

PANDASTUDIO.TV

Corporate Philosophy & Code of Conduct

The Best Experience for Everyone



Table of Contents | Chapter Structure

The entire work is organized into seven chapters, and you can find the subheadings for each chapter on the following pages.

01 Philosophy and Common Standards PURPOSE & PRINCIPLES 06–18	05 Fair and safe business practices FAIR & SAFE BUSINESS 44–49
02 PANDASTUDIO WAY VALUES IN ACTION 19–28	06 Information, Assets, and Finance INFORMATION, ASSETS & FINANCE 50–58
03 Judgment, consultation, and action DECISION & SPEAK UP 29–35	07 Knot CLOSING 59
04 Operational mechanism OPERATIONAL FOUNDATIONS 36–43	After finishing reading, I'll take action on one thing in my next job.

Table of Contents | Chapters 1 & 2

We understand the philosophy and common standards, and translate the PANDASTUDIO WAY into our daily actions.

01	Philosophy and Common Standards
1-01	To everyone in the group
1-02	The thoughts and intentions behind our corporate philosophy and code of conduct
1-03	Transforming ideals into actions on the ground.
1-04	The goal that PANDASTUDIO.TV aims for
1-05	Things we will start doing from today
1-06	Connecting our corporate philosophy to the value we provide on a daily basis.
1-07	Connecting philosophy, code of conduct, and daily operations into a single, cohesive whole.
1-08	What is a group code of conduct?
1-09	What is integrity?
1-10	Why is this code of conduct necessary?
1-11	Laws and rules vary from country to country and region to region.
1-12	The code of conduct applies to all group work.
1-13	Consider your code of conduct using three axes.

02	PANDASTUDIO WAY
2-01	Ten behavioral guidelines are presented through seven practical themes.
2-02	We value our colleagues, customers, and stakeholders.
2-03	Continue learning and see the work you promised to do through to the end.
2-04	Create results yourself and improve them using numerical data.
2-05	Leveraging technology to provide the best possible service.
2-06	Eliminate unnecessary elements and make it simple and easy to understand.
2-07	Determine today's actions based on your larger goals.
2-08	Aiming to be a great company
2-09	Share information quickly, and don't hide your failures.
2-10	Putting "Everything for the customer" into action

Table of Contents | Chapters 3 & 4

We will review the methods for making decisions and seeking advice when uncertain, and the mechanisms for continuously applying the code of conduct.

03	Judgment, consultation, and action
3-01	When in doubt, return to these three questions.
3-02	When you're unsure what to do, go for "PANDA 5 YES"
3-03	Five checks to ensure you follow the code of conduct.
3-04	Senior officials have three responsibilities.
3-05	If you do not follow the code of conduct
3-06	If you have any concerns or problems, report them immediately or seek advice.
3-07	How to report a concern

04	Operational mechanism
4-01	Supplementing the "system"
4-02	Implement legal compliance as a system.
4-03	Respecting human rights and creating a safe workplace.
4-04	Reducing environmental impact and moving towards sustainable business practices.
4-05	We earn customer trust through safe, accurate, and honest service.
4-06	Through transparent transactions, we grow together with our business partners.
4-07	Coexist with the local community and fulfill your accountability.
4-08	Check, prioritize, and continue to improve.

Table of Contents | Chapters 5-7

We will confirm our commitment to fair and secure business operations, our responsibility regarding information, assets, and finances, and our vision for the future.

05 Fair and safe business practices

- 5-01 To protect fair competition and ensure fair selection.
- 5-02 We work with our partners according to the same ethical standards.
- 5-03 We will not tolerate corruption and bribery.
- 5-04 Prioritizing the safety and quality of equipment and services.
- 5-05 Create a service that everyone can use.
- 5-06 Use AI safely, fairly, and transparently.

07 Knot

- 7-01 The best video experience starts with the actions of each individual.

06 Information, Assets, and Finance

- 6-01 Avoid conflicts of interest and protect the interests of both the company and its customers.
- 6-02 Do not engage in insider trading.
- 6-03 Protecting information and intellectual property properly
- 6-04 For overseas provision, please confirm the recipient, intended use, and country. We will only use your personal information for the purposes you have authorized.
- 6-05
- 6-06 Company assets should be used for legitimate business purposes.
- 6-07 Accurately record transactions, expenses, and accounting.
- 6-08 Before publication, verify the facts, evidence, and target audience.
- 6-09 Prevent money laundering by not overlooking suspicious payments.

To everyone in the group:



We value people, we continue to learn, and we keep our promises.

We don't hide problems, and we work together with our colleagues to improve.

Let's take on big challenges together.

President and CEO
Masahiro Nishimura





A common language creates a common understanding.

The thoughts and intentions behind our corporate philosophy and code of conduct

Why was this document created?

01 | A Shared Core for a Growing Company

We aim to be more than just a provider of equipment and studios; we strive to empower those who want to create and deliver video content through our technology and services. As our business, locations, and team grow, and our work becomes more complex, decisions can become difficult. Even during busy times, and regardless of our position, we need a shared core to return to when we're unsure.

02 | The Foundation Supporting Trust and Challenge

Our code of conduct is not a set of prohibitions, but rather the foundation for maintaining trust and taking on challenges. It emphasizes valuing people, learning, keeping promises, and openly sharing problems. It's not just a language for management or administrative departments; it's a common language for everyone. From handling a single case, sending a single email, to managing a single piece of equipment, our daily activities contribute to the value of PANDASTUDIO.TV.



Confirm. Speak up. Improve.

Transforming ideals into actions on the ground.

Transforming "knowing" into "being able to do" every day.

01 | Used in daily decision-making

Rental reception, equipment inspection, studio operation, filming/broadcasting, sales, procurement, accounting, recruitment, development. Every job involves making decisions regarding safety, quality, information, rights, and fairness. We review our work based on customer experiences, share any concerns promptly instead of keeping them to ourselves, and implement even small improvements to make things better than yesterday.

02 | Building a Culture Through Dialogue

Seniors don't impose answers; instead, we create a team where members feel safe consulting and learning the reasoning behind decisions. Bad news is shared quickly, allowing us to confront the facts and implement corrective actions and prevent recurrence. We discuss "who we are protecting and what we are protecting" during morning meetings, one-on-one meetings, and project reviews, documenting decisions and improvements to pass on to the next team member.



Expanding the possibilities of video to the world.

The goal that PANDASTUDIO.TV aims for

Delivering the ultimate cinematic experience to anywhere in the world.

01 | Opportunities for Expression, for Everyone

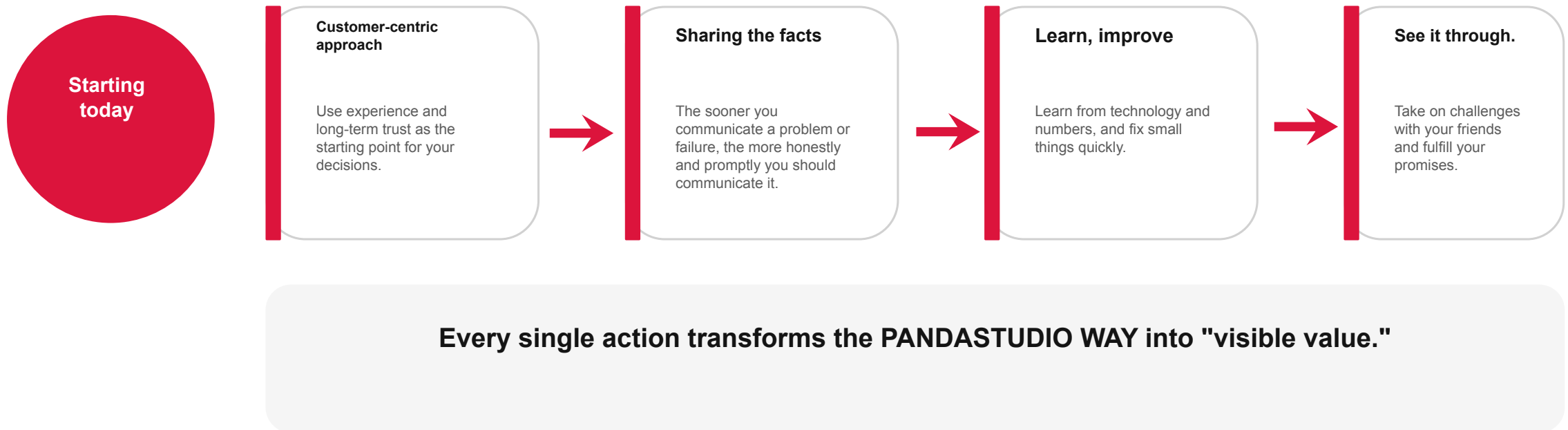
We aim to make video production and live streaming more accessible, easier to understand, and safer to use. We strive for a world where beginners and professionals alike have access to the necessary equipment, locations, knowledge, and support, ensuring that opportunities for expression are not lost due to distance, budget, experience, physical limitations, or language barriers. We responsibly utilize technology and AI, continuously refining our pricing and quality.

02 | From Individual Actions to the Future

High ethics and high performance go hand in hand. Sincerity builds trust, trust increases opportunities for challenge, and challenges evolve our services. Each careful response, thorough inspection, prompt consultation, and small improvements lead to the next level of satisfaction. We won't be content with being a good company; together, we will create a company where our colleagues can take pride in their work and where our customers and society truly value us.

Things we will start doing from today

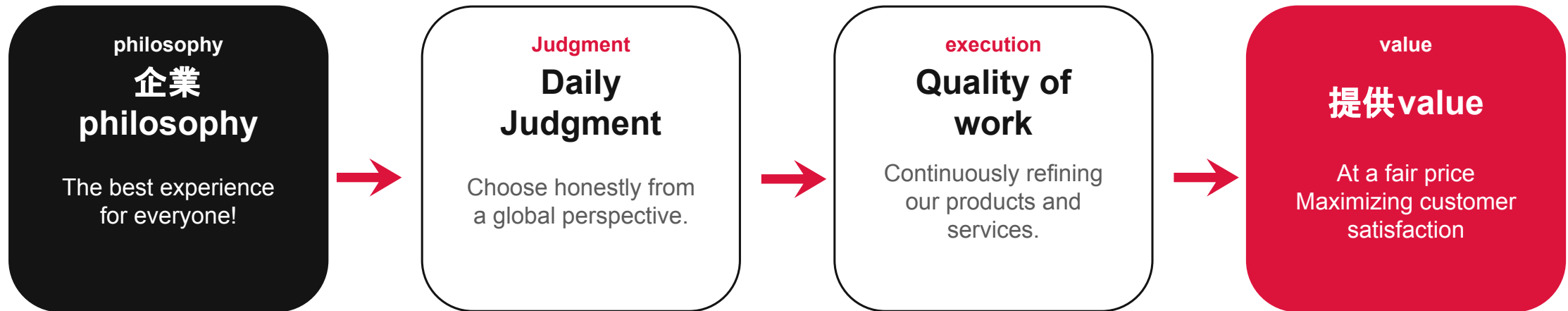
The PANDASTUDIO WAY is not just a set phrase. It's a promise to build trust through daily decisions and actions.



Once you understand, take action in your next project. That's where culture begins.

Connecting our corporate philosophy to the value we provide on a daily basis.

Delivering high-quality products and services at fair prices to customers worldwide.



A philosophy only becomes value received by customers through judgment and execution.

We don't just leave it at words; we translate it into daily quality, price, and service.

Connecting philosophy, code of conduct, and daily operations into a single, cohesive whole.

Translating corporate philosophy into concrete actions related to business, risk, and organization through codes of conduct.

Corporate Philosophy & Purpose + PANDASTUDIO WAY
Delivering the best video experience and expanding the possibilities of video and streaming.



PANDASTUDIO Group Code of Conduct
Applying our philosophy to daily decisions
and actions



Business and service operation
Rental/Studio/Streaming

Risk and Compliance
Safety, Laws and Regulations,
Information, and Fairness

People, Teams, and Workplace Culture
Respect, Collaboration, and Speaking Up

What is the PANDASTUDIO.TV Group Code of Conduct?

Common rules for replicating the PANDASTUDIO WAY across all countries, locations, and projects.



These are the rules to return to when you're unsure, and to ensure you make decisions in a way that's characteristic of PANDASTUDIO, no matter the situation.

What is integrity?

INTEGRITY = Choosing the right course of action based on honesty, fairness, and commitment, and taking responsibility for the consequences, even when no one is watching.

It's not just about words.

Prove what's right through actions.

01

Aligning promises with actions: Adhering to promised standards such as deadlines, quality, and safety.

02

**Don't hide the facts; correct the mistakes.
Share the problem quickly and implement corrective measures and prevent recurrence.**

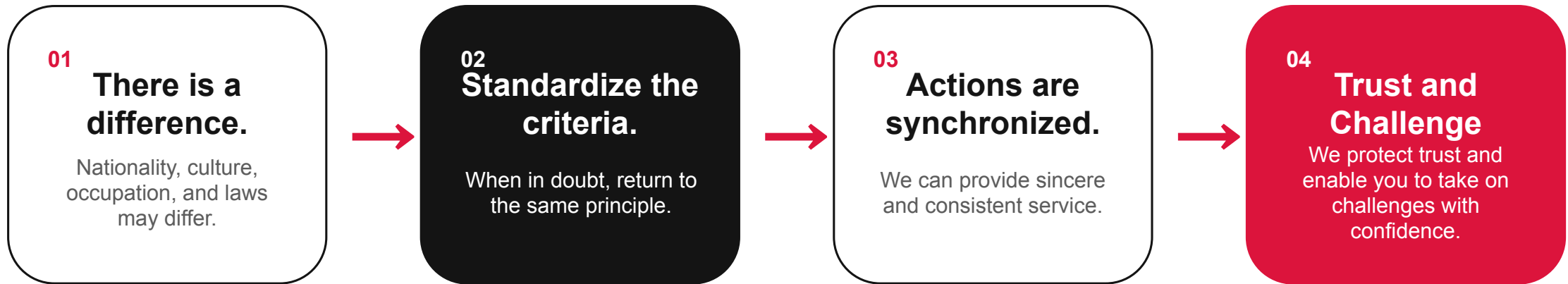
03

Fulfill your accountability: Confidently explain your decision-making process to customers, colleagues, and society.

When in doubt: Would you choose the same action even if no one were watching? Would you still be able to hold your head high if it were made public?

Why is this code of conduct necessary?

To ensure that these practices are adopted as a common corporate culture, regardless of nationality, culture, or occupation, people, and countries



A code of conduct is not about eliminating differences, but about creating a "common foundation" that transforms differences into strengths.

One person's decision can shape the trust of the entire group.

Laws and rules differ from country to region.

We must strictly adhere to them.

- 01 Check the laws and regulations of the country/region where you will be conducting business.
- 02 We will comply even if the contract or internal regulations are stricter.
- 03 If local law is stricter, local law takes precedence.
- 04 If you are unsure about a decision, consult your superior before proceeding.



This code of conduct applies to all group work.

This applies to all decisions and actions made in the company's name, regardless of employment type, department, or location.

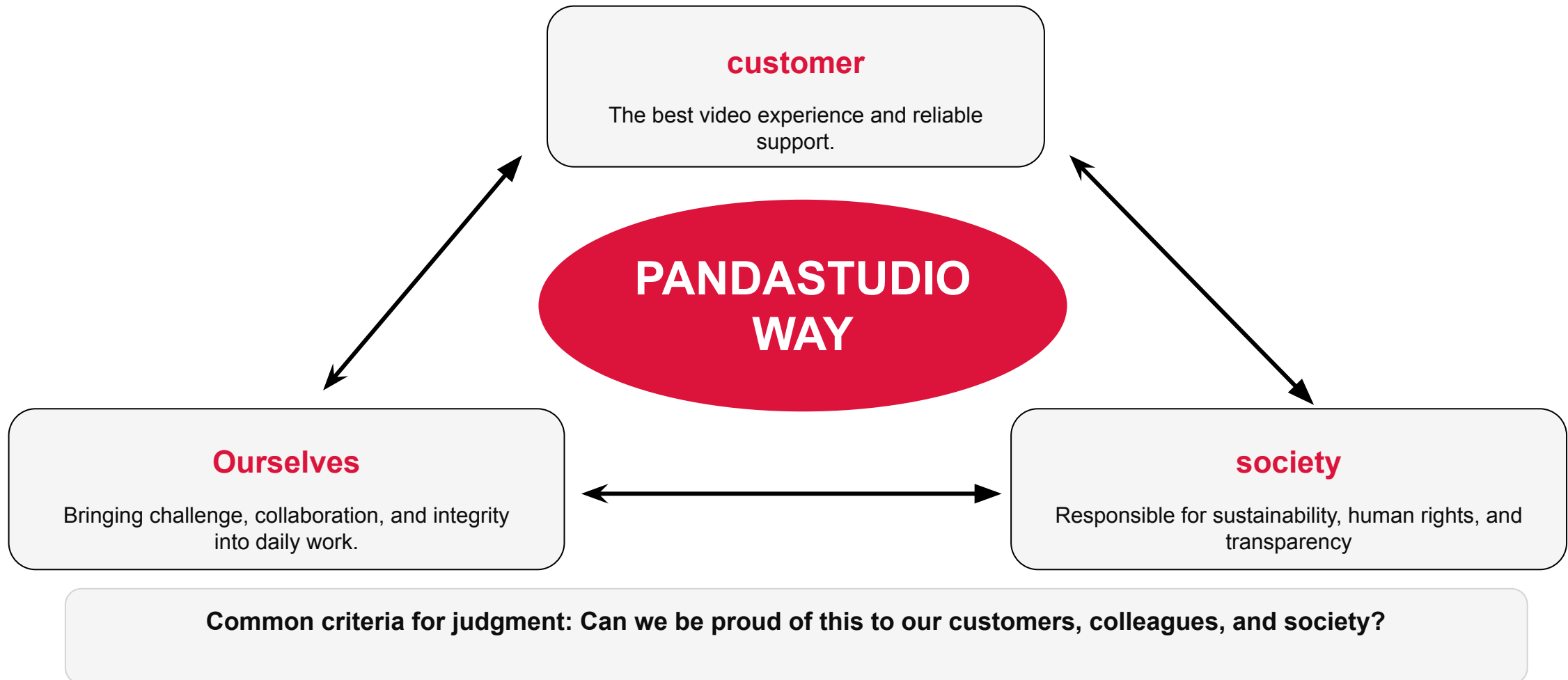


Application Guidelines | Actions involving company names, company assets, and customer information are subject to these rules, regardless of whether they are internal or external, or during working hours.

If you are unsure, consult your supervisor, management department, or the designated support desk before proceeding.

Consider your code of conduct using three axes.

To translate the PANDASTUDIO WAY into concrete actions for our customers, ourselves, and society.



Ten behavioral guidelines are presented through seven practical themes.

1. Cherish each individual.

2. Learn and utilize technology

3. Keep your promises and see things through.

4. Pursue results and numerical targets.

5. Eliminate waste and simplify.

6. Work backward from your big goal.

7. Creating a Great Company

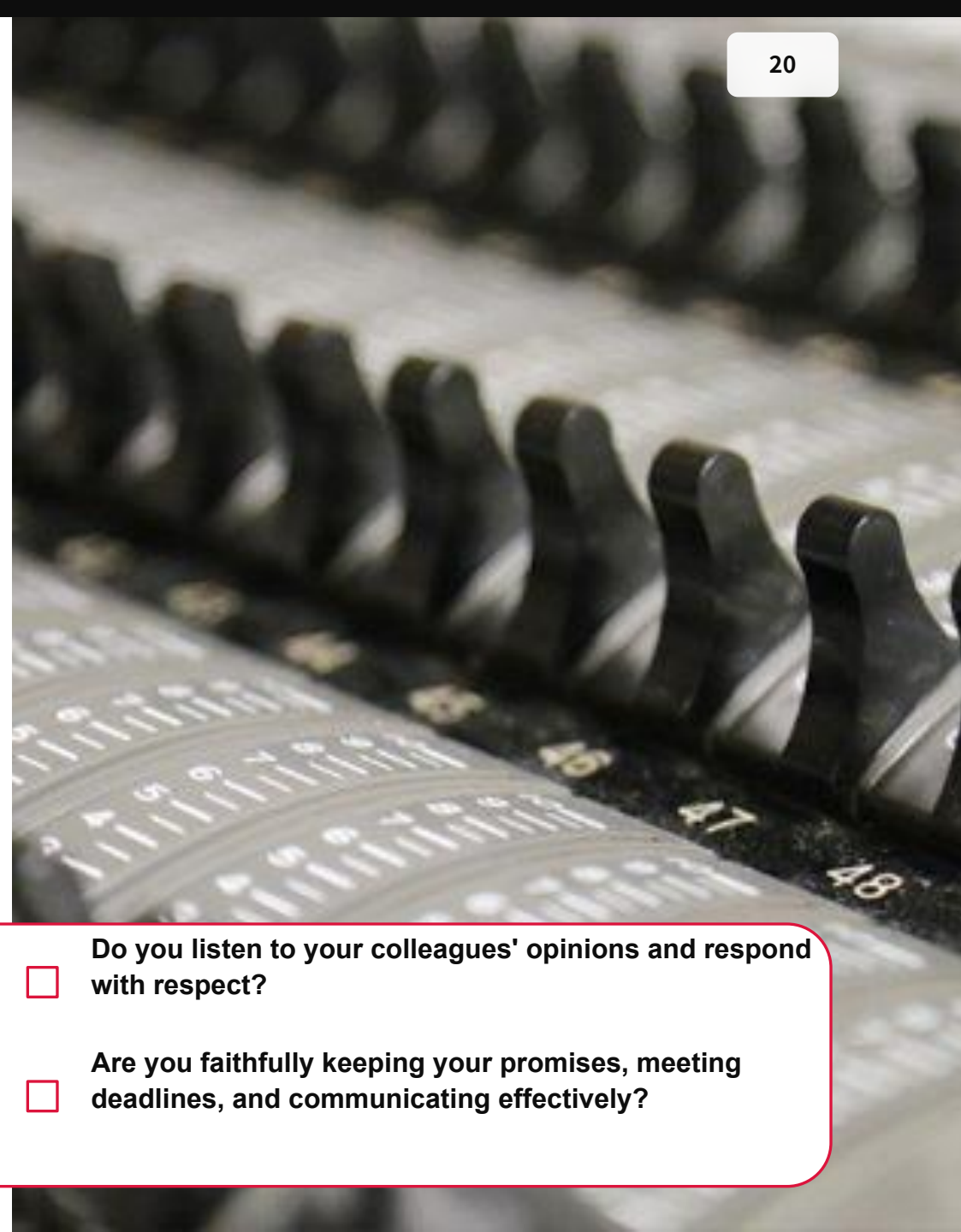
We value our colleagues, customers, and stakeholders.

- We will make every effort to maximize customer satisfaction.
- Creating an environment where employees can work comfortably and enjoy their jobs.
- Consider the other person's perspective and respond honestly and clearly.
- Supporting and helping each other grow so that our teammates can perform to their full potential.

SELF CHECK

Let's reflect on whether we've been taking action.

- | | |
|--|--|
| ☐ Are you considering things from the customer's perspective and confirming their expectations? | ☐ Do you listen to your colleagues' opinions and respond with respect? |
| ☐ Do you proactively reach out to people who are in need? | ☐ Are you faithfully keeping your promises, meeting deadlines, and communicating effectively? |



Continue learning and see the work you promised to do through to the end.



SELF CHECK

Let's reflect on whether we've been taking action.

☐

Are you continuously learning the necessary knowledge and skills?

☐

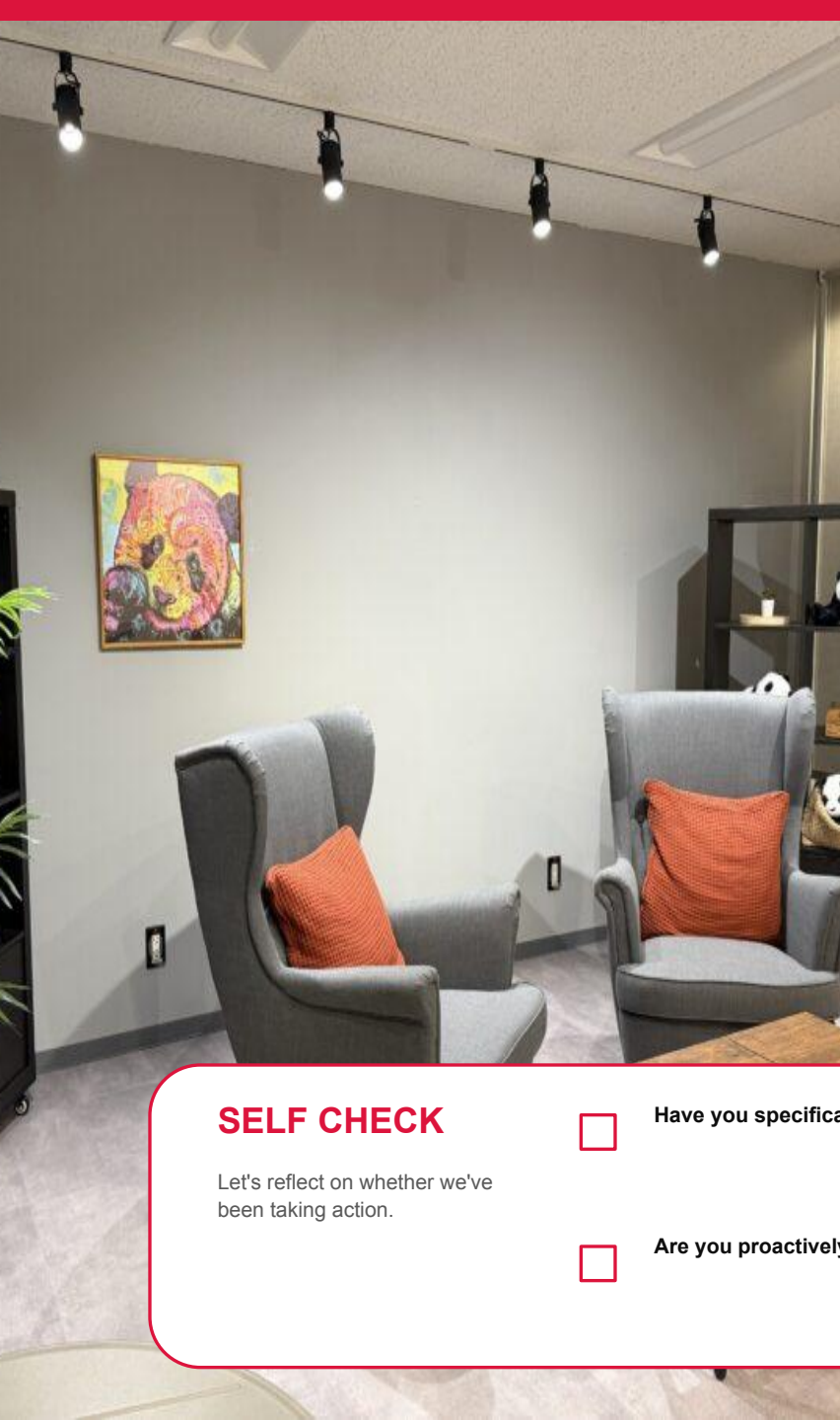
Have you clearly defined deadlines, quality requirements, and roles?

☐

Do you clarify any unclear points promptly, rather than leaving them unresolved?

☐

Are you seeing through the work you promised to do to the very end?



**Create your own results,
set goals, track metrics, and repeatedly improve.**

“

Don't let work overwhelm you; pursue work.

Measure the gap between your current performance and your goals numerically, and continue improving until you achieve results.

Code of Conduct 4: "Pursue Results" / 6: "Pursue Truth and Principles"

SELF CHECK

Let's reflect on whether we've been taking action.

☐

Have you specifically set your goals and deadlines?

☐

Do you have a numerical understanding of the gap between your current situation and your goals?

☐

Are you proactively taking actions that will lead to results?

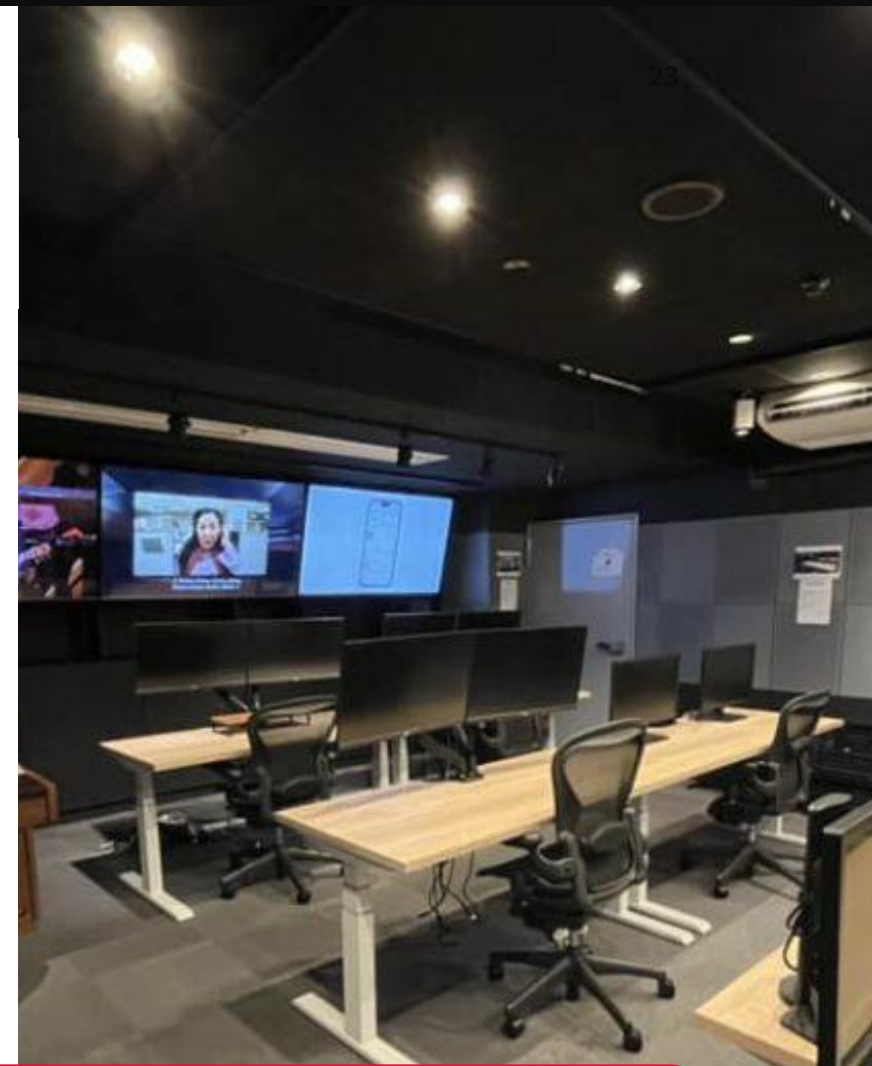
☐

Are you reviewing the results and using them to improve future processes?

2-05 / TECHNOLOGY

Understanding the meaning of technology and utilizing it to provide the best possible service.

- Continuously learning the best and latest technologies.
- Don't be swayed by technology; judge its meaning and importance.
- To utilize it appropriately and connect it to the best products and services.



SELF CHECK

Let's reflect on whether we've been taking action.

☐

Are you continuously learning new technologies?

☐

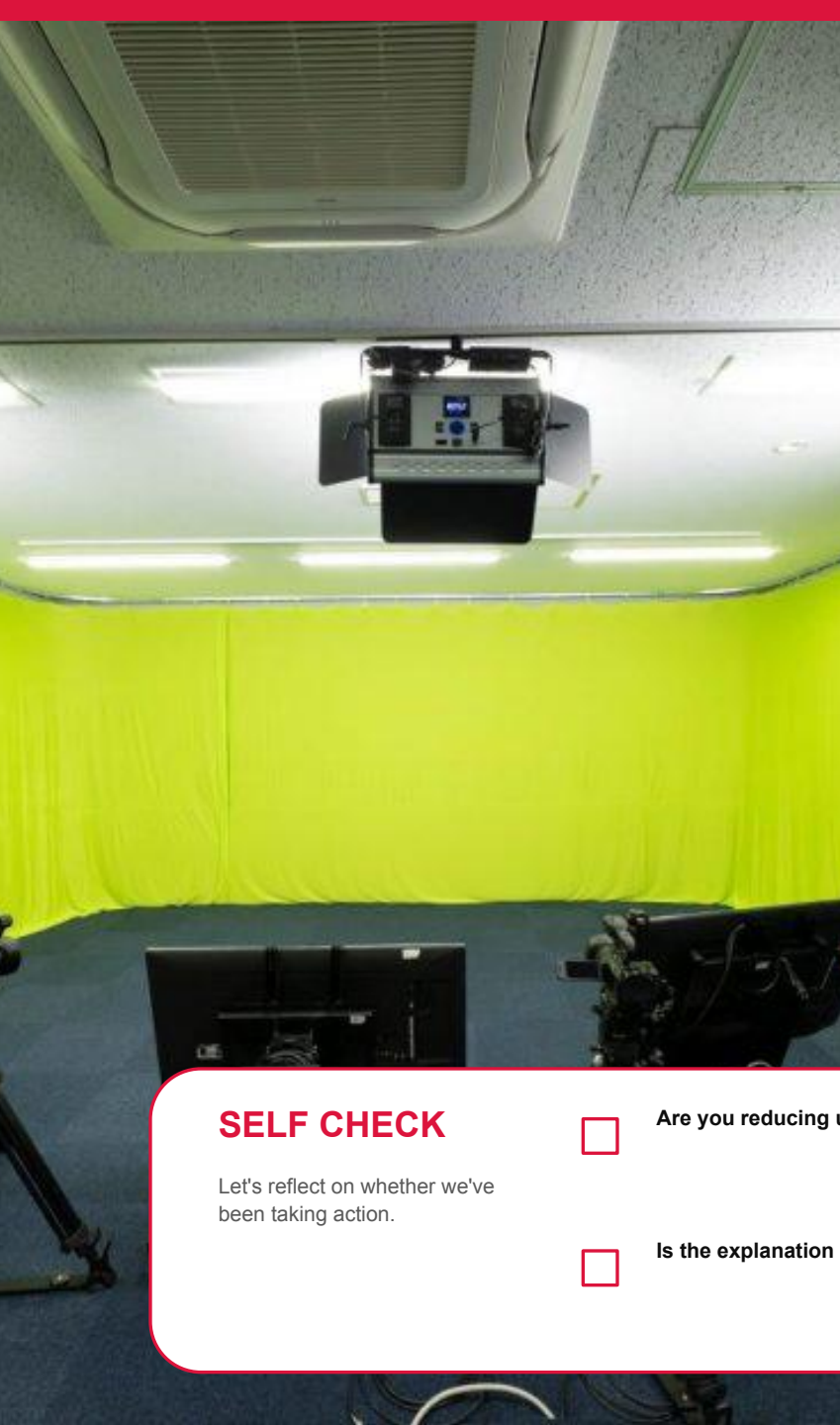
Have you confirmed the purpose and expected effects of the implementation beforehand?

☐

Have you verified its safety, quality, and ease of use?

☐

Are you connecting technology to customer value?



Eliminate unnecessary elements,

make it simple and easy to understand.

- I continue to use my ingenuity and find ways to live frugally and eliminate waste.
- We value time, cost, and resources, and strive to be kind to people and the environment.
- To make design, products, and pricing simple and easy to understand.
- I strive for tidiness and maintain a simple beauty in my daily life.

SELF CHECK

Let's reflect on whether we've been taking action.

☐

Are you reducing unnecessary tasks and procedures?

☐

Do you value time, cost, and resources?

☐

Is the explanation and design easy for anyone to understand?

☐

Do you keep things organized and ready to use?

Set ambitious goals, and determine your actions for today based on your medium- to long-term perspective.

- Act with a medium- to long-term plan and clear goals.
- Consider the possibility of expansion to 10 times, 100 times, or even several thousand times.
- Set specific goals and work towards achieving them with perseverance and ingenuity.

SELF CHECK

Let's reflect on whether we've been taking action.

☐

Have you clearly defined your goals and deadlines?

☐

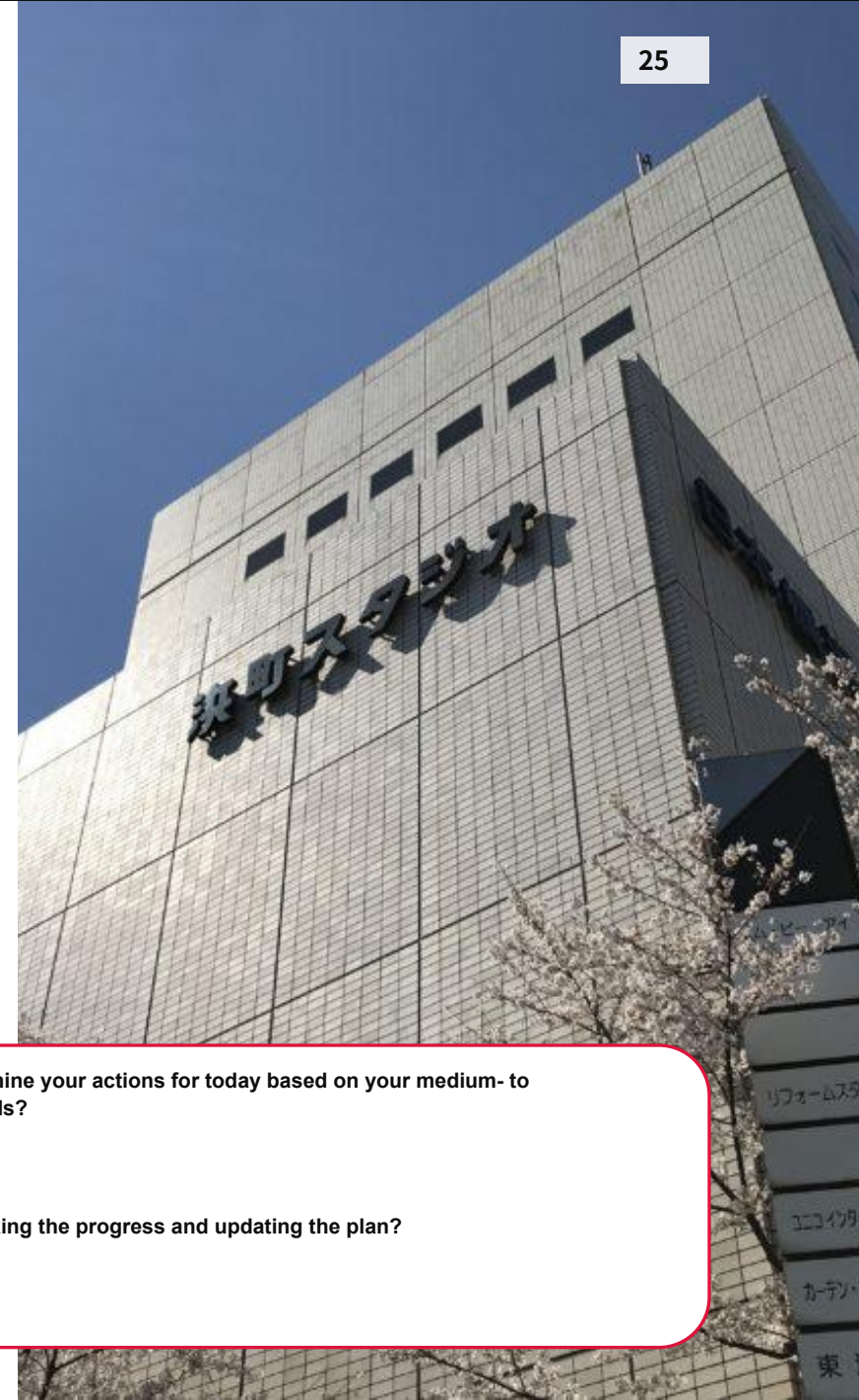
Do you determine your actions for today based on your medium- to long-term goals?

☐

Are you considering and taking on challenges that offer a 10x increase in possibilities?

☐

Are you checking the progress and updating the plan?





Don't be satisfied with being a "good company," aim to be a truly great company.

- Don't be satisfied with the status quo; strive for higher standards.
- Try new methods and keep challenging yourself.
- Accumulating small improvements leads to results.
- We will continue to make every effort to deliver the best possible viewing experience.

SELF CHECK

Let's reflect on whether we've been taking action.

☐

Are you not satisfied with the status quo and do you have high standards?

☐

Are you trying new methods and continuing to challenge yourself?

☐

Are you turning small improvements into tangible results?

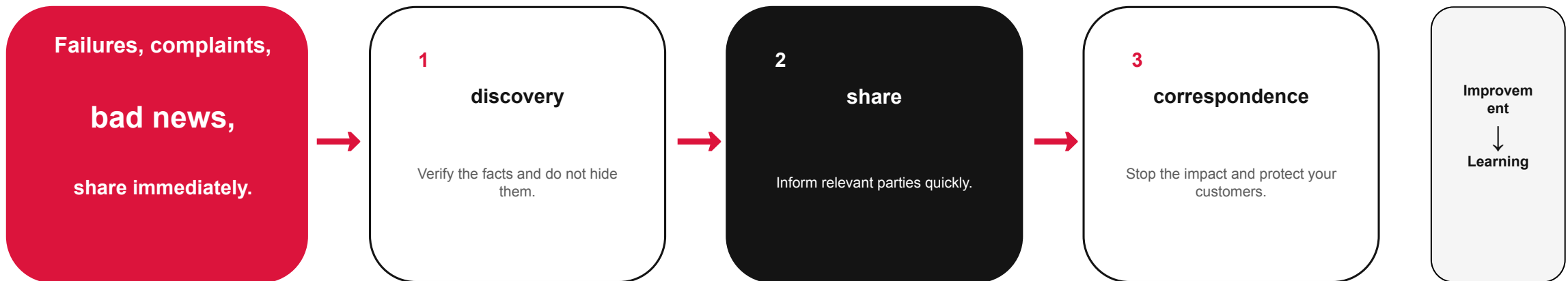
☐

Are you consciously working to provide the best possible viewing experience?

Share information quickly, and don't hide your failures.

We prioritize openness and sharing, and improve speed and cost-effectiveness with the latest technology.

Bad news, failures, and troubles must be shared quickly.



The speed of sharing is not for the purpose of assigning blame, but to minimize the impact and prevent recurrence.

Organizations that deliver bad news quickly tend to be stronger and more trustworthy.

Putting "Everything for the customer" into action

1. Prioritizing the customer's best interests

2. Enhance your expertise and propose the most suitable equipment.

Demonstrate comprehensive capabilities across three departments.

4. Become a trusted partner

5. Obey laws, rules, and agreements.

6. Handling personal and confidential information appropriately.

7. Creating the ultimate visual experience



The moment you feel lost, stop and do a "3-second check."

These are the first three questions for emergency stop. If you're unsure about even one, you can check further in the next question, "PANDA 5 YES".

1

Does this violate any laws or regulations?

Does it violate any laws, contracts, or company rules?

2

Can you do it with pride?

Can you explain your reasoning to customers, colleagues, and society?

3

Would you mind if your family found out?

Is it something you can proudly talk about to those close to you?

All three are YES → PANDA 5 YES

NO - Hesitation → Stop / Reconsider / Consult

When you're unsure what to do, go for "PANDA 5 YES"

Can you answer YES to all five questions? We'll check them one by one.

01 Customer	02 Laws and Regulations	03 Fairness	04 Accountability	05 Public Access
Is this the best course of action?	Does this violate any laws, contracts, or company rules?	Are you upholding fair trade and competition?	Can you explain it with confidence?	Is it okay if this is made public?
YES?	YES?	YES?	YES?	YES?

All 5 answers are YES

Move forward with confidence

If you have even one "NO" or doubt,
stop and contact your superior, manager, or the consultation desk.

Five practical checks for reviewing a project.

After the project is completed, the team reviews the facts, identifying what went well and areas for improvement to incorporate into future standards.

01

Customer Value

Were we able to increase customer value?

02

Safety and Quality

Were we able to fully maintain safety and quality?

03

Information and Rights

Were information and rights handled correctly?

04

Fairness and Consultation

Were fair collaborations and necessary voices raised?

05

Learning and Passing on Knowledge

Can we record our learning and pass it on to the next generation?

What we accomplished:
Standardize the process and share it with the team.

Areas for Improvement
Assign responsibilities and deadlines, and conduct a re-examination.

Senior officials have three responsibilities.

Senior leaders are not only those who explain norms, but also those who build trust through their daily actions.

Three responsibilities	Specific actions taken at PANDASTUDIO	Leader verification
01 Lead by example	• Take the lead in practicing the code of conduct and share the reasoning behind decisions. • Do not compromise on deadlines, quality, safety, information management, or fairness.	Do your words and actions match?
02 Encouraging the adoption of the code of conduct	- Repeatedly review specific examples during morning meetings, one-on-one meetings, and project reviews. - Communicate the purpose and decision-making criteria to support members' autonomous decision-making.	Can the members explain "what they will protect" and "what they will do when they are unsure"?
03 Create an environment where people feel comfortable seeking advice.	- Create an atmosphere where doubts, mistakes, and concerns can be expressed quickly, and listen first. - Share problems openly and see them through to correction and prevention of recurrence.	Are they the kind of team that rises to the occasion the sooner they receive bad news?

Leader's Goal: To share problems early, without concealing them, leading to corrective action and prevention of recurrence.

If you do not adhere to the code of conduct

Not only the violation itself, but also the failure to address it despite knowing about it, and any inaction in management, are subject to liability.

subject	Specific examples	What happens and what you're responsible for.
Violation by the individual	Actions that violate laws, company rules, or codes of conduct.	Damage to trust / Corrective action / Possibility of disciplinary action based on employment regulations
Knowing about it but doing nothing.	Even when a suspected violation is identified, it is left unresolved without being reported or consulted.	The act of neglecting the situation itself could also lead to being held accountable.
Failure of supervisory authority	Ignoring, concealing, or failing to take necessary corrective action against organizational problems.	As a manager, you may be held accountable.

Initial response: Stop the spread of damage → Record the facts → Report and consult → Investigate, corrective, and prevent recurrence

Please report or consult immediately if you have any concerns or problems.

If you notice any violations or suspect any violations, please contact us even if the facts are not yet confirmed. Prompt consultation will help prevent the damage from escalating.



notice

01

We will not ignore any concerns regarding inconsistencies, rule violations, misconduct, harassment, or safety and quality.

To consult

02

Choose the method that feels most comfortable for you from among your superiors, managers, consultation desks, and internal whistleblowing channels.

handle

03

We will maintain confidentiality and verify the facts. This will lead to necessary investigations, corrective actions, and measures to prevent recurrence.

We will protect those who seek our advice.

We will not tolerate retaliation or adverse treatment for reporting or seeking advice in good faith.

How to report a concern

If you notice a violation or suspect one, do not ignore it; report it using the most convenient method for seeking advice.

We will maintain confidentiality in all methods and will not tolerate retaliation or adverse treatment for reporting or consulting.

Report to	Contact method	Best used for	Anonymity / confidentiality
Supervisor / site manager	In person / phone / email	Everyday concerns, suspected violations, early advice	Shared only as needed
Internal consultation desk	Web form / dedicated email	When a supervisor is involved or hard to consult	Confirm preferences and protect confidentiality
External hotline	Web / phone / email / fax / mail	Independent or anonymous consultation	Anonymous where legally permitted
Emergency contact	Phone	Threat to life or safety, major accident, suspected crime	Contact police/fire services and the company immediately

The latest contact information, URLs, and phone numbers can be found on the company portal or in the latest company regulations.

Supplementing the "system"

1. Compliance System for Laws and Regulations

2. Human Rights and Working Environment

3. Environmental considerations

4. Customer Safety, Trust, and Personal Information

5. Fair Trade and Intellectual Property

6. Coexistence with local communities and accountability

7 Political/Administrative/Antisocial Forces

Implement legal compliance as a system.



Compliance with laws and regulations is a system within the organization, not something that depends on the individual employee's attention.

Understanding → System Development → Routine Implementation → Inspection and Correction

1

grasp

Continue to monitor applicable laws and amendments.

2

system

Establish responsible persons, regulations, and records.

3

daily life

Training, consultation, and reporting services are in operation.

4

Inspection and
Correction

Identify and correct violations and risks.

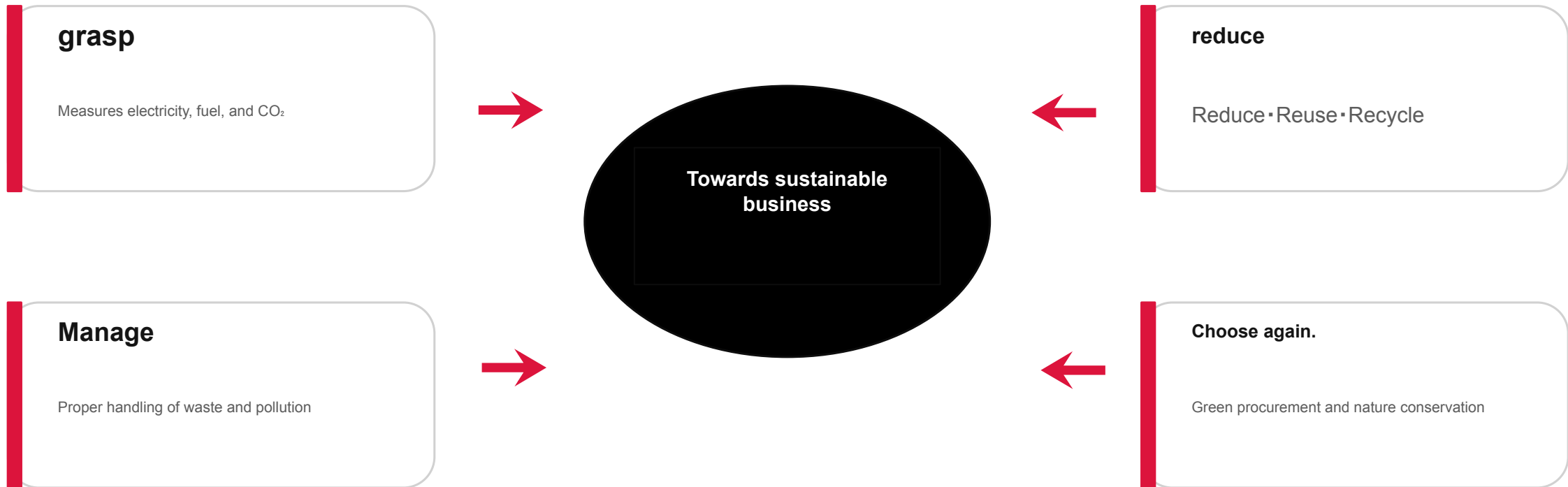
By appointing a person in charge, keeping records, and making regular improvements, we can create a situation where compliance is possible.

We respect human rights and create a safe and comfortable workplace.



Respect differences and don't overlook anxieties or dangers. Create a workplace where speaking up doesn't result in negative consequences.

Reducing environmental impact and moving towards sustainable business practices.



Measure → Reduce → Manage appropriately → Make better choices. Continue this as a business cycle.

By providing safe, accurate, and honest service,

we earn the trust of our customers.

Trust is built through consistently providing courteous service.

01 | Safety

Prioritizing the safety and quality of equipment and services.

02 | Accuracy

Communicate fees, conditions, and risks clearly and accurately.

03 | Integrity

Record complaints and mistakes, correct the causes, and prevent recurrence.

Foundation | Protecting personal information and usage data,

Valuing explanation and consent



A consistent commitment to safe, accurate, and honest service builds customer trust.

By providing safe, accurate, and honest service, we earn the trust of our customers.

Through transparent transactions, we grow together with our business partners.

Clearly document the contract terms, roles, and payments.

The problem will be resolved through dialogue, by setting deadlines and assigning responsibilities.

Do not make unreasonable demands by abusing your superior position.

Protecting each other's secrets, personal information, and intellectual property.



Coexist with the local community and fulfill accountability to funders.

We aim to balance trust with the local community with financial transparency.

01 | Coexistence with the local community

Respect local history, culture, and customs.
Cooperate in disaster prevention, traffic safety, and community activities.

02 | Accountability to Funders

Accurate accounting and tax processing
Transparent disclosure of performance, risks, and plans

By continuing dialogue, documentation, and disclosure, we aim to become a company chosen by society.



Check, prioritize, and continue improving.

Visualize inspection results, prioritize them, and use improvements to set new standards.

0
1

Inspection | Visualize the facts using ○, △, and ×

0
2

Cause | Organize what happened and why it happened.

0
3

Prioritize | Sort by Importance x Urgency

0
4

Implementation Plan | Clearly define responsibilities, deadlines, and metrics.

0
5

Re-evaluation | Confirm effectiveness, standardize, and move towards further improvements.

× indicates top priority | △ indicates improvement with a set deadline | ○ indicates continuation/standardization



Transform reflection into next action.

To protect fair competition and ensure fair selection.

Competition isn't about "deciding things behind the scenes," but rather a set of rules for being chosen based on the value of quality, price, safety, and delivery time.



The key to success isn't the closeness of the relationship, but the value and capabilities we deliver to our customers.

All agents, contractors, and suppliers work under the same ethical standards.

Even when outsourcing work, PANDASTUDIO.TV's responsibilities and ethical standards remain unchanged.



Corruption and bribery, whether direct or indirect, will not be tolerated.

1. Prohibition of cash and kickbacks

2. Refuse inappropriate gifts, hospitality, or trips.

3. Providing benefits through an agent is also prohibited.

4. Applies to both public officials and private business partners.

5. Gift-giving and hospitality should be rational and transparent.

6. Accurately record payments, contracts, and approvals.

7. If you have any requests or suspicions, please consult or report them immediately.

Prioritizing the safety and quality of equipment and services.

If you find an accident or quality problem, don't prioritize continuing; stop, check, fix, and prevent it from happening again.

Safety comes first.

Quality is uncompromising.

01

Stop it.

Do not endanger people, equipment, or the work site.

02

Confirm

Check laws, specifications, inspections, and shipping standards.

03

Corrective measures will be taken.

Do not force the continued lending, filming, or distribution.

04

Prevent recurrence

Record the causes and responses, and improve the system.

Safety and quality are the "conditions for continuing work" that must be upheld before meeting deadlines or sales targets.

Creating products, services, and information that everyone can use.

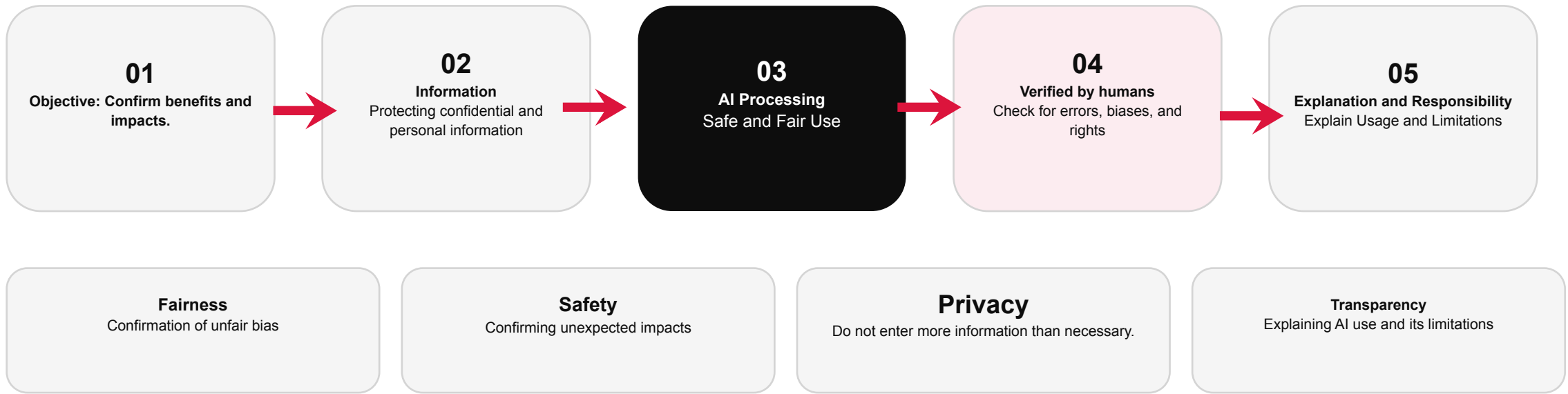
We consider differences in disability, age, language, and usage environment from the very beginning of planning, web development, equipment, studio setup, and support.



Instead of making special arrangements later, we should avoid creating "barriers that prevent access" from the start.

Using AI safely, fairly, and transparently

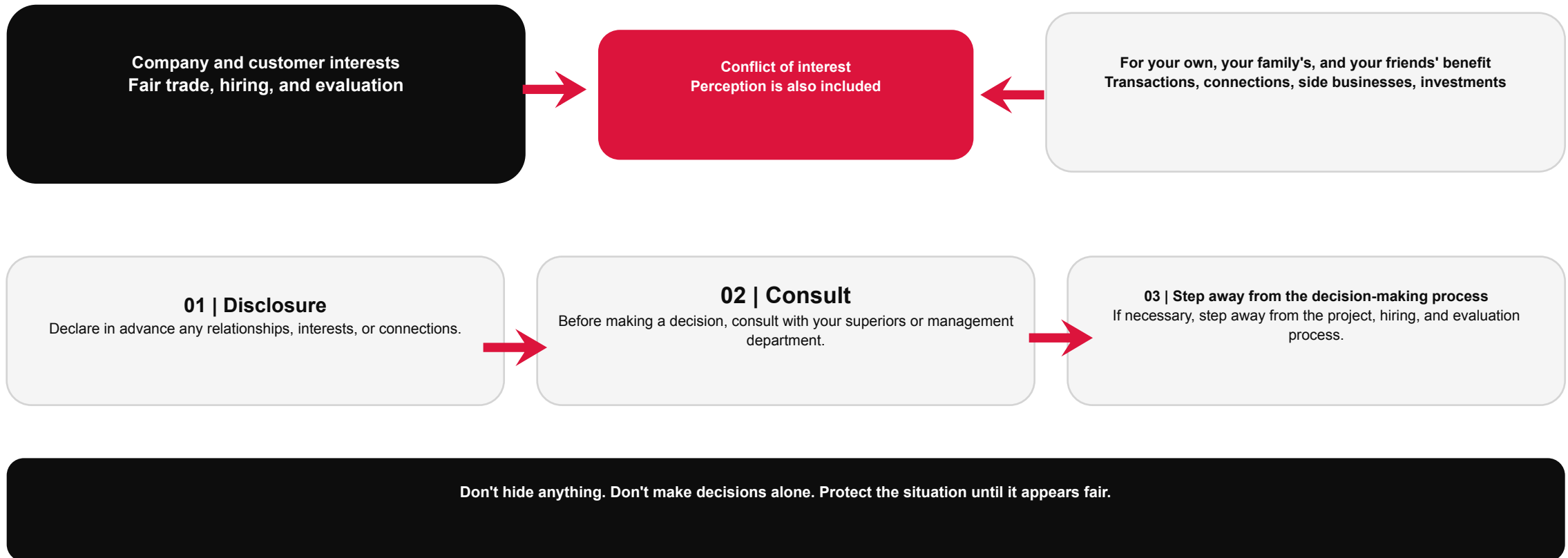
Our generation AI, automation, and analysis systems prioritize the objectives of both individuals and customers, with humans ultimately bearing the responsibility for final decisions.



AI is a tool to assist in decision-making. The final decision, verification, and accountability rest with humans.

Avoiding conflicts of interest and protecting the interests of both the company and its customers.

Not only actual conflicts of interest, but also situations that "appear to be conflicts of interest" can damage trust.



Do not engage in insider trading.

If we gain access to confidential information such as M&A, financial statements, or important contracts, we will not buy, sell, or share it until it is made public.



STOP

If you touch on unreleased
information, it will stop.

01 | Stop trading

Stop your own stock trading, orders, and reservations.

02 | Do not recommend

Do not recommend buying or selling to family or friends.

03 | Do not leak information

Do not share important information outside the company or on social media before it is made public.

If you are unsure about a decision, do not buy, sell, or share ownership; instead, consult with a supervisor or management department.

Protect information and handle intellectual property correctly.

We protect customer data, equipment information, distribution materials, and technical information, and we also properly respect the rights of others.

Information Security | Protect

Only those who need it can access it.
Access is based on authority and business necessity.

Prevent data leaks
Prevent loss, accidental transmission, and unauthorized access

Intellectual Property | Respect

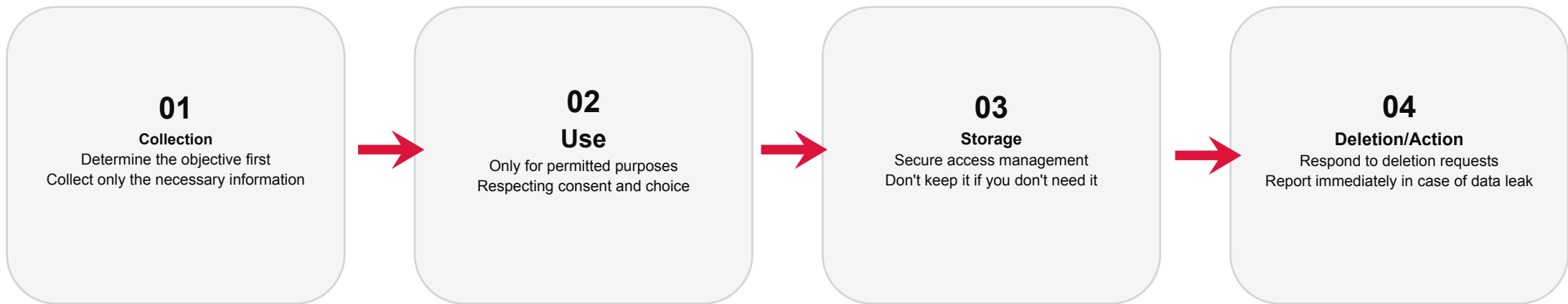
Third-party rights
Do not use images, music, or software without permission.

Confirm external sharing.
Share only after confirming contracts, permissions, and approvals.

Having access to something and being allowed to use it are not the same thing.

We will only use personal information and usage data for authorized purposes.

We will explain what, why, and how we will handle it, respecting the individual's choices, and handling it safely only for the necessary period.



Personal Choice | Appropriate handling of requests for consent, refusal, modification, and deletion

Personal information is not "company property," but rather information entrusted to us by the individual for a specific purpose.

Company assets should only be used for legitimate business purposes.

Company assets are not limited to tangible equipment. Information, brands, and deliverables are also assets entrusted to us for the sake of our business.



For overseas provision, please confirm the recipient, intended use, and country in advance.

1. Target: Equipment, technology, software, data

2. Opponent: User/End User

3. Uses: Risk of military diversion and sanctions

4. Countries/Regions: Destination/Transit Points

5. Suspicious points: Presence or absence of Red Flags

6. Confirm licenses, permits, and economic sanctions in advance.

7. If you are unsure, please consult before shipping/sending.

Record transactions, expenses, and accounting accurately and transparently.

1. With approval, record the facts as they are.

2. Do not distort sales, expenses, or inventory.

3. Do not create fictitious information, falsify data, or misrepresent information.

4. Ensure that expense reports and receipts match.

5. Securely store contracts, evidence, and records.

6. Transactions and approvals within the scope of authority.

7. If you have any questions, please contact the finance department, senior management, or the whistleblowing hotline.

Advertising, social media, and public relations should use accurate and unambiguous language.

Before publication, verify the "facts, evidence, and target audience."

1

Is that true?

Price, conditions, availability, and performance are displayed accurately.

2

Is there any evidence?

For comparative and superlative expressions, please verify the evidence.

3

Will it cause misunderstandings?

They don't hide unfavorable conditions or significant constraints.

4

Can you take responsibility?

Please verify permissions and correct any errors promptly.



Whether on social media or in advertisements, the language used should clearly reflect the company's official stance.

Prevent money laundering by not overlooking suspicious payments.



Suspicious signs → STOP → Confirmation/Consultation

1**notice**

Unnatural aspects regarding currency, country, account, installment payments, and refund destination.

2**Stop**

Even if rushed, do not proceed with the process.

3**confirm**

Record and verify the trading partner, contract, and payment purpose.

4**Consultation and reporting**

Do not make decisions individually; promptly share the information with the person in charge.

There's no need to jump to conclusions about suspicion. Just don't overlook anything that seems "different from usual."

The best video experience is born from the actions of each individual.



Value people, learn, and keep your promises.

Continue to improve simply, towards your big goals.