

OYO Group
Corporate Philosophy
and
Corporate Code of Conduct

**Finding the Best Answers
for the Future of our Planet,**
Creating sustainable innovations for society

OYO
oyo corporation



Promoting environmental harmony and
sustainability while advancing technologies
that support safety and
security and contribute to society



We prepare for the unknown challenges of the future by embracing science, advancing safe, sustainable, and environmentally conscious technologies, while maintaining the utmost integrity.

OYO Group
Corporate Code of Conduct

Making possible the impossible

Challenge



Building beyond past successes

Evolution



Sincere regard for all stakeholders

Integrity



Respecting diverse values and
contributing to society

Diversity



Making possible the impossible

Challenge





Code of Conduct 1 - 1) Rethink the possibilities

- Anything is possible when we work together and persevere.



Code of Conduct 1 -2) Cultivate new markets and new ideas

- Pursue new markets, new technologies, and new methodologies.
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- Contribute to sustainable development goals (SDGs) with business initiatives that aim to solve social problems.
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- Cultivate markets in which our technologies can provide continuing value to society.



Code of Conduct 1 - 3) Develop novel technologies

- Develop novel technologies. Respect diversity and originality. Discover value in cultivating and sharing new ideas.



- Be open to any and all feedback, from all sources, including the market and customers.



Code of Conduct 1 -4) Forge innovations that transcend boundaries

- Create value by collaborating, exchanging ideas, and engaging in co-creation.

Building beyond past successes

Evolution





Code of Conduct 2 - 1) Look to the future, not the past

- In an everchanging business environment, we must learn to move beyond the past and look to the future. Our past achievements do not guarantee our future success. Relying on the past can impede our future. Always look for better ways of doing things, be open to new ideas, and evaluate the past with a critical mindset.
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- Every failure presents a learning opportunity- analyzing root causes of failures and building upon setbacks will pave the way for future successes.



Code of Conduct 2 -2) Be committed to growing as a company

- We are committed to growing as a company by continuing to invest in technological innovations, investing in our people, and keeping abreast of market expectations.





Code of Conduct 2 - 3) **Actively utilize outside resources**

- We aim to maintain a broad perspective and actively utilize all available resources to grow and continuously create the best solutions and services for the customers and regions that we serve.
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- Keep abreast of market needs, elevate and communicate innovations, and aim to solve large-scale societal problems with innovative and sustainable solutions.



Code of Conduct 2 -4) Adapt to change

- We welcome and embrace change and adapt accordingly in order to stay strong, survive and thrive.

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- We are interested in innovations from all fields in addition to our own and we welcome the opportunity to interact with and learn from everyone in order to evolve and adapt as necessary.



Sincere regard for stakeholders

Integrity





Code of Conduct 3 - 1) Always keep stakeholders in mind

- Engage in our work with fervor and integrity, be mindful of all stakeholders including customers, shareholders, trading partners, and the societies which we serve.
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- Strive to enhance the quality of results and always improve operations to exceed customer expectations.



Code of Conduct 3 -2) Observe all laws and regulations

- Act in accordance with laws, regulations, social norms, and all company rules to earn and keep the trust of all stakeholders.



- Act with fairness and integrity, maintain the highest ethics in our work and contribute to the creation of sustainable solutions.





Code of Conduct **3** - **3**) Engage in thorough risk assessment and risk management

- Regularly evaluate and assess risks to the Company, establish preventative measures, and verify the status of those efforts. Diligently protect and manage all Company intellectual property and information as well as that of our customers and trading partners.

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- In the event of emergencies such as large-scale natural disasters, mobilize all available resources including the entire Company to support business continuity and also regional recovery and reconstruction.



Code of Conduct 3 -4) Avoid any and all illegal activities and associations with any and all groups or individuals who seek to profit from illegal activities including violence, force and fraud (“anti-social forces”)

- We will have no dealings whatsoever with any groups or individuals that seek to profit from illegal activities such as violence, force and fraud. Such groups include criminals, organized crime groups (e.g. Boryokudan/Yakuza, mafia, gangs), and any and all other groups or individuals that have the potential for violence and/or illegal social unrest (“anti-social forces”).

- We will work with and coordinate as necessary with any and all requisite agencies, including law enforcement authorities and legal counsel, to protect our Company and employees from antisocial forces and their potential harm and damages.



- We will never engage in backroom deals or open ourselves to undue demands or influences by anti-social forces.
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- We will always ensure the safety and wellbeing of any employees who come under threat of anti-social forces.

Respecting diverse values and contributing to society

Diversity





Code of Conduct 4 - 1) Respect human rights

- We respect and value the rights of individuals of all origins and diverse backgrounds. We value and applaud diversity and celebrate our differences. We pledge to never discriminate against anyone on the basis of race, gender, age, nationality, religion, disability or any other protected class.

- We pledge to create a workplace in which all individuals, of all backgrounds and ideologies can support and nurture one another and thrive together.

Code of Conduct 4 - 2) Incorporate diverse values and ideas

- Actively seek diverse opinions and challenge existing methods and solutions in search of better ones. Incorporate diverse values and ideas into all aspects of our work so that we can continually evolve in order to meet the challenge of a changing world.





Code of Conduct 4 -3) Create a pleasant workplace

- Prioritize health and human safety above all else and work to prevent accidents and injuries in the workplace and at the job site.

- Work to create a pleasant workplace in which every employee respects one another, and everyone is fully cognizant of respecting and adhering to all applicable laws and regulations.

- Support work-life synergy by optimizing work hours and encouraging strong physical and mental health for all employees.

- We prohibit any and all forms of harassment in the workplace including harassment of any individual or group based on national origin, race, color, religion, age, gender, sex, sexual orientation, pregnancy, appearance, disability, sexual identity, marital status or any other protected status.





Code of Conduct 4 -4) Establish a rewarding workplace

- Increase employee motivation and create a workplace that inspires a sense of achievement. Develop appropriate evaluation methodologies and ensure commensurate pay.

Description of the icons

Pride



The circle within the human head represents the Earth and the human brain.

The polished and shining diamond motif expresses future progress.

Challenge



The illustration aims to convey that even goals above the clouds that may seem unattainable at first can be reached by climbing one step at a time. It is a depiction of turning the impossible into the possible while steadily building on existing successes.

Evolution



The icon is a plant sprouting up from layers of soil. It is an illustration of something new sprouting forth through layers of difficulty over the years.

Integrity



The person's hand is over their own heart representing thoughtfulness toward others and moral reflection. The subdued color of the heart expresses serenity.

Diversity



Various shapes are placed in a radial pattern. The differing shapes represent the individuality of employees and the circle they form is the collective body. It is an illustration of how individual characteristics come together to form the greater workplace community.

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