

KDDI Code of Business Conduct (Basic Principles)

Policy

KDDI Group

KDDI Code of Business Conduct (Basic Principles)

KDDI established the KDDI Code of Business Conduct in 2003 as specific guidelines toward understanding and practicing the corporate vision and the KDDI Group Philosophy. All KDDI executives and employees maintain a high sense of ethics and execute their duties in compliance with the Code of Business Conduct.

In April 2016, KDDI revised its Code of Business Conduct in response to the enacting or abolition of laws and regulations and changes in the social climate with the aim of promoting KDDI Group management. With regard to the codes of conduct for Group companies, each will successively establish or review their code of conduct in consideration of the characteristics of their business based on the KDDI Code of Conduct.



[KDDI Code of Business Conduct \(Basic Principles\)](#)

■ Overview of the KDDI Code of Business Conduct (Basic Principles)

Happiness of Our Employees and Vibrancy in the Company
I. Respect for Human Rights and Individuality
II. Conscientious Performance of Duties
III. Respect for Intellectual Properties
Earning our Customers' Satisfaction and Trust
IV. Provision of Services that Respond to the Trust and Confidence of our Customers
V. Promotion of Fair Business Activities
VI. Management of Information to Protect the Secrecy of Communications and Customers' Information
Confidence of Our Shareholders and Business Partners
VII. Practice of Open and In-depth Communication
VIII. Prevention of Insider Trading
IX. Appropriate Accounting and Adherence to Agreements
Development of the Society
X. Environmental Conservation
XI. Rejection of Anti-social Forces
XII. Contribution to the Development of the International Community

Activity and Results

KDDI Group

Spreading KDDI Code of Business Conduct

KDDI periodically implements measures with the purpose of spreading the code of conduct.

■ Measures to Spread the KDDI Code of Conduct (FY2016)

Measure	Target	FY2016 Result
E-learning	Regular employees, contract employees, and temporary staff	Participation rate: 87%
E-mail magazine distribution	Regular employees	Distributed one per month
Placement of enlightenment posters for Business Corporate for Ethics Monthly Month	Regular employees, contract employees, and temporary staff	Carried out from October to November 2016; after this period, the posters continued to be placed
Recommendation of establishment and revision of codes of conduct based on the KDDI Code of Conduct	Group companies	Established... 1 company Revised... 6 companies