

Corporate Philosophy and CSR

Yamaha's Corporate Philosophy

The Yamaha Group's approach with respect to customers, shareholders, the people who work with Yamaha, and society is clearly expressed in the corporate philosophy shared by the entire Yamaha Group. The most valued concept for the Group is "Creating 'Kando' Together," a slogan that embodies the corporate objective that commands the highest in the hierarchy that frames the Group's corporate philosophy. In consistently striving to enhance satisfaction among its diverse stakeholders and realize sustainable growth by effectively utilizing management resources, the Yamaha Group is staunchly committed to maximizing its corporate value.

Corporate Philosophy



Corporate Objective

"CREATING 'KANDO' TOGETHER"

Yamaha will continue to create 'kando'* and enrich culture with technology and passion born of sound and music, together with people all over the world.

Management Philosophy

Customer-Oriented and Quality-Conscious Management

Yamaha fully satisfies its customers by offering quality products and services that incorporate new and traditional technologies as well as refined creativity and artistry.

Transparent and Sound Management

Yamaha delivers proper returns to shareholders by ensuring a solid business performance and achieves lasting development through transparent and sound management.

Valuing People

Yamaha strives to be an organization where each person's individuality and creativity are respected and all can demonstrate their full potential through their work.

Harmony with Society

Yamaha is a good corporate citizen that contributes to the development of society, culture, and the economy by observing laws, demonstrating high ethical standards, and endeavoring to protect the environment.

* 'Kando' (is a Japanese word that) signifies an inspired state of mind.

Yamaha's Approach to CSR

Yamaha's CSR activities embody its corporate philosophy: an effort to create 'kando' and enrich culture. This mission entails a constant search to develop operations in a sustainable manner, drawing upon technologies and resources accumulated in the Company's core businesses to deepen communication with its diverse stakeholders.

For people, the experience of music can be a soothing, moving, and emotionally uplifting. As a company whose core operations are centered on "sound and music," Yamaha recognizes that the more its businesses develop, the more they can enrich the world, and thus the greater their contribution to society. Among Yamaha's advantages are technical expertise honed over more than 120 years of tradition, cutting-edge digital technologies, and abundant creativity and sensitivity with respect to sound and music, as well as an understanding of lifestyles and cultures found in regions across the world. Leveraging these strengths, Yamaha is assisting in the development of humanity's musical heritage and bringing enrichment to life by providing products and services that, at every turn, deliver satisfaction to anyone who enjoys music.

Alongside these efforts, Yamaha works to ensure proper returns to shareholders by maintaining sound business performance. At the same time, the Company strives to further understanding of its activities and to improve satisfaction among shareholders by disclosing management data as part of its proactive and consistent approach to communication.

For the people who work with the Yamaha Group, without whom the Group could not exist, Yamaha supports them in attaining a proper work-life balance, and has well-developed personnel, educational and training systems in place that give each person's individual talents and capacity the chance to be put to use, encourage growth, and enable the collective prosperity of the individuals and the Company.

The Group also promotes initiatives for the cultural and educational development of local communities, pursues the development and production of products that use natural resources more efficiently with lower environmental impact, and works to revitalize forests. Through these and other actions, the Group addresses social and environmental issues by emphasizing activities that are uniquely Yamaha.

Initiatives for Society



Donating musical instruments to nursing facilities using charity proceeds



Sharing the wonders of the sound and music with children



Supporting patients' musical activities

Initiatives for Those Who Work with Yamaha



Recognition for promoting gender equality initiatives



YMPI (Indonesia) the first Group company overseas to acquire OHSAS 18001 certification for its occupational health and safety management system

Initiatives for the Environment



Fourth year of "Yamaha Forest" reforestation activities in Indonesia



Installation of natural gas cogeneration system



Support for coastal forest revitalization activities

Initiatives for Customers



Universability testing to provide intuitive and easy-to-use products

Initiatives for Shareholders



Yamaha has been included in the FTSE4Good Global Index.

For more in-depth reporting on Yamaha's CSR activities, please visit "CSR/Environmental & Social Activities" on Yamaha's website:
<http://www.global.yamaha.com/about/csr/>