

❖ KOKUYO's CSR Charter	❖ Corporate Profile	❖ KOKUYO's Main Business Domains	❖ KOKUYO's Initiatives and History	❖ Initiatives for Future and Society	❖ KOKUYO's Various Initiatives	❖ Introduction of KOKUYO's Initiatives in 2019	❖ Message from the President
❖ KOKUYO's CSR	❖ Focus Initiatives for 2019	❖ Environment	❖ Social	❖ Governance	❖ Third-Party Assessments	❖ Content Index	

## Introduction of KOKUYO's Initiatives in 2019

Date . . . . .

KOKUYO rolled out various initiatives with people, the world, and the future in mind.



### Birth of New Brand "GLOO" That Changes Concept of Sticking for Adhesive Products

The new brand "GLOO" of adhesive products combining functionality and beauty overthrowing existing mindsets about consumables were born in collaboration with the design office nendo led by CEO Oki Sato.



### Birth of Novel Workstation "UPTIS"

The inclination of the UPTIS's tabletop can be adjusted in seven stages for one's preferred angle, leading to posture that places less burden on the body. This created a desk that fits people so that workers can work with healthy bodies and minds.



### Launch of New Brand "KOKUYO ME" Allowing Combinations like Accessories to Be Enjoyed

KOKUYO ME is a new stationery series with "Life Accessories" as its concept. Excellent design was pursued with active workers from the millennial and xennial generations—who are characterized by their particularity regarding individuality—as the targets of the series.



### Opening of Store by KOKUYO Furniture (China) on E-commerce Platform Tmall.com of China's Alibaba Group

On October 25, an opening event was held at a KOKUYO Furniture (China) dealer's showroom, and the store started operation on November 11.



**KOKUYO DESIGN AWARD 2020 with “♡” as the Theme**

It was completely left to applicants to decide how to read and interpret the “♡” symbol in order to promote the creativity and inspiration of the applicants above all else. As a result, a total of 1,377 entries both from Japan and overseas were received. In March 2020, a total of four prize-winning works, such as the “Somewhere, Sometime” pencil made from scrap wood, were determined.



**Launch of IoT Stationery “Shukudai Yaruki Pen”**

Shukudai Yaruki Pen visualizes efforts for study by linking to a dedicated smartphone app. It is receiving a lot of support as a product that develops motivation in children by generating smooth communication between parent and child.

**Conduct of “Exciting Smart Work” Initiative to Take on the Challenge of Diverse Work Styles**

A telecommuting trial spanning three months was conducted from July 23 with the aim of realizing diverse work styles that encourage employees to get excited about work.

**Commendations**



**KOKUYO Received 2019 Good Design Awards for Nine Products**

Among these nine products, the conference room chair “Any” received high evaluation and was selected for the GOOD DESIGN BEST 100.



**KOKUYO Received World’s Prestigious Design Award “iF DESIGN AWARD” for Four Products**

The 360° gliding chair “ing,” conference room table “CALM,” and the “True Ruler” which received the Merit Award at KOKUYO DESIGN AWARD 2014 were selected for the iF DESIGN AWARD in the “Product” design category, while the office disaster-countermeasures storage system “PARTS-FIT” was selected for the “Packaging” design category.

**Recognition as White 500 Organizations Under the 2020 Certified Health & Productivity Management Outstanding Organization Recognition Program**



KOKUYO and Kaunet were recognized as White 500 organizations under the 2020 Certified Health & Productivity Management Outstanding Organization Recognition Program selected jointly by the Ministry of Economy, Trade and Industry and the Nippon Kenko Kaigi.

\* The Certified Health & Productivity Management Outstanding Organization Recognition Program honors outstanding enterprises engaging in health and productivity management based on their efforts made in line with the health-related issues in local communities and other initiatives.



生物多様性日本アワード  
Japan Awards for Biodiversity 2019

**ReEDEN Project Received the Grand Prix at The Biodiversity Japan Award 2019**

The Grand Prix is given to the most outstanding project from among the five organizations selected for the Excellence Awards, making it Japan’s pinnacle environmental award in the field of biodiversity. Going forward, KOKUYO will continue to work on straightforward activities without giving up as well as communicating these activities.

\* The Japan Awards for Biodiversity was established by the AEON Environmental Foundation in 2009 with the aim of promoting biodiversity conservation and sustainable use. It was awarded in recognition of organizations which have engaged in striking activities.