

# Panasonic

Panasonic Industry Europe  
Company Policy



**Issuing department**

Corporate Management

**Target audience**

All employees, customers, suppliers

**Approver**

Executive Board, Panasonic

**Repository**

All Principles and Policies, Standards and Guidelines  
can be found here:

<http://www.panasonic.com/global/corporate/sustainability/management/policy.html>

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# PIEU IMS Policy

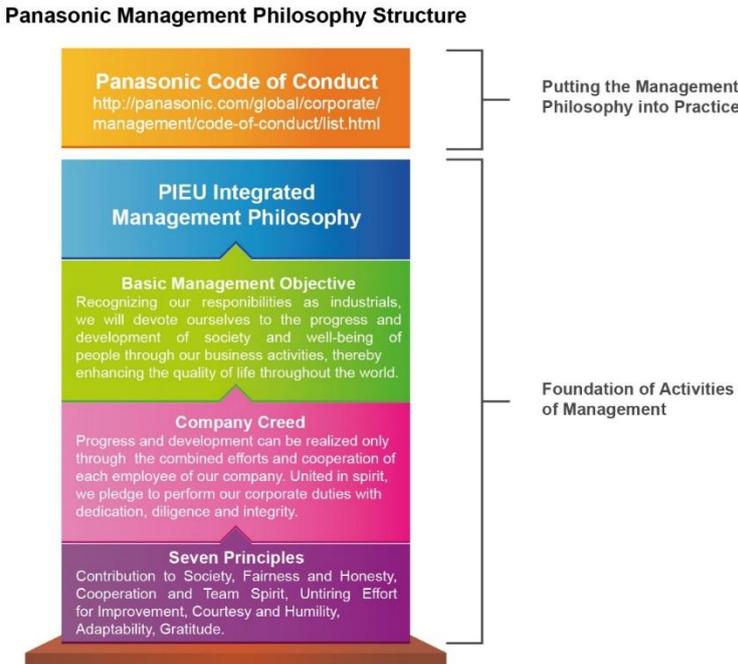
Company Policy

## Our Management Philosophy

At Panasonic, we have strived to serve society and create “A Better Life, A Better World” since the founding of our company in 1918. Panasonic has recognized its responsibility as a leading company in electronics, and continued to devote itself to the progress and development of society, in addition to improving people’s overall quality of life and living standard through its business activities. We apply this Management Philosophy to all our customer centric activity in Europe and globally.

We want to expand our value contribution to society. Therefore, PIEU offers electronic and electro-mechanical devices, batteries, displays, semiconductors and factory automation solutions for a broad range of industries such as automotive and mobility, building and infrastructure, home and personal, production and logistics, medical and healthcare. We provide not only newest technology of hardware, but total solutions including software and excellent services.

Today, great importance is being given to corporate social responsibility and business ethics. Panasonic places considerable emphasis on enhancing corporate value by engaging in transparent business activities in a fair, honest and timely manner. Panasonic’s efforts to meet its corporate social responsibility is supported by guidelines put together in the Code of Conduct. It provides general guidance about Panasonic’s expectations, potential threats and ethical behaviour.



Key to all daily operations is an outline of favoured behaviour in the business according to our Seven Principles:

1. **Contribution to Society:** We will follow the Basic Management Objective for society's benefit.
2. **Fairness and Honesty:** We will be fair and honest in all our business dealings and personal conduct.
3. **Cooperation and Team Spirit:** We will combine our abilities to accomplish our shared goals together and value team spirit.
4. **Untiring Effort for Improvement:** We will try to improve our business ability to contribute to society.
5. **Courtesy and Humility:** We will always be cordial and modest and respect others for good social relationships.
6. **Adaptability:** We will continually adapt our thinking and behaviour to meet the ever-changing conditions around us.
7. **Gratitude:** We will act out of a sense of gratitude for all the benefits we have received.

Panasonic Industry Europe (PIEU) declares our company policy to be an integral and binding part of our corporate culture, principles and philosophy. In accordance with our basic business philosophy, PIEU aims to become a partner of companies in the B2B industries and thus achieve full customer satisfaction by providing excellent technology, products and services. All corporate objectives related to quality, safety at work, information security and environment are based on these principles.

### **Quality Management**

The Panasonic Quality Policy, which applies across the complete Panasonic Group is achieved through the implementation of the Panasonic Quality Management System. All functions across the value chain are responsible for achieving quality objectives as well as continuously improving quality performance.

This company policy provides orientation and represents an obligation for all employees with regard to market and customer expectations. It also applies to all the relevant applicable laws, ordinances, regulations, directives, guidelines, standards and other requirements adopted by PIEU. In adopting this policy, PIEU is laying the foundations needed to overcome the challenges of market competition and to achieve continued growth and profitability.

All our activities are aligned with corporate philosophy, principles, policies and objectives as outlined in the Panasonic Code of Conduct and Management Philosophy. We take the leadership for activities related to European customers on a global base and support other European regions with local operations.

We develop, launch and maintain our products and services, with the prime objective of continually improving their quality as well as the quality of the customer experience. We pay a

proactive role in maintaining this high quality and preventing failures when they occur. We monitor the process of improvement, striving for measurable growth in performance at every level. As we value our customers, and wish to offer them good value in turn, we aim to ensure that our products and service have zero defects by applying and improving our management system.

We place great importance on fully ascertaining the individual needs and requirements of the customer in order to understand and satisfy, and where possible, exceed their expectations.

## **Environment and Corporate Social Responsibility**

Panasonic contributes positively to society ever since its founding and has been taking important measures against pollution. Through ongoing effort, we aim to play our part in attaining a sustainable, safe and secure society for all of us.

Promoting such environmental initiatives is an important element in achieving this goal, as we aim for a society with both cleaner energy and a more comfortable, convenient lifestyle for the citizen. Panasonic is committed to working towards the creation and more efficient utilization of energy, and will achieve this through the development of innovative products, technologies and solutions relating to energy creation, storage, saving and management.

PIEU acknowledges the environmental impact caused by its business operations and products or services and strives to promote global environmental preservation and prevent pollution and waste.

We comply with the laws, ordinances, regulations and directives of the applicable countries and adhere to regulations for controlling hazardous chemical substances in products and materials.

We reduce emissions in factories and offices through waste control, energy-saving and recycling activities.

We set standards for prudent resource management and the reduction of emissions and waste by competitive, innovative product design, supplies and by improving in-process yield rates, thus contributing to environmental conservation.

At PIEU, we develop employees considering their individual needs, involve them in the necessary processes and educate them about the required standards of quality, safety and information security issues in addition to environmental awareness. Therefore, we provide employees with the solid foundation for improving their performance and give them confidence for the effective operational handling of their business with our customers in mind. We aim at having competent and motivated personnel, that is aware of the importance it plays for the overall organization.

We aim to offer a safe working environment to our employees in all our activities. Our approach to health and safety will be based on the identification and control of risk.

## **Risk and Information Security Management**

PIEU strives for excellence in everything it does. Risk Management and Business Continuity are essential elements of the support provided to departments to enable them to achieve that excellence. Following our policies, procedures and guidance will ensure that the multiplicity of dependencies, without which no department can function effectively, can be tailored to acceptably manage the multiple threats and disruptions that can potentially affect your activity.

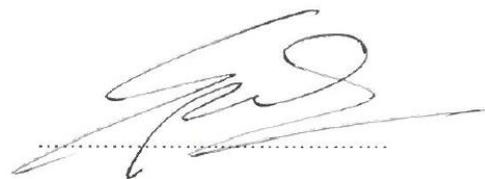
We effectively implement and maintain a risk-based integrated management system and the processes of interaction in the spirit of recognized management standards and regulations. In doing this, we take into account the needs of all parties involved. Thus, we aim to eliminate all workplace accidents through our carefully structured and rigorously maintained occupational health and safety measures. Our company establishes and maintains key customer facing measures, key performance indicators and immediate reaction protocols in case of any irregularity.

We aim to treat the business and personnel information of PIEU, our customers and third parties as a valuable resource and ensure the appropriate use and safeguarding of this information in the course of business.

We aim to continuously improve our management systems (Quality, Environmental, Health & Safety, Risk Management, Information Security, Data Protection) based on the requirements of relevant international ISO standards. This goes hand in hand with ongoing improvement of our processes to confirm continuity and development of our services and elimination of risk.

The implementation of this Company Policy is consequently an overriding leadership task and an obligation for each and every employee.

Ottobrunn, 27.October 2017



Johannes Spatz

President, Panasonic Industry Europe