

The Kubota Group aims to increase the satisfaction of its various stakeholders and enhance its corporate value by implementing the PDCA cycle in each category.

For more details, please see the Full Report version on our website.  
[www.kubota.com/report/](http://www.kubota.com/report/)



## Promoting a Range of Social Contribution Activities around the World

The Kubota Group is promoting social contribution activities in Japan and other countries around the world. These include encouraging education for the next generation and sports, local clean-up activities and environmental conservation.

### Developing the Next Generation

#### KUBOTA SMART FARMER CAMP (Thailand)



SIAM KUBOTA Corporation Co., Ltd. (Thailand) is helping younger-generation farmers to become more knowledgeable about farming, fostering their motivation to take up farming by instilling a positive attitude, teaching them various skills, and more.

#### Kubota TERRA-KOYA Summer Camp (Japan)



Kubota sponsors the "TERRA-KOYA" summer camp, which enables children to experience the abundance of nature as well as learn about the importance of the global environment. Since this program began in 2007, a total of 268 children have participated.

### Promoting Sport

#### Rice Paddy Rugby (Japan)



Kubota manages the Kubota Spears, a rugby team based in Funabashi, Chiba. The team participated in a nationwide "Rice Paddy Rugby" program out of a desire to promote awareness of rugby among the general public.

### Coexistence with Local Communities

#### Cooperation in Rural Community Development Programs (India)



Kubota Agricultural Machinery India Pvt. Ltd. has a cooperative arrangement with a local Rotary Club to regenerate wells for household water use, and to install facilities for water treatment to produce potable water.

### Response to Asbestos Issues

Kubota takes very seriously the fact that some residents and employees living in proximity of the former Kanzaki 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.

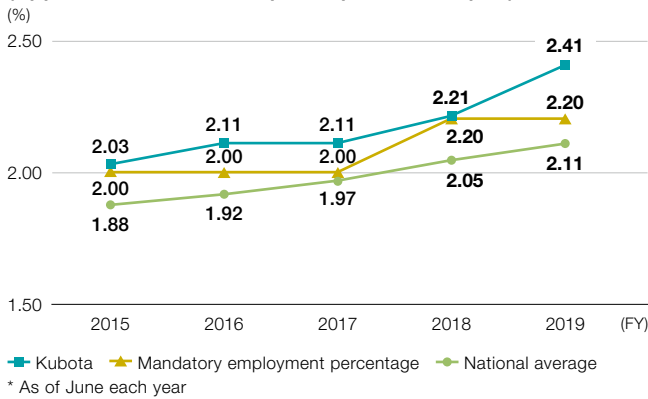
For details please see:  
[www.kubota.co.jp/kanren/](http://www.kubota.co.jp/kanren/)  
 (only in Japanese)

## Creating Employment for People with Disabilities × Utilizing Idle Farmland × Hydroponic Cultivation

Kubota manages a special subsidiary, Kubota Sun-Vege Farm Co., Ltd., which is building plastic greenhouses on idle farmland to grow leaf lettuce, spinach, and other Japanese green leafy vegetables using hydroponic cultivation. The vegetables are supplied to inhouse cafeterias, school lunches, and local supermarkets.

The company currently employs 16 people with disabilities, who work hard to raise safe, reliable, tasty vegetables to create employment and vibrant workplaces with cheerful workers.

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



Kubota Sun-Vege Farm Co., Ltd.

## Creating More Comfortable, Motivated Workplaces

The Kubota Group promotes the creation of comfortable and motivated workplaces where its employees can not only work safely and securely but also feel pride and joy in their work.

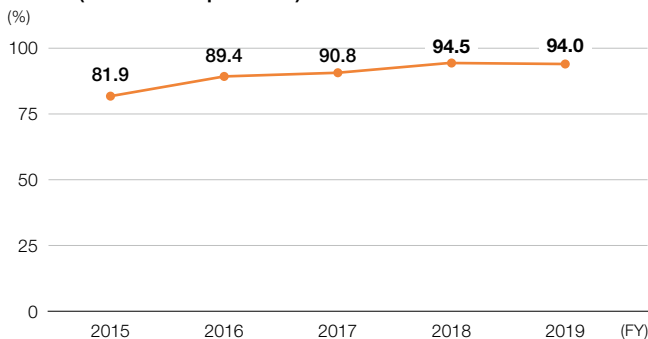


Certificate by Minister of Health, Labour and Welfare of Japan as a company with next-generation childcare systems

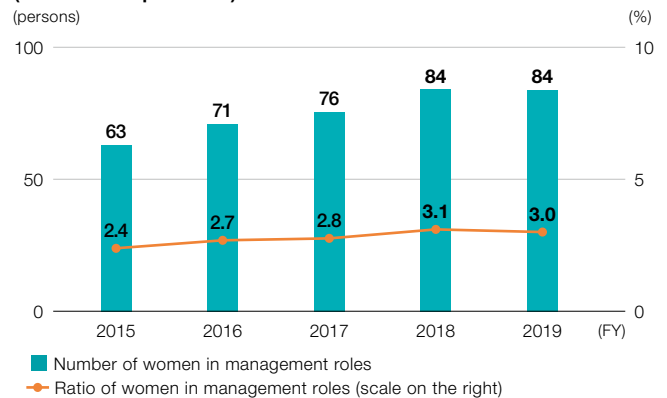


Received work with Pride Silver 2019

### Trend in the Percentage of Employees Taking Annual Paid Leave (Kubota Corporation)



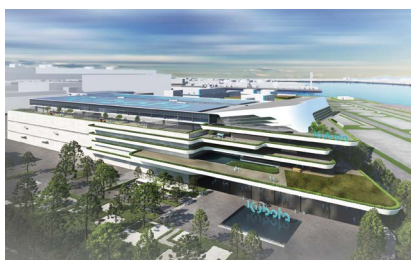
### Trend in Number of Women in Management Roles (Kubota Corporation)



## Pursuit of Customer Satisfaction

### R&D

To provide customers throughout the world with impressive products, Kubota is clarifying the roles of its R&D sites and expanding its global R&D system with Japan as its hub.

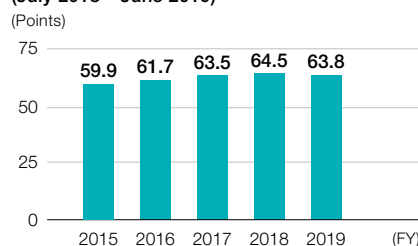


Advanced technology development center to be built in Sakai City, Osaka Prefecture (Planned to open in 2022)

### Services

To enable the provision of an appropriate maintenance service for each customer, Kubota holds contests in which employees compete in terms of service skills and solution proposals, and conducts customer satisfaction surveys.

### Customer Satisfaction Survey\* (July 2018 – June 2019)



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

### Production

Kubota promotes initiatives to establish a global production system and to deploy the Kubota Production System (KPS) at each production site.

