

## ZENRIN Group Charter of Corporate Behavior

[Preamble]

(1) Under the corporate credo of “Fraternity, Service and Creation,” we, the ZENRIN Group, uphold the corporate philosophy of:

**Contributing to people’s lives by creating ZENRIN Geospatial Information**

and the corporate slogan of:

**Maps to the Future**

(2) Our guiding principle is:

**As good corporate citizens,  
we deliver value by planning, collecting, managing, editing,  
and providing high-quality information,  
we are using it to create products tailored to people’s needs**

(3) Under the corporate philosophy, corporate slogan, and guiding principle stated above, we hereby declare that we will act as follows.

[Charter of Corporate Behavior]

Article 1: Sustainable Economic Growth and Resolution of Social Issues

By developing our own technologies and know-how, we will satisfy our customers and gain their trust, as well as developing and providing socially useful and safe products and services, thereby contributing to sustainable economic growth and the resolution of social issues.

Article 2: Protection of Personal Information

We will appropriately collect, manage, and utilize personal information and will strive to prevent unauthorized disclosure or leakage of personal information.

Article 3: Free Competition and Fair Business Practices

We will engage in fair and free competition in the market in compliance with the Antimonopoly Act and other laws and regulations designed to maintain fair competition. We will maintain a sound relationship with political and administrative entities.

#### Article 4: Responsible Procurement

We will strive to engage in appropriate and fair trading and procurement activities in compliance with laws and regulations and by giving consideration to the environment, human rights, and international peace and security.

#### Article 5: Respect for Human Rights

We operate with respect for the human rights of all people.

#### Article 6: Efforts on Environmental Issues

With the aim of coordinating between our corporate activities and the global environment, we will actively work on environmental conservation and fulfill our social responsibility as a good corporate citizen.

#### Article 7: Thorough Crisis Preparedness

In anticipation of the activities of antisocial forces, terrorism, cyberattacks, natural disasters, etc. that pose threat to the lives of citizens or corporate activities, we will establish thorough organizational crisis preparedness.

#### Article 8: Protection and Utilization of, and Respect for, Intellectual Property

We protect and utilize our own intellectual property and respect others' intellectual property.

#### Article 9: Timely and Appropriate Information Disclosure

We will disclose our corporate information in a timely and appropriate manner and engage in constructive dialogue with a wide range of stakeholders, to increase our corporate value.

#### Article 10: Safe and Healthy Workplace Environments

We will create pleasant workplace environments where a wide variety of human resources can respect and acknowledge each other's personality and individuality and improve their abilities by inspiring each other and where they can feel the growth of their company through the growth of individuals.

#### Article 11: Social Participation and Contribution to Development

In order to contribute, as a good corporate citizen, to the sound and continuous development of local communities and society, we will actively participate in society and make our own efforts by taking advantage of the features of our business activities.

#### Article 12: Harmony with the International Community

In our international business activities, we will comply with applicable international rules and local laws and regulations and will respect, and contribute to the development of, local cultures and customs.

#### Article 13: The Top Management's Role and Compliance with this Charter

With the understanding that compliance with this chapter of behavior is essential in fulfilling our social responsibility, our top management will develop an effective governance structure to promote behavior based on the spirit of this charter of behavior, not only in the ZENRIN Group but also throughout its supply chain. In the event of a serious incident where customers' and society's trust in us is breached by our violations of this charter of behavior, our top management will fulfill their responsibility by taking initiative on identifying the cause and preventing recurrence.

End

## ZENRIN Group Standards of Behavior

Since its foundation, we the ZENRIN Group have provided new values to society through our map-related products, including residential maps, while striving to fulfill our social responsibility by contributing to the development of local communities and actively working on environmental conservation activities, among other things.

We established the ZENRIN Group Charter of Corporate Behavior (hereinafter referred to as the “Charter of Behavior”), whose provisions are more specifically stated in the ZENRIN Group Standards of Behavior (hereinafter referred to as the “Standards of Behavior”), which were established in April 2007 as the standards of our behavior to fulfill our social responsibility.

Every individual who belongs to the ZENRIN Group will act in accordance with these Standards of Behavior to the extent not in violation of any law or regulation, and will continue to work hard to make the Group a reliable corporate citizen.

### Article 1 of the Charter of Behavior: Sustainable Economic Growth and Resolution of Social Issues

By developing our own technologies and know-how, we will satisfy our customers and gain their trust, as well as developing and providing socially useful and safe products and services, thereby contributing to sustainable economic growth and the resolution of social issues.

[Standards of behavior]

- (i) We will develop our own technologies and know-how, by achieving location information innovation for creating new values.
- (ii) We will create and provide new values that would satisfy our customers.
- (iii) We will provide high-quality, highly safe products and services.
- (iv) We will provide socially useful products and services.
- (v) We will provide our customers with correct and accurate information on our products.
- (vi) We will sincerely respond to our customers’ requests.

### Article 2 of the Charter of Behavior: Protection of Personal Information

We will appropriately collect, manage, and utilize personal information and will strive to prevent unauthorized disclosure or leakage of personal information.

[Standards of behavior]

- (i) We will handle personal information in compliance with laws, regulations, and rules for the protection of personal information.
- (ii) To achieve the appropriate handling of personal information, we will appoint a personal information management officer who is assigned responsibility and authority for putting in place internal regulations and managing personal information, and we will ensure that these activities are conducted by the personal information management officer.

- (iii) When investigating personal information that we handle or when otherwise collecting personal information, we will use appropriate and reliable methods.
- (iv) We will take appropriate information security measures to prevent leakage, loss or destruction of personal information or to otherwise control its security.
- (v) When contracting out part of the handling of personal information to an external contractor, we will provide necessary and appropriate supervision to the contractor, such as by requiring the contractor to strictly manage personal information under a contract.
- (vi) We will strive to appropriately handle complaints about the handling of personal information.
- (vii) We will provide our officers and all of our employees with in-house training to ensure their compliance with laws and regulations, internal regulations, and other rules concerning personal information.
- (viii) We will strive to continuously improve our system for protecting personal information by conducting inspections of the system to ensure the appropriate handling of personal information and by revising the system in response to, among other things, changes in laws and regulations or the social environment.

#### Article 3 of the Charter of Behavior: Free Competition and Fair Business Practices

We will engage in fair and free competition in the market in compliance with the Antimonopoly Act and other laws and regulations designed to maintain fair competition. We will maintain a sound relationship with political and administrative entities.

[Standards of behavior]

- (i) We will promote antimonopoly practices and free, fair competition practices applicable in each country/region, and will comply with relevant rules, regulations, rules, etc.
- (ii) We will not make any agreement with our competitors on sales price, production quantities, buyers, sales territories, etc., whether orally, in writing or by any other means and whether explicitly or implicitly.
- (iii) When engaging in sales activities directed to government customers, we will not obstruct bidding activities, or be engaged in bid-rigging, or coordinate orders with competitors, or commit any other illegal activity.
- (iv) We will not hold or participate in any meeting which, or engage in any information exchange which, leads to any agreement as set forth in item (ii) above or to any illegal activity as mentioned in item (iii) above, nor will we engage in any activity that would be suspected of being such agreement or such illegal activity.
- (v) We will not engage in dumping that interferes with the business activities of our competitors.
- (vi) We will not use illegal false advertisements or otherwise make representations that would mislead consumers or would libel or slander other persons.
- (vii) We will not engage in gift-giving or entertainment intended to obtain unfair profits or benefits.

- (viii) We will not provide politicians, political organizations, government employees, or administrative agencies with any unfair profit in violation of the Political Funds Control Act, the National Public Service Ethics Act, or any other relevant laws or regulations.
- (ix) We will not engage in inappropriate spending, such as on entertainment, gifts, etc. for administrative agencies or government employees.
- (x) When we intend to hire a former government employee, we will conduct a strict evaluation of the candidate in compliance with laws and regulations and the relevant government agency's rules.

#### Article 4 of the Charter of Behavior: Responsible Procurement

We will strive to engage in appropriate and fair trading and procurement activities in compliance with laws and regulations and by giving consideration to the environment, human rights, and international peace and security.

[Standards of behavior]

- (i) We will fairly select our procurement suppliers in accordance with the criteria set by us.
- (ii) When conducting procurement transactions, we will comply with the Act against Delay in Payment of Subcontract Proceeds, etc. to Subcontractors and other relevant laws and regulations.
- (iii) None of our employees will receive any personal profit from our procurement suppliers in connection with the employee's duties. We will perform our obligations under contracts with our procurement suppliers in good faith.

#### Article 5 of the Charter of Behavior: Respect for Human Rights

We operate with respect for the human rights of all people.

[Standards of behavior]

- (i) We understand and respect internationally-recognized human rights and will fulfill our corporate responsibility for these human rights.
- (ii) We will appropriately conduct human rights due diligence according to the nature of our business and to the seriousness of the negative impact risk of our business on human rights.
- (iii) We will prevent the occurrence of human rights violations. Should any violations occur, we will promptly work to remedy the violations.

#### Article 6 of the Charter of Behavior: Efforts on Environmental Issues

With the aim of coordinating between our corporate activities and the global environment, we will actively work on environmental conservation and fulfill our social responsibility as a good corporate citizen.

[Standards of behavior]

- (i) In our use of resources, we will make active use of recycled materials and natural recyclable materials and will systematically work on recycling activities.

- (ii) As measures against global warming, we will strive to improve our energy use efficiency, including utilizing renewable energy.
- (iii) We will properly manage chemicals and take measures to prevent their leakage pursuant to applicable laws and regulations.
- (iv) We will assess the impact of our business activities on the environment and will strive to reduce the environmental burden and environmental risks of our business activities.
- (v) We will strive to develop technologies, products and services, and business models that contribute to the resolution of environmental issues.
- (vi) We will comply with laws and regulations related to environmental conservation and with various arrangements we have agreed to that re related to environmental conservation.
- (vii) We will work on the prevention of environmental pollution through continuously improving our environmental management system by setting environmental objectives and targets and reviewing the results of our efforts.
- (viii) We will strive to promote environmental conservation by promoting the provision of information on, and awareness and training activities related to, environmental conservation.
- (ix) We will work on nature protection, air/water/soil conservation, noise/vibration/odor control, biodiversity conservation, and animal welfare with the understanding that these activities are essential as a foundation of our business activities.

#### Article 7 of the Charter of Behavior: Thorough Crisis Preparedness

In anticipation of the activities of antisocial forces, terrorism, cyberattacks, natural disasters, etc. that pose threat to the lives of citizens and corporate activities, we will establish thorough organizational crisis preparedness.

[Standards of behavior]

- (i) We will put in place an organizational crisis management system. In anticipation of terrorism, cyberattacks, natural disasters, and other various risks, we will provide thorough organizational training and will put in place relevant systems.
- (ii) When faced with threats from antisocial forces or groups, terrorism, or cyberattacks that pose threat to the lives of citizens or corporate activities, we will deal with them in close cooperation with the police or other relevant authorities.
- (iii) We will not subscribe to in-house organs or books, purchase goods, provide advertising sponsorship, engage in service transactions, provide money or goods, or provide any other benefit that would promote the activities of illegal organizations or groups posing threat to the lives of citizens or corporate activities.
- (iv) To maintain international peace and security, we will comply with laws, regulations, and rules and economic sanctions rules related to import and export in Japan and abroad.
- (v) We will strive to establish an export control system in order to comply with export regulations on products and technologies that may be used in the development or the like of weapons of mass destruction or the like.

## Article 8 of the Charter of Behavior: Protection and Utilization of, and Respect for, Intellectual Property

We protect and utilize our own intellectual property and respect others' intellectual property.

[Standards of behavior]

- (i) We will properly manage intellectual property and will make it available for our business.
- (ii) We will respect valid intellectual property owned by others, and will strive to avoid intentional, unauthorized use or infringement of such intellectual property.
- (iii) Through appropriate employee training, we will foster the sense among our employees to protect and utilize our intellectual property and to respect others' intellectual property.
- (iv) We will carefully manage our and others' confidential information without disclosing or divulging it to third parties.

## Article 9 of the Charter of Behavior: Timely and Appropriate Information Disclosure

We will disclose our corporate information in a timely and appropriate manner and engage in constructive dialogue with a wide range of stakeholders, to increase our corporate value.

[Standards of behavior]

- (i) We will make appropriate disclosures in accordance with laws, regulations, and rules and will strive to conduct constructive dialogue with our shareholders and investors through investor relations (IR) activities and shareholders' meetings.
- (ii) We will put in place a system for preventing insider trading.
- (iii) Towards dialogue and collaboration with our stakeholders, we will disseminate information in a timely and appropriate manner to a wide range of stakeholders.
- (iv) We will develop trust relationships with a wide range of stakeholders through interactive and continuous dialogue with them.

## Article 10 of the Charter of Behavior: Safe and Healthy Workplace Environments

We will create pleasant workplace environments where a wide variety of human resources can respect and acknowledge each other's personality and individuality and improve their abilities by inspiring each other and where they can feel the growth of their company through the growth of individuals.

[Standards of behavior]

- (i) We will respect the basic human rights of individuals and their diverse values and individualities. In our employment management, treatment of employees, etc., we will not give discriminatory treatment to employees based on nationality, race, ethnicity, gender, age, creed, disability, sexual orientation, gender identity, social status, etc.
- (ii) We will promote safe and comfortable workplace environments without discrimination or harassment.
- (iii) We will promote work-life balance by achieving flexible working.
- (iv) We will develop a fair and convincing personnel treatment system in which due consideration is given to employees' job duties, performance, level of contribution, and expectations for their future roles, among other things.



- (v) To allow our employees to fulfill their potential to the maximum, we will support their career formation, capacity building, and upskilling in which employees' individualities and independence are respected.
- (vi) We will ensure safe, hygienic, and health-conscious workplace environments where work accidents are prevented. We will also promote health-conscious management.
- (vii) We will comply with labor-related laws and regulations and will strive to conduct active and constructive dialogue and discussion with our employees or their representatives on working conditions and other issues that should be resolved through mutual efforts of labor and management, while appropriately sharing management information with them.
- (viii) We will thoroughly ensure that we will not supply our Group companies or customers with materials or products that are produced through child labor or forced labor prohibited by law.

Article 11 of the Charter of Behavior: Social Participation and Contribution to Development  
 In order to contribute, as a good corporate citizen, to the sound and continuous development of local communities and society, we will actively participate in society and make our own efforts by taking advantage of the features of our business activities.

[Standards of behavior]

- (i) We will contribute to the resolution of social issues by selecting, from among various issues in society, issues to work on in which we can take advantage of the features of our business activities, and by appropriately devoting our managerial resources.
- (ii) We will support our employees' voluntary social involvement.
- (iii) We will cooperate and collaborate with a wide range of stakeholders, such as NPOs and NGOs, local communities, administrative entities, and international organizations.

Article 12 of the Charter of Behavior: Harmony with the International Community

In our international business activities, we will comply with applicable international rules and local laws and regulations and will respect, and contribute to the development of, local cultures and customs.

[Standards of behavior]

- (i) In our overseas business activities, we will sufficiently research, and comply with, applicable international rules and local laws and regulations. We will also ensure that our corporate philosophy and the Charter of Behavior and these Standards of Behavior are known to all of our overseas branches and local subsidiaries.
- (ii) We will respect local cultures and customs and will strive to promote business activities based on mutual trust with local communities and local customers.
- (iii) We will promote the localization of management by making a strong effort to develop local human resources and by equally providing opportunities for promotion to local staff.
- (iv) We will present our corporate philosophy and the Charter of Behavior and these Standards of Behavior to our local customers and gain their understanding, and will promote the implementation of our corporate philosophy and the Charter of Behavior and these Standards of Behavior through mutual cooperation with our local customers.
- (v) We will not provide any unfair profit to foreign government officials.

## Article 13 of the Charter of Behavior: The Top Management's Role and Compliance with this Charter

With the understanding that compliance with this chapter of behavior is essential in fulfilling our social responsibility, our top management will develop an effective governance structure to promote behavior based on the spirit of this charter of behavior, not only in the ZENRIN Group but also throughout its supply chain. In the event of a serious incident where customers' and society's trust in us is breached by our violations of this charter of behavior, our top management will fulfill their responsibility by taking initiative on identifying the cause and preventing recurrence.

### [Standards of behavior]

- (i) We will establish a sustainability committee to promote the implementation of the Charter of Behavior and these Standards of Behavior.
- (ii) We will provide training to ensure that the Charter of Behavior and these Standards of Behavior are known to all employees.
- (iii) If any serious event occurs where the Charter of Behavior or these Standards of Behavior are violated and the trust of customers or society is breached, we will, under the direct leadership of the top management, promptly establish a system for finding facts and identifying the cause, and decide on and carry out our policy for dealing with the event, our measures to be taken, and the establishment of our system, all of which are responsible and appropriate as those of a corporation.
- (iv) If any serious event occurs where the Charter of Behavior or these Standards of Behavior are violated and the trust of customers or society is breached, we will, under the direct leadership of the top management, provide clear and prompt explanations on the relevant facts, our policy for dealing with the event, and measures to prevent recurrence, among other things.
- (v) Any person who commits any act that violates the Charter of Behavior or these Standards of Behavior and breaches the trust of our customers or society will be subject to punishment in accordance with the provisions of our rules of employment and reward and punishment regulations.

### Scope of application

- (1) Subject to the approval of the board of directors of a ZENRIN Group company, these Standards of Behavior apply to all officers and employees of the company, including all persons who are employed by the ZENRIN Group company and are engaged in the company's business.
- (2) Each ZENRIN Group company may amend part of these Standards of Behavior, in accordance with the laws of the relevant country or the company's corporate structure or other actual circumstances. However, no ZENRIN Group company may establish rules that conflict with the spirit of these Standards of Behavior.

End

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