

# The Story of Brother's Value Creation

## Brother's Approach to Value Creation

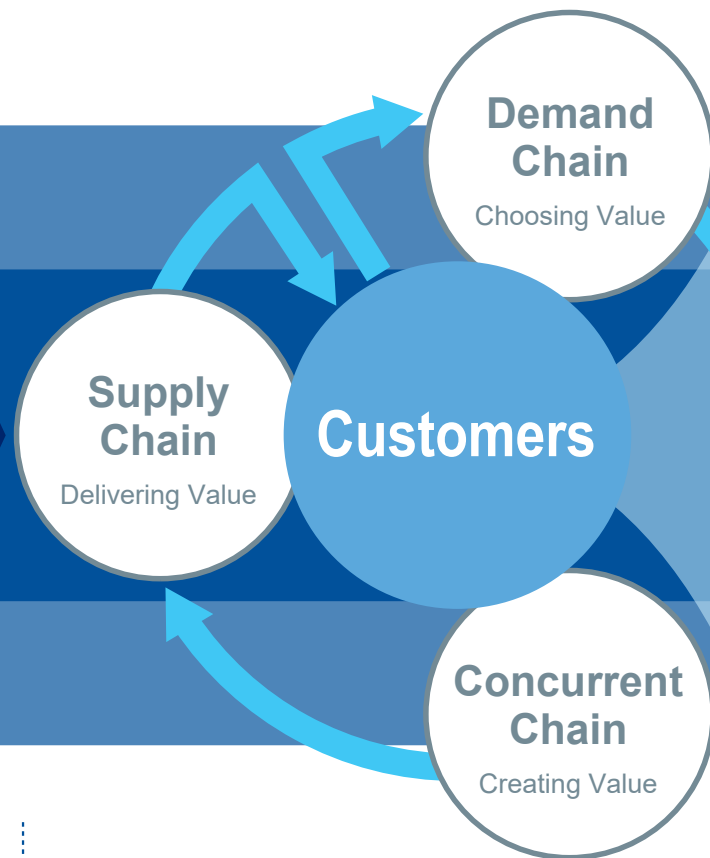
We Seek to Contribute to Society, Help Protect the Earth, and Achieve Sustainable Growth by Expanding Customer Value Centered on the Spirit of "At your side."

**Strengths** Unique Technologies and Global Network

**At your side.**

The Brother Group Global Charter

**Management Foundation** Human Resources, Research and Development, Intellectual Property, Production, Sales, and Services



Brother Value Chain Management (BVCM)

Improving Productivity and Unlocking Creativity

Expansion of Customer Value

Enhancing Quality of Life

Realizing a Diverse and Active Society

Pursuing a Responsible Value Chain

Reducing CO<sub>2</sub> Emissions

Circulating Resources

Conserving Biodiversity

Contribute to Society and Help Protect the Earth