

# **The Charter of Business Behavior**

–In pursuit of social responsibility and business growth –

(Established on March 25, 2005)

The Japan Federation of Medical Devices Associations  
(JFMDA)

Members shall endeavor to fulfill corporate social responsibility (CSR), responding to the change in social values and establishing a corporate culture which focuses on compliance at all times. To this end, Members shall keep strict compliance with general laws and adhere to “The Promotion Code of the Medical Devices Industry” and “The Fair Competition Code of the Medical Devices Industry in Japan”, which were formulated as behavior standards for normal business practices of the medical devices industry, as well as applicable laws and regulations, based on the seven principles shown below. At the same time, Members shall take action spontaneously, showing respect for human rights and having a social conscience inside and outside Japan toward the creation of a sustainable society.

1. To meet the confidence and satisfaction of consumers/customers and to facilitate the realization of high quality of life, Members will concentrate efforts on R & D and production and distribution of high performance medical devices, ensure the safety and effectiveness of products along with their consistent delivery, then collect, analyze, evaluate and provide post-marketing information promptly.
2. Members shall be aware that healthcare related business is closely connected to the public medical insurance system and that fair and free competition is the very basis for the existence of a company. They shall also devote themselves to sound and appropriate business activities based upon adherence to high ethical standards so as to enhance the spirit of compliance and to establish normal business practices.
3. Members recognize that environmental issues are socially common issues that are inevitable for the activities and very existence of companies and shall accordingly face these issues spontaneously and positively.
4. Members shall properly handle personal information according to applicable laws in response to the advancement of information technology in society.

5. Top management of Members shall take initiative to promote greater awareness and understanding of this Charter in their companies, group companies, and with their business partners.

6. Top management of Members shall recognize that their roles are to contribute to making a better society by respecting the diversity, individuality, and differences of their employees and creating an environment that is open to them.

7. In case of incidents contrary to this Charter, top management of Members must immediately disclose accurate information publicly regarding the incidents, clarify those responsible for the incident and should take disciplinary action against those in violation, including management themselves, if it is warranted.