

# Company Policy

Panasonic Industry Europe GmbH



**IN Your  
Future**

## PANASONIC INDUSTRY EUROPE GMBH COMPANY POLICY

### PANASONIC – MANAGEMENT PHILOSOPHY

With the brand slogan **Live Your Best** Panasonic aims to concisely express its Basic Management Objective in the modern era, which was established by founder Konosuke Matsushita.

This basic management objective embodies the mission and devotion, as the heart of our management philosophy and has served as the foundation for all our management activities.

### PANASONIC – BASIC MANAGEMENT OBJECTIVE

“Recognizing our responsibilities as industrialists, we will devote ourselves to the progress and development of society and the well-being of people through our business activities, thereby enhancing the quality of life throughout the world.”

**Konosuke Matsushita –  
Panasonic founder (1894-1989)**

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### PANASONIC – COMPANY CREED

Progress and development can only be realized through combined efforts and cooperation of each employee of our company. United in spirit, we pledge to perform our corporate duties with dedication, diligence and integrity. Key to all daily operations is an outline of best practice in the business according to our

### SEVEN PRINCIPLES

#### Contribution to Society

We will follow the Basic Management Objective for society's benefit.

#### Fairness and Honesty

We will be fair and honest in all our business dealings and personal conduct.

#### Cooperation and Team Spirit

We will combine our abilities to accomplish our shared goals together and value team spirit.

#### Untiring Effort for Improvement

We will try to improve our business ability to contribute to society.

#### Courtesy and Humility

We will always be cordial and modest and respect others for good social relationships.

#### Adaptability

We will continually adapt our thinking and behaviour to meet the ever-changing conditions around us.

#### Gratitude

We will act out of a sense of gratitude for all the benefits we have received.

At Panasonic, we work each day to enrich people's lives and help move society forward. And we are as committed as ever to pursuing new ways to fulfill the Live Your Best mission since the founding of our company in 1918.

Based on its management philosophy, 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 improve people's overall quality of life and living standard through further development in order to bring about a new and bright future.

We want to expand our value and contribution to society by providing not only the latest technology of hardware, but also comprehensive innovative solutions including software and excellent services.

Panasonic places considerable emphasis on enhancing corporate value by engaging in transparent business activities in a fair, honest and timely manner.

Panasonic conducts its business based on global standards, specifications, norms, guidelines and various initiatives.

These concepts are reflected in the Panasonic Group Code of Ethics & Compliance and the Management Philosophy, which form the guidelines for the company's business activities.

<https://www.panasonic.com/global/corporate/management/code-of-conduct/list.html>

### PANASONIC MANAGEMENT PHILOSOPHY STRUCTURE

#### Live Your Best

#### Basic Management Objective

Recognizing our responsibilities as industrialists, we will devote ourselves to the progress and development of society and well-being of people through our business activities, thereby enhancing the quality of life throughout the world.

#### Company Creed

Progress and development can be realized only through the combined efforts and cooperation of each employee of our company. United in spirit, we pledge to perform our corporate duties with dedication, diligence and integrity.

#### Seven Principles

Contribution to Society, Fairness and Honesty, Cooperation and Team Spirit, Untiring Effort for Improvement, Courtesy and Humility, Adaptability, Gratitude.

Foundation of Activities of Management

#### Code of Ethics and Compliance

<http://panasonic.com/global/corporate/management/code-of-conduct/list.html>

#### PIEU Integrated Management Philosophy

Putting the Management Philosophy into Practice

# IN Your Future

## DIVERSITY, EQUITY & INCLUSION (DEI) is an indispensable prerequisite to ensure our company's success.

We expect all our employees to contribute to a respectful work environment with an appreciative handling of diversity, equity & inclusion (e.g. LGBTQIAP+, Gender, Age). This entails being alert to disadvantages and discrimination and, if necessary, looking for ways to eliminate them.

### DEI MISSIONS

- › Establish the awareness, importance and acceptance of DEI at Panasonic Industry through different actions.
- › Analyze where DEI is already part of the daily life at work and where improvement is needed
- › Make a difference while avoiding the risk of pinkwashing
- › Integrate DEI as a part of the company policy, strategy and culture at PIEU.
- › Involve DEI as an immanent part of a hybrid organization

**PANASONIC INDUSTRY EUROPE (PIEU)** declares our company policy to be an integral and binding part of the Panasonic corporate culture, principles and philosophy.

In accordance with Panasonic Basic Business Philosophy, PIEU aims to become a trusted partner in the B2B industries, and thus achieve full customer satisfaction by providing excellent technology, products and services.

Panasonic Industry Europe is committed to enabling customers to achieve their goals in a broad range of industrial sectors such as mobility, infrastructure, automation, medical, appliances, smart living, and security.

All corporate objectives related to the Compliance Management Systems, are based on these principles.

- › **Quality- and Product Safety Management**
- › **Information Security- and Data Protection Management**
- › **Environmental- and Corporate Social Re-sponsibility Management**
- › **Risk- and Business Continuity Management**
- › **Occupational Health and Safety Management**

The Panasonic quality policy, which applies across the entire 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 an orientation and represents an obligation for all employees with regards to market and customer expectations. It also applies to all relevant and applicable laws, ordinances, regulations, directives, guidelines, standards and other requirements adopted by PIEU.

By applying this policy, PIEU is laying the required foundation to overcome the challenges of market competition and to achieve continued growth.

All our activities are aligned with the Panasonic Group philosophy, principles, policies and objectives, as outlined in the Panasonic Code of Ethics and Compliance 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 primary objective of continuous improvement of quality, as well as the excellence of the customer experience. We are proactively working to maintain a constant quality level and prevent failures from occurring. 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 great benefit in return by applying and improving our management systems, we aim to ensure a zero defect tolerance for our products and services.

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

## PANASONIC INDUSTRY EUROPE STRIVES FOR EXCELLENCE IN EVERYTHING WE DO!

Since the founding day, Panasonic contributes to society by carrying out initiatives against pollution, global warming prevention and corporate-wide resources recycling, aiming to attain a sustainable, safe and secure environment.

Promoting such environmental initiatives is an important element in contributing to the creation of a society with both cleaner energy and a more comfortable, convenient lifestyle.

The **Panasonic Environmental Vision 2050** describes the Panasonic Group's commitment to enable an efficient energy utilization through development of innovative products, technologies and solutions, related to energy creation, storage, saving and management.

Panasonic Industry Europe acknowledges the environmental impact caused by its business operations, products and services and strives to promote global environmental preservation to prevent pollution and waste.

- › We comply with the environmental laws, regulations and directives of the applicable countries and fulfil all chemical management and recycling requirements.
- › We reduce emissions in factories, offices and services through energy-saving, waste control and recycling activities.
- › We work to efficiently use resources by pursuing innovative product design and re-cycling-oriented manufacturing.
- › We control and reduce the impact of hazardous chemical substances in products and materials.



# IN Your Future

At Panasonic Industry Europe, 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 a solid foundation for improving their performance and give them confidence for the effective operational handling of their business with their customers in mind. We aim to have competent and motivated personnel that is aware of the importance it plays for the overall organization.

The Risk- and Business Continuity Management is an essential element of the support for departments enabling them in achieving excellence. Following our policies, procedures and guidance, we ensure to tailor the multiplicity of dependencies, without which no department can function effectively, in order to manage multiple threats and disruptions that can potentially affect your activities.

We effectively implement and maintain a risk-based **Integrated Management System**, including an interaction processes, in the spirit of recognized management standards and regulations. By doing so, we take into account the context of the organization and the needs of all parties involved.

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 risk identification and control, with the target to eliminate all workplace accidents through our carefully structured and rigorously maintained occupational health and safety measures.

We aim to treat the business and personnel information as a valuable resource and ensure the appropriate use and protection of this information in the course of business.

Our company establishes and maintains key customers facing measures, key performance indicators and immediate reaction protocols in case of any irregularity.

We aim to continuously improve our Compliance Management Systems according to relevant requirements of the Panasonic Group, customer and international ISO standards. This goes hand in hand with ongoing improvement of our processes to ensure continuity and development of our services and risk elimination.

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



**Johannes Spatz**

President, Panasonic Industry Europe

Ottobrunn, 1<sup>st</sup> April 2023

## ISSUING DEPARTMENT

Corporate Governance

## TARGET AUDIENCE

All employees, customers, suppliers

## APPROVER

Executive board, Panasonic Industry Europe GmbH

## REPOSITORY

All principles and policies, standards and guidelines can be found here:

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

Our certificates can be found here:

<https://industry.panasonic.eu/company/about-us#company-policy-and-certificates-downloads-paragraph-2580>

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# Panasonic

## INDUSTRY



We are dedicated to the highest standards of global sustainability as **Your Committed Enabler**. Find out more on our [website](#).

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