

# Responsible Publicity and Advertising

## Policy

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## Policy

Providing accurate and honest information and communications to customers and society at large is the starting point for gaining trust from the same and is essential in both protecting and growing the brand's value.

The Panasonic Group Code of Ethics & Compliance stipulates as follows regarding policies for our communications with the society.

- Through our corporate communications, comprising our public relations and advertising activities, we will provide fair and accurate information on our Basic Business Philosophy, as well as on our products, services and technologies, with the aim of better informing our customers and other stakeholders, thereby enhancing the value of our brands. At the same time, we will continually listen to and observe the public and customers, to learn from them and reflect their opinions in our business, marketing and merchandising activities.
- We value diversity, and we conduct all our corporate communications activities based on the principle of truth-based communications. We will not make representations that are deceptive, misleading, fraudulent or unfair. Our advertisements shall not be defamatory or of a political or religious nature.

We have also created various sets of rules and guidelines, such as the Panasonic Group Basic Rules for Brand Matters, Operational Rules for Digital Media, Panasonic Group Social Media Guidelines, Basic Rules for Intellectual Property Matters, and Operational Rules on Information Security. Our policies and guidelines require the Group to respect the intellectual property, identities and privacy of third parties in the execution of our corporate communications activities.

## Principles concerning Advertising Activities

We continue to follow Our founder, Konosuke Matsushita's idea that "if manufacturers can make good products, they have an obligation to communicate that quickly, widely, and correctly to their customers, and that is what advertising does." In addition, today we see an important social responsibility in communicating widely, not just about our products but also about the full range of our activities as a corporation.

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Our efforts to achieve this are informed by the same kind of thinking.

The following basic guidelines are based on the philosophy of our founder and reflect our attitude and approach to the day-to-day production of advertising (creating TV commercials, newspaper ads, digital ads and so on).

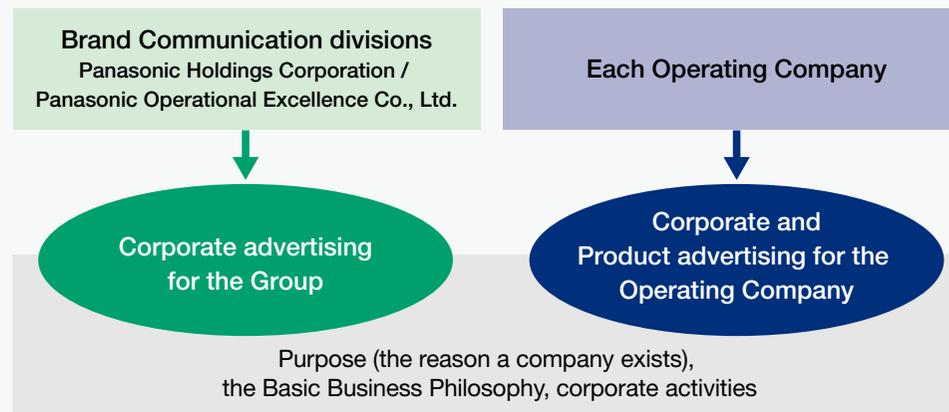
- In the context of our business activities, advertising fulfills an important social mission.
- It is an activity that conveys the "heart" of our enterprise.
- Facts must be told truthfully, in ways that are easy for our customers to understand.
- We do not cause discomfort or annoyance.
- Always use a creative and innovative approach.
- Approach our work with insight, competence and passion.

Additionally, the media to be used in kinds of our mass-communication advertising activities shall be selected based on their broad popularity in their respective regions, their brand familiarity, and their cost-effectiveness.

### Responsible Executive and Framework \*partially updated in December 2022

The person in charge of publicity and advertising is the Executive Officer responsible for brand strategy and communication strategy (as of December 2022).

The framework consists of the brand communication divisions of Panasonic Holdings Corporation and Panasonic Operational Excellence Co., Ltd., which are responsible for corporate advertising for the whole Panasonic Group, as well as the advertising personnel at each Operating Company, who are responsible for corporate and product advertising for the Operating Company, all of whom work in cooperation with one another.



## Promoting Fair and Honest Advertising

We have set up mechanisms that allow us to check all the advertising we produce against the relevant laws and industry regulations in each global region, to avoid misunderstandings or misconceptions on the part of customers.

For example, in Japan we comply with the Act against Unjustifiable Premiums and Misleading Representations and other legal regulations concerning advertising, as well as various self-imposed media guidelines by which companies evaluate their advertisements, including the Japan Advertisers Association's ethics code.

In order to be sure we can maintain this compliance, we will continue to conduct OJT on a day-to-day basis and to hold special training sessions for major revisions to relevant laws to ensure that the persons responsible are fully informed. We will also continue to participate in training and seminars conducted by outside organizations and seek consultations with outside experts when necessary.

By carefully maintaining compliance with laws and regulations through close cooperation with our Legal Department, Panasonic Group in Japan was able to avoid any major legal and regulatory violations in FY 2022.