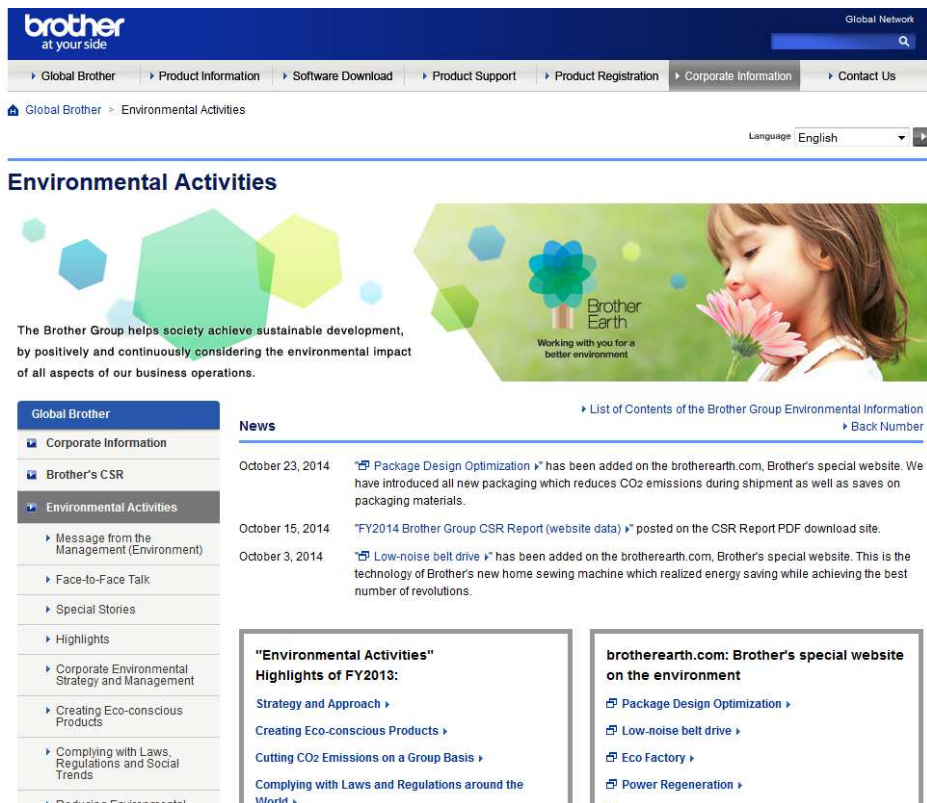
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Environmental Policy CEE

Brother Central and Eastern Europe (Brother CEE) is the regional headoffice for the Central Eastern European countries within Brother Group, which has corporate headquarters in Nagoya, Japan. Brother CEE has a strong commitment to an integrated environmental strategy which runs throughout the entire Brother International organisation and we are guided by legislation and Brothers' own internal environmental policies.

The overall Brother Group philosophy is that we positively and continuously act to improve our environmental performance so that society can become more sustainable. Environmental management is an integral part of our business decision making process and we strive to make continual improvements to protect and preserve the environment. The ultimate responsibility and authority for all environmental issues is that of Managing Director.

The Brother Group reports its environmental activities on its websites. The environmental activity is communicated to the public via www.brotherearth.com (sample below) and www.brother.com/en/eco/index.htm. This "Environmental Activities" website and brotherearth.com, Brother's special website on the environment, provide information in different styles depending on the information to be conveyed. Please visit these websites to learn more about Brother's commitment to the environment.




The screenshot shows the 'Environmental Activities' page on the Brother website. The header includes the Brother logo and a navigation menu with items like 'Global Brother', 'Product Information', 'Software Download', 'Product Support', 'Product Registration', 'Corporate Information', and 'Contact Us'. The main content area features a banner with the text: 'The Brother Group helps society achieve sustainable development, by positively and continuously considering the environmental impact of all aspects of our business operations.' Below the banner is a 'News' section with three articles:

- October 23, 2014: Package Design Optimization has been added on the brotherearth.com, Brother's special website. We have introduced all new packaging which reduces CO2 emissions during shipment as well as saves on packaging materials.
- October 15, 2014: FY2014 Brother Group CSR Report (website data) posted on the CSR Report PDF download site.
- October 3, 2014: Low-noise belt drive has been added on the brotherearth.com, Brother's special website. This is the technology of Brother's new home sewing machine which realized energy saving while achieving the best number of revolutions.

At the bottom, there are two sidebars. The left sidebar is titled 'Environmental Activities Highlights of FY2013' and lists items like 'Strategy and Approach', 'Creating Eco-conscious Products', 'Cutting CO2 Emissions on a Group Basis', and 'Complying with Laws and Regulations around the World'. The right sidebar is titled 'brotherearth.com: Brother's special website on the environment' and lists items like 'Package Design Optimization', 'Low-noise belt drive', 'Eco Factory', and 'Power Regeneration'.

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At Brother, in order to minimise our impact on the environment, we have adopted the International Environmental Management system ISO 14001. Working within this framework and applying Brothers' own 5R concepts (reduce, re-use, reform, recycle, refuse), we will continuously evaluate and improve our environmental performance.

At all times, Brother will operate within national authorities and European Union environmental legislation and will continuously monitor such legislation as it progresses. Brother products are manufactured in Asian countries under responsibility of Brother Industries Ltd. and as such are distributed in Europe by Brother sales companies including BCEE (Vienna), BPL (Poland), BCZ (Czech Republic) and BHU (Hungary).

Being purely sales companies we promote the environmental benefits of our products and report back to our regional head office in Vienna, Austria and European headoffice in Manchester, U.K. the demands and comments of our customers. Moreover we work to improve our energy efficiency and recycle waste. Our Brother group responsibility awareness ensures that safety and environment impact are prime considerations at every stage of our products' lifecycles, from design through to manufacturing until disposal at end of life.

We constantly strive to inform and educate our workforce, our suppliers and our customers to improve their environmental awareness and responsibility. This is achieved by in-house company newsletters, product environmental labels and web based literature.

All this activities are understood by each manager and each employee as part of our contribution to protect our environment in our daily business.

Takashi Tomonaga
Managing Director
Brother Central and Eastern Europe
(Brother CEE)

Cristina Barcea
Senior Manager - Business Operations
Brother Central and Eastern Europe
(Brother CEE)

Vienna, November 2014

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