

Message from the President

As part of Kenwood's corporate vision of "Reaching out to discover, inspire and enhance the enjoyment of life", we are creating products by putting ourselves in our customer's shoes.

At Kenwood, management means CSR

At Kenwood, we are striving towards our corporate vision of "Reaching out to discover, inspire and enhance the enjoyment of life" by developing our three core businesses of car electronics, communications (wireless transmitters), and home electronics in the area of "Mobile & Home Multimedia Systems". This vision has guided us since the dawn of FM broadcasting when as TRIO Electronics our corporate philosophy was to contribute to society through FM radio.

A fundamental part of our company is contributing to society by making corporate social responsibility (CSR) a part of our business, products, and services. Providing products and services that integrate with and inspire the lives of people around the world is a major goal for Kenwood and is the first step for CSR. Taking this first step requires each of our employees to be intimately familiar with our business and to be aware of world trends and conditions.

Providing high-quality products around the globe

There is no question that during this rapid shift to digital technology management must respond globally to support the quality and services demanded of Kenwood products.

We are actively pursuing the following points to secure society's trust and further grow as a global corporation.

- 1) Constantly foster a spirit of craftsmanship and technological development by continually asking ourselves what products and services would inspire and enhance the enjoyment of life of our customers.
- 2) Strive to provide a high level of satisfaction to our customers by strengthening our marketing and services.
- 3) Educate Kenwood employees around the globe about CSR and create a working environment that inspires and gives employees a sense of purpose.

Environmental Activities

Kenwood has established an environmental vision in its pursuit of creating products with a reduced environmental impact. Our efforts begin with the joint pursuit of "green products" and "environmental conservation" and continue throughout the planning and design stages, to the procurement of parts, production and distribution. At our offices and production facilities around the globe, we are reducing our environmental impact through a zero-emissions policy encompassing waste disposal, saving energy, and reducing the amount of paper used in the office. Kenwood is also actively engaged in environmental activities in cooperation with local communities.

We are working towards the realization of our corporate vision by upholding our social responsibility as a global corporate citizen while keeping in mind that we are a "green corporation", existing in harmony with the environment.



A handwritten signature in black ink, appearing to read "K. Shiobara". The signature is fluid and cursive.

President and CEO
Environment Board Chairperson