Kubota Corporation.)

(2) Regarding the distribution of products and industrial wastes in Japan, Kubota Group has a target, for FY2013, of reducing CO₂ emission per sales by 4% or more compared to FY2009, by improving transportation efficiency and promoting a modal shift to railway and ship transportation.

(* This target value corresponds to a reduction of 9.6% or more compared to FY2007.)

2. We will promote activities to work towards recycling-based society in a positive manner.

(1) Business sites of Kubota Group in Japan and other countries will promote their "Wastes 3R (Reduce, Reuse, Recycle)" efforts to achieve their target, for FY2013, of reducing the emission of wastes per sales by 8% or more compared to FY2009.

(2) Production plants of Kubota Group in Japan and other countries will promote the recycling of wastes, to achieve "zero emission"* at 70% of all plants in FY2013.

(*Landfill ratio of wastes: less than 0.5%)

(3) Business sites of Kubota Group in Japan and other countries will promote their "Water 3R (Reduce, Reuse, Recycle)" efforts to achieve their target, for FY2013, of reducing the volume of water used by 4% or more compared to FY2009.

3. We will promote activities to adequately control chemical substances.

- (1) Business sites of Kubota Group in Japan and other countries has a target, for FY2013, of reducing the amount of PRTR Law-covered substances emitted and moved per sales by 8% or more compared to FY2009. (The reduction target of business sites other than in Japan will be VOC.)
 - (2) Kubota Group will promote the appropriate control of chemical substances through its supply chain to reduce hazardous substances contained in our products. In FY2013, Kubota Group will achieve a ratio* of 40% or more of models with reduced RoHS - designated substances.
- (* Ratio of the value of shipped products that contain RoHS-designated 6 substances in equal to or less than the threshold against the total value of shipped products.)

4. We will promote activities friendly to the natural environment and biodiversity.

- (1) Kubota Group will establish an activity guideline on the conservation of biodiversity, to appropriately manage environmental load and risks accompanying business activities. Also, it will promote the protection of natural environment by greening its establishments and creating biotopes.
- (2) Kubota Group will promote the protection of natural environment through its activities to help restore abandoned farmland and conserve rural natural areas and forests, in the framework of its social contribution activity "Kubota e-Project."

Kubota Corporation will monitor the progress of the above initiatives, report the results to the Ministry of the Environment, and publish annually the results in our Web sites.

Yasuo Masumoto
Representative Director,
President & CEO
Kubota Corporation