

Social

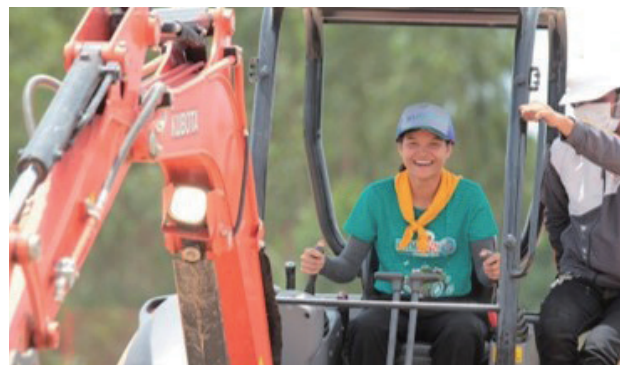
The Kubota Group promotes activities to enhance corporate value by providing opportunities for various stakeholders to empathize and participate in our business.

Developing a Range of Social Contribution Activities around the World

The Kubota Group is engaged in social contribution activities in Japan and other countries around the world, including education for the next generation, sports promotion, community cleanup, and environmental conservation.

Educating the Next Generation

Supporting the next generation of young farmers (Thailand)



SIAM KUBOTA Corporation Co., Ltd. (Thailand) supports agricultural education for the next generation, providing motivation to start farming by encouraging a positive attitude and provides technology to farmers.

Kubota TERRA-KOYA Summer Camp (Japan)



Kubota sponsors a summer camp where children can learn about the abundance of nature and the importance of the global environment. A total of 268 children participated in the camp, and in 2020, a special website was opened to collect photos and messages from "TERRA-KOYA Kids" who participated in the camp in the past.

Promoting Sport

Supporting UNICEF's sport guidelines (Japan)



Kubota Spears, a rugby team operated by Kubota Corporation and based in Funabashi, Chiba, became the first rugby-related organization to endorse UNICEF's sport guidelines: "Children's Rights in Sport Principles" in August 2020.

Coexistence with the Local Community

Conducting an outreach program (Philippines)



In 2016, Kubota Philippines, Inc. launched an outreach program to the local community, including an exchange program at an orphanage. The company also donated a cultivator to the Aeta tribe, an indigenous tribe in the Philippines currently suffering a serious food shortage, and held a reception to deepen exchanges with them over a meal.

Response to Asbestos Issues

Kubota takes very seriously the fact that some residents living in proximity of the former Kanzaki Plant and employees working at the plant have developed asbestos-related diseases. From the perspective of fulfilling our social responsibility as a company that previously handled asbestos, we will continue to address this issue with the utmost sincerity.



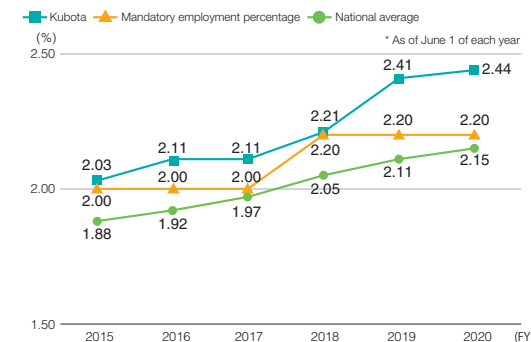
For details please see:
www.kubota.co.jp/kanren/
(only in Japanese)

Creating Jobs for People with Disabilities X Utilizing Idle Farmland X Hydroponics

Kubota Sun-Vege Farm Co., Ltd. is a special subsidiary operated by Kubota Corporation that has built vinyl greenhouses on idle farmland and is engaged in hydroponic cultivation of leafy vegetables such as leaf lettuce, spinach, *komatsuna* (Japanese mustard spinach) and *mizuna* (pothorb mustard), which are shipped to the company cafeteria and nearby supermarkets as well as being used in school lunches.

At present, 16 people with disabilities are working hard to grow safe, secure and delicious vegetables, creating a lively workplace full of smiles.

Trend in Percentage of Employees with Disabilities (Applicable Kubota Group Companies in Japan)



Kubota Sun-Vege Farm Co., Ltd.

Creating a More Comfortable Workplace

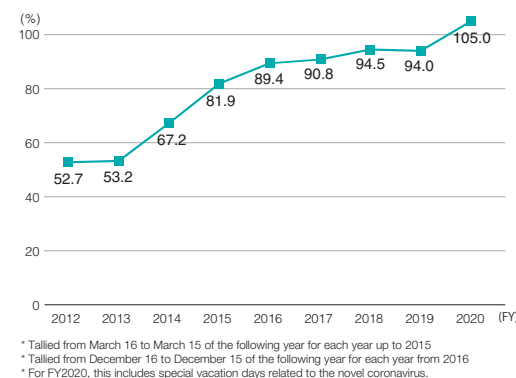
We are promoting the creation of a comfortable and rewarding workplace where employees can not only work safely and with peace of mind, but also feel pride and joy in their work.



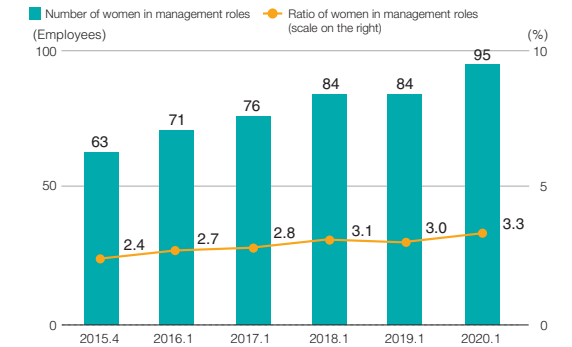
Certificate by Minister of Health, Labour and Welfare of Japan as a company with next-generation childcare systems

Received work with Pride Silver 2020

Trend in the Percentage of Employees Taking Annual Paid Leave (Kubota Corp.)



Trend in the Number of Women in Management Roles (Kubota Corp.)



For Customer Satisfaction

Research and Development

In order to provide "inspiring products" to customers around the world, we are clarifying the roles of our development bases and promoting the expansion of our global R&D system with Japan as the core.



Cutting-edge new facilities to be established in Sakai City, Osaka Prefecture (Scheduled to be established in 2022)

Production

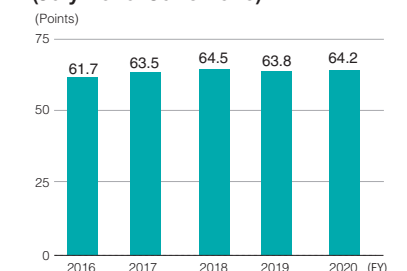
We are building a global production system and promoting the implementation of the Kubota Production System (KPS) at each site.



Sales and Service

In order to realize an appropriate maintenance service for each customer, we hold contests to compete for service skills and solution proposals, and conduct customer satisfaction surveys.

Customer Satisfaction Survey* (July 2019–June 2020)



* Overall customer satisfaction with the store where they purchased agricultural machinery (Japan)