

Responsible Publicity and Advertising

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Promoting Fair and Honest Publicity and Advertising

Corporate publicity and advertising make brands, products, and services more widely known within society. However, they can also adversely impact general consumers due to expressions and images that lack diversity and consideration for impressionable children. Furthermore, with the development of social media, such effects are likely to spread globally, not only in the country or region where the advertising or promotional campaign ran. Therefore, companies must maintain high normative awareness and ethics in their communications.

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. Based on this recognition, the Panasonic Group Code of Ethics & Compliance stipulates the following policies regarding our communications with 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.

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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.

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).

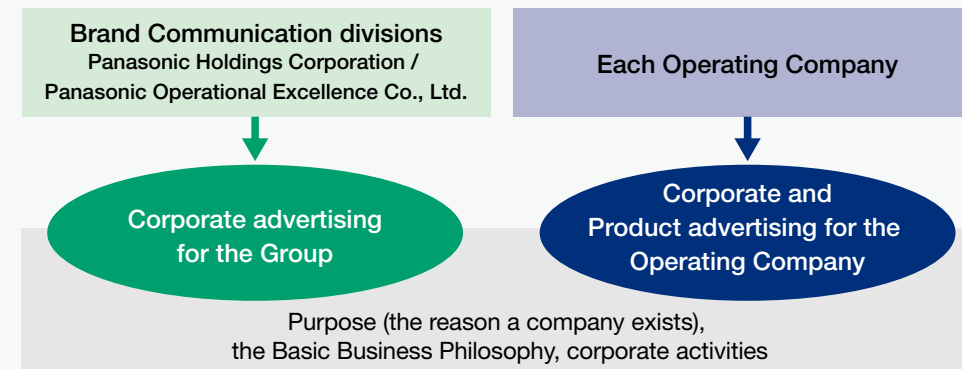
- In the context of our business activities, publicity and advertising fulfill an important social mission.
- It is an activity that conveys the “heart” of our enterprise.
- Facts must be told truthfully, in ways that are easy for our customers to understand.
- We do not cause discomfort or annoyance.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

Additionally, the media used in all our publicity and advertising campaigns are selected based on their general acceptance in their respective regions, their promotion of brand familiarity, and their cost-effectiveness.

Responsible Executive and Framework

The person in charge of publicity and advertising is the Executive Officer responsible for brand strategy and communication strategy (as of August 2023).

Brand communication divisions of Panasonic Holdings Corporation and Panasonic Operational Excellence Co., Ltd. are responsible for corporate advertising for the whole Panasonic Group. Similarly, advertising personnel at each Operating Company are responsible for their organization’s corporate and product advertising. Such personnel all work in cooperation with one another.



Promoting Fair and Honest Publicity and 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 train and deploy personnel specialized in advertising production, accumulate experience and expertise in expression and risk avoidance, screen risks with production partners, review expressions with media and advertising agencies, conduct preliminary studies, and if necessary, seek review from the Legal Department. 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 companies use to evaluate their advertisements, including the Japan Advertisers Association’s ethics code. We also avoid using expressions or performances that undermine childhood education, or that may hinder children’s sound learning and growth. When employing child actors in advertisements, we comply with all the relevant laws and regulations.

To ensure 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.

In fiscal 2023, we received reports of the below violations at a Group company in China (a consumer electronics division) and paid an administrative fine of RMB 28,751.77 to the authorities. We will strive to prevent the recurrence of such violations by strengthening internal check processes and providing compliance training to employees.

- ① January 2022: A violation of a law on false advertising regarding a hair dryer’s online ad that claimed it “improved hair quality”
- ② May 2022: An erroneous price shown on an ad for a joint campaign with a local airline