

# C O R P O R A T E M I S S I O N A N D C S R

By integrating business management with CSR, we will generate income for society and JSR and contribute to the creation of a sustainable society.

## Corporate Mission

### Materials Innovation

We create value through materials to enrich society, people and the environment

### Management Policies

#### —Fundamental Pillars of Management

- Continuous creation of businesses
- Enhancement of corporate culture
- Increase in corporate value

### Management Policies

#### —Responsibility to our Stakeholders

- Responsibility to our customers / business partners
- Responsibility to our employees
- Responsibility to society
- Responsibility to shareholders

### Course of Action (4Cs)

Challenge  
Communication  
Collaboration  
Cultivation

## Key Social Priorities and Issues

Energy, resources, water, food, biodiversity, disaster prevention and safety, climate change, human rights, U.N. Global Compact

## Business Strategy

**JSR 20i6**  
Materials Innovation

We will base our business activities on specific priorities leading to the realization of our vision for 2020.

To respond to social priorities through business activities based on our corporate philosophy, management policies and medium-term management plan (April 2014–March 2017)

## Business Base

A business base is essential to the realization of our strategies and corporate management.

## Defensive CSR

A foundation for sustainable business activities

## Proactive CSR

We aim to respond to society's needs through our business activities.

### Petrochemical Products Business

We will globally market products that offer new value in response to the needs of society and markets, such as Solution Polymerization SBR (S-SBR).

### Fine Chemicals Business

By taking JSR's advanced technologies global, we will help support the further growth of digital industries while contributing to the quality of the IT society and social convenience.

### Strategic Business

The environment and aging are both major areas of social concern. By combining its materials and technologies to create solutions for these problems, JSR aims to contribute to the creation of a society in which people can enjoy healthy, fulfilling lives while using energy in environmentally responsible ways.

### Supply Chain Management

We work to improve value across entire supply chains by establishing standards for CSR initiatives and other actions by suppliers, as part of our efforts to ensure that our customers are reliably supplied with quality products.

### Voluntary Environmental, Health and Safety Activities (Responsible Care)

Initiatives by chemical manufacturers to protect the environment and the safety and health of all stakeholders

### Compliance

We will maintain our status as a trusted company by complying with rules and moral standards.

### Governance

The aim of our management policies is to maintain the value of JSR for society and a wide spectrum of stakeholders.

### Human Rights

As a company with a presence in society, we will always consider and respect the individuality of all stakeholders.

## E2 Initiative™

Keeping them foremost in mind to qualify our products for environmental labeling