

Corporate Social Responsibility (CSR)

CSR Concept

"Make products that others want to imitate." This message of Sharp's founder Tokuji Hayakawa encapsulates management's stance of contributing to society by quickly grasping and responding to the needs of the next era as a manufacturer. Management over the years may have used different words to express this concept, but all have managed Sharp with the aim of continuing to be a trusted company that contributes to society through manufacturing.

In 1973, Sharp codified the unchanging spirit of its founder in the Company's business philosophy and business creed. The business philosophy, which states Sharp's vision, includes statements such as "Contribute to the culture, benefits and welfare of people throughout the world." This forms the foundation of CSR at Sharp today, aimed at achieving co-existence and mutual prosperity with society and stakeholders. The business creed calls for "Sincerity and Creativity," and all employees must adhere to and follow it in order to fully realize this business philosophy.

Sharp aims to realize the business philosophy and contribute to the establishment of a sustainable society through its business activities. In 2012, the 100th anniversary of its founding, Sharp is reaffirming those commitments. To ensure that Sharp remains a company trusted by society, we will maintain sincerity in our actions and business activities, while simultaneously working to create new products found nowhere else in the world, harnessing the creativity that has flowed through Sharp's corporate DNA since its founding.

Business Philosophy

We do not seek merely to expand our business volume. Rather, we are dedicated to the use of our unique, innovative technology to contribute to the culture, benefits and welfare of people throughout the world.

It is the intention of our corporation to grow hand-in-hand with our employees, encouraging and aiding them to reach their full potential and improve their standard of living.

Our future prosperity is directly linked to the prosperity of our customers, dealers and shareholders ...indeed, the entire Sharp family.

Business Creed

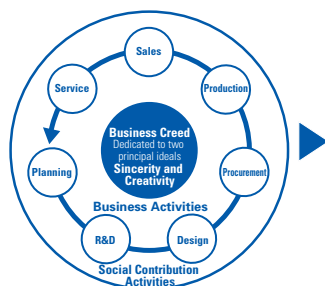
Sharp Corporation is dedicated to two principal ideals:

"Sincerity and Creativity"

By committing ourselves to these ideals, we can derive genuine satisfaction from our work, while making a meaningful contribution to society.

Sincerity is a virtue fundamental to humanity ... always be sincere.
Harmony brings strength ... trust each other and work together.
Politeness is a merit ... always be courteous and respectful.
Creativity promotes progress ... remain constantly aware of the need to innovate and improve.
Courage is the basis of a rewarding life ... accept every challenge with a positive attitude.

Achieve the Tenets of the Business Philosophy by Promoting "Sincerity and Creativity" in All Business Practices



Realization of Business Philosophy

- Perspective of social contribution through business activities
"Contribute to the culture, benefits, and welfare of people throughout the world"
- Perspective concerning employees
"It is the intention of our corporation to grow hand-in-hand with our employees"
- Perspective concerning stakeholders
"Prosperity is directly linked to the prosperity of the entire Sharp family"

- The business creed is the central axis of all business activities.
- "Sincerity" means a working attitude mindful of what will offer genuinely useful solutions and happiness to everyone.
- "Creativity" means a working attitude not content with the way things are. An attitude that always seeks to add value, and to make efforts to innovate and improve.

United Nations Global Compact

Sharp has been a participant in the United Nations Global Compact since June 2009. The Global Compact contains 10 principles in the areas of human rights, labor, the environment and anti-corruption. Sharp has set targets for specific activities in each of these areas and is promoting efforts across the group.



Socially Responsible Investment (SRI) Recognition

Sharp has received recognition in Japan and overseas for its strong commitment to corporate citizenship. As of March 2012, Sharp was recognized by major SRI evaluating bodies and either selected for SRI indices or awarded CSR certification as noted below.

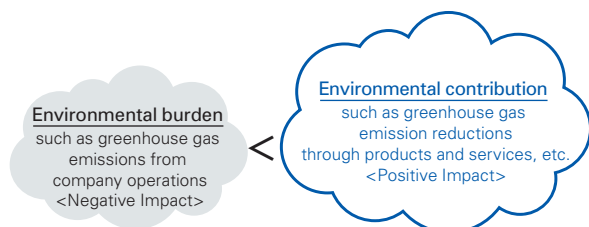
- FTSE4Good Global Index (U.K.)
- MSCI Global Climate Index (U.S.A.)
- Morningstar Socially Responsible Investment Index (Japan)
- Corporate Responsibility Prime Status by oekom research AG (Germany)

Environmental Activities

Sharp's corporate vision is to become an Eco-Positive Company. By working with stakeholders, Sharp aims to become a company whose positive impact through contributions to the environment greatly outweighs any negative impact on the environment caused by business activities. In particular, Sharp is focusing on initiatives to reduce greenhouse gases, which are considered to be the cause of global warming. In fiscal 2011, we achieved our target originally set for fiscal 2012, which was for greenhouse gas emission reductions caused by customer use of Sharp energy-creating and energy-saving products to be more than double the volume of emissions discharged in the course of Sharp's business activities.

To realize the corporate vision, Sharp is promoting an Eco-Positive Strategy, which comprises four channels of action: Technologies, Business, Operations and Communications. Sharp is proactively deploying this strategy on a global scale.

Corporate Vision: Eco-Positive Company



Examples of Initiatives

Eco-Positive Technologies

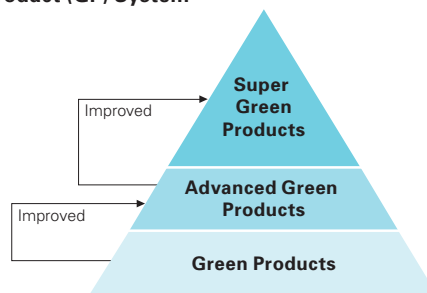
Since fiscal 2001, Sharp has been using its proprietary closed-loop material recycling technology developed in an effort to create environmentally friendly materials. This is Sharp's one-of-a-kind technology that repeatedly recovers plastic from used consumer electronics products and reuses it in the parts made for new products. We have been steadily expanding the volume of plastic recycled using this technology every year, and the cumulative total has reached 7,000 tons. With this technology as the core, Sharp will undertake development of new technologies, and thereby pursue effective use of limited resources.

Eco-Positive Business

Sharp is working to make positive contributions to the environment by enhancing the environmental performance of its products and devices to further reduce carbon dioxide emissions, for example. Regarding products, environmentally conscious products are certified as Green Products (GPs) based on Sharp's own assessment criteria. GPs that offer particularly high levels of environmental performance are called Advanced Green Products (AGPs),

and AGPs that are extremely environmentally conscious are called Super Green Products (SGPs). We are making efforts to raise the proportion of these products.

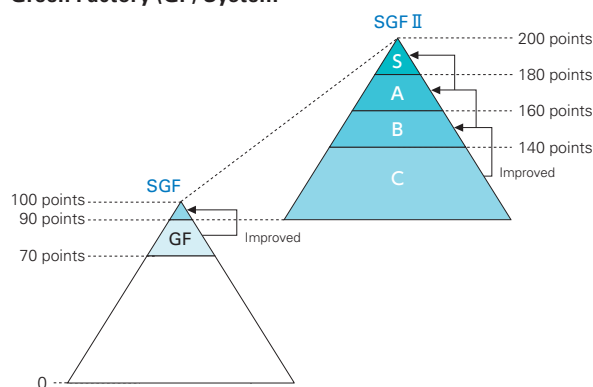
Green Product (GP) System



Eco-Positive Operations

Sharp works actively to raise the environmental performance of various operations at its plants, offices and logistics, in order to reduce their impact on the environment. At plants, it has its own assessment standards for designating plants with a certain level of environmental performance as Green Factories (GFs), and those with exceptionally high levels of environmental performance as Super Green Factories (SGFs). In an ongoing effort to raise our environmental performance even further, we have introduced SGF II as a higher standard set for plants that are already certified as SGFs.

Green Factory (GF) System



Eco-Positive Communications

Sharp works to raise mutual awareness of environmental issues by introducing its environmental initiatives to its wide range of stakeholders and exchanging views. We actively undertake environment-related communications, such as the introduction of our environmental protection initiatives in an easy-to-understand manner on the "Social & Environmental Activities" page of the corporate website, participation in environmental exhibitions, the holding of forums on the environment, and active use of newspapers, television and other media.

Social Contribution Activities

Committed to meeting the expectations and earning the trust of society, Sharp actively engages in social contribution activities based on the spirit of Sharp's founder to show gratitude and appreciation. Sharp focuses particular attention on the fields of the environment, education and social welfare, and undertakes voluntary activities in these three fields on an on-going basis.

Three Important Fields of Social Contribution Activities



Examples of Initiatives

Biodiversity preservation activities

The Sharp Green Club (SGC)* is involved in the creation of Sharp Forests at 12 locations as well as Ramsar Convention wetlands preservation activities in 10 locations in Japan, among other activities. Notably, Sharp Forest activities are being carried out under the new concept of "creating forests in which owls live," aimed at cultivating forests with increasingly more diverse ecosystems. In addition, clean & green activities and various other biodiversity preservation activities are being promoted, mainly in locations where Sharp has business facilities. In Sendai, the City presented the SGC with a certificate of appreciation in recognition of cleanup activities that were continued in the wake of the Great East Japan Earthquake.

* A joint organization, comprising labor and the management, which undertakes planning and runs volunteer events centering on the environment, such as the conservation of forests and natural areas and cleanup activities. Founded in June 2003.



At a Sharp Forest, working to "create forests in which owls live" (Osaka Prefecture)



Ramsar Convention wetlands preservation activities (Lake Man, Okinawa Prefecture)

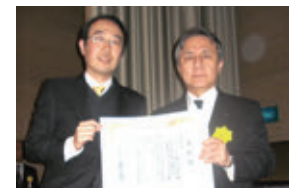
Educational support activities

To help raise children's environmental awareness and interest in the sciences, Sharp has run programs of environmental education classes at elementary schools since October 2006. While advancing this initiative, Sharp extended its activities to a variety of other activities, including a program of environmental education classes outside of Japan, a program of craftsmanship education classes and an educational program that combines factory tours with environment/craftsmanship

classes. By end of 2011, Sharp had run these programs at a total of 3,000 schools around the world (a total of about 190,000 students had taken part in these programs). These activities have earned high acclaim from the schools, and have also received various awards, including the Minister of Education, Culture, Sports, Science and Technology (MEXT) Prize at the 3Rs (Reduce, Reuse and Recycle) promotion merit awards and the Minister of Economy, Trade and Industry (METI) Award at the Career Education Awards. Going forward, Sharp plans to pursue various other activities, such as career guidance for children with disabilities.



Awarded the MEXT Minister's Prize at the fiscal 2011 3Rs promotion merit awards



Won the METI Minister's Award at the Second Career Education Awards

Activities to support people with disabilities

Sharp conducts various activities to support people with disabilities. Sharp promotes the employment of people with disabilities through its subsidiary Sharp Tokusen Industry Co., and also offers job assistance by providing the opportunity to sell products from vocational aid centers at its business sites. In addition, Sharp runs environmental education classes for children with disabilities.



Work experience training at Sharp Tokusen Industry Co.



Class at school for special needs education

Great East Japan Earthquake response

Sharp made monetary donations and also provided company products (home appliances, solar power generation systems, etc.) to people in the disaster-stricken areas right after the Great East Japan Earthquake. Sharp continues to carry out support activities that include the provision of educational support for children in the affected areas, while employees take part in reconstruction efforts as volunteers and purchase products made at welfare workshops in the affected areas.



Employees take part in reconstruction efforts

Detailed information on Sharp's CSR activities is available at the following website:
<http://sharp-world.com/corporate/eco/index.html>