

We respect diversity and individuality among our employees and cultivate global human resources who can deliver superior value.



Actions based on the Global Charter, the foundation of our human resources

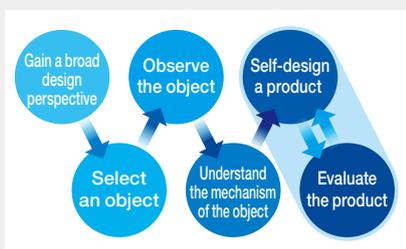
The Brother Group develops its human resources based on the Brother Group Global Charter ("Global Charter"). Its Basic Policies stipulate that the group respects diversity, provides a working environment that enables its associates to utilize their talents and abilities to the fullest, gives them great opportunities through challenging work assignments, and provides them with fair and attractive financial rewards. In return, the Basic Policies encourage associates to be positive members of society, share the company's values, continually learn and improve, maximize their capabilities, strive to achieve their goals, and ultimately, contribute to the group's success.



Case Interaction between designers and development engineers gives shape to "At your side."



▲ Designers and development engineers exchanging opinions



▲ Six exercises in the training program

In 2017, the Design Department of the Development Center at Brother Industries, Ltd. (BIL) launched a workshop training program designed to quickly develop young designers by allowing them to work with experienced designers and development engineers. This program enables young designers to learn design skills from veteran designers through frequent discussions with them and to gain a deeper understanding of product features through communication with development engineers. Participants use a product of another company as an educational object and analyze the reasons for the adoption of its design and discuss the differences between the company's attitude to manufacturing and Brother's, and thus nurturing their design perspectives in a way that keeps up with changing product trends. In addition, they engage in six practical exercises to discover the differences

in thinking between positions and so forth, considering engineers' well-thought-out ideas and designers' ingenuity. Through this program, young designers increase their ability to clearly explain the rationale for their design choices in a concrete, not an abstract, way. They can also realize that the role of designers is not merely creating beautifully designed products but also creating products that satisfy customer demands and provide enhanced ease of use based on the "At your side." * spirit.

* Brother's corporate message of placing its customers first everywhere, ever time