

# Social & Environmental

Sustainability Report

2009

2009

# Corporate Vision

## “Realize the unconventional (Katayaburi wo katachi ni)”

### ● Course of Action

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### “Perpetual reform centered on each and every individual”

We determined this corporate vision to include concepts held in common in JVC’s Brand Statement, “The Perfect Experience,” and in Kenwood’s corporate vision, “Reaching out to discover, inspire and enhance the enjoyment of life.” Moreover, we determined the course of action as a code of behavior for sharing and realizing the corporate vision by all of the employees of the Group.

Under the corporate vision and course of action, we will create new and unconventional added-value and evolve into a corporate group that provides customers with incomparable experiences they have never before experienced.

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#### About this report

This report was produced to introduce to all our stakeholders that the JVC Kenwood Group defines social responsibility as “providing feeling and warmth in products that are an integral part of our lives.” We’ve spent considerable time crafting this document, using many pictures and adjusting the styles, sizes, and colors of fonts to make it easier to read and more visually appealing.

##### ● Structure of this report

The “Economic report,” “Social report,” and “Environmental report” are derived from the Kenwood Group’s corporate vision and are the pillars of our broad range of activities.

Detailed information on our financial status is available in our Annual Report.

##### ● Scope of this report

This report is published by JVC KENWOOD Holdings, and describes the activities of group and affiliated companies both in Japan and abroad.

The activities of J&K Car Electronics Corp (formerly J&K Technologies\*) includes a description of the activities of both companies.

##### ● Period covered by this report

Reports focus on activities during fiscal 2008 (April 1, 2008 to March 31, 2009); including some details of fiscal 2009.

##### ● Published

August 2009 (next publication scheduled for August 2010).

##### ● Reference materials

GRI Sustainability Reporting Guidelines 2006

Environmental Reporting Guidelines from the Japanese Ministry of the Environment (2007)

**Note:** From June 24, 2009, J&K Technologies Corp. changed its name to J&K Car Electronics Corp.

# Overview of JVC Kenwood Group

Current as of end of June 2009

## Joint Holding Company

### JVC KENWOOD Holdings (Head office: Yokohama, Kanagawa Prefecture)

Manages the car electronics business, home and mobile electronics business, office systems business, and entertainment business; and manages the business activities of the relevant companies by holding shares in or partial ownership of the companies that manage those activities.

## Operating Companies

### Victor Company of Japan, Limited (JVC)

(Head office: Yokohama, Kanagawa Prefecture)

The research, development, design, production, sales, and related business for home and office audio-visual, computer devices, and disks, among other products.

### J&K Car Electronics Corporation (Head office: Hachioji, Tokyo)

The research, development, design, production, and related business of audio devices, visual devices, and electrical and electronic devices in the car electronics field.

### Kenwood Corporation (Head office: Yokohama, Kanagawa Prefecture)

The research, development, design, production, and sales of communications devices, and the sale and related business for car electronics and home electronics devices.

## Affiliated Sales Companies

### ■ Europe

JVC Europe Ltd.  
JVC (UK)  
JVC Professional Europe Ltd.  
JVC France S.A.S.  
JVC Deutschland GmbH  
JVC Professional Europe Ltd. Frankfurt Branch  
JVC Italia S.p.A.  
JVC Professional Europe Ltd. Milano Branch  
JVC Espana, S.A.  
JVC Benelux B.V.  
JVC Professional Belgium S.A. / N.V.  
JVC Danmark A/S  
JVC Svenska AB  
JVC Norge A/S  
JVC Schweiz AG  
JVC International (Europe) GmbH  
JVC Polska Sp. Zo. o.  
JVC Czech spol. s.r.o.  
OOO "JVC CIS"  
Kenwood Electronics Europe B.V.

Kenwood Electronics Belgium N.V.  
Kenwood Electronics UK Limited  
Kenwood Electronics Deutschland GmbH  
Kenwood Electronics France S.A.  
Kenwood Electronics Italia S.p.A.  
Kenwood Ibérica, S.A.  
Kenwood Electronics C.I.S. Limited Liability Company

### ■ Americas

JVC Americas Corp.  
JVC U.S.A.  
JVC Canada Inc.  
JVC Professional Products Canada Inc.  
JVC Latin America, S.A.  
JVC do Brasil Ltda.  
Kenwood U.S.A. Corporation  
Kenwood U.S.A. Corporation Communications Sector  
Kenwood Electronics Canada Inc.  
Kenwood Electronics Latin America S.A.  
Kenwood Electronics Brasil Ltda.

### ■ Asia, Oceania, the Middle East, and Africa

JVC Asia Pte. Ltd.  
JVC ASIA Pte. Ltd. Sales & Service Division  
JVC Sales & Service (Malaysia) Sdn. Bhd.  
JVC Sales & Service (Thailand) Co., Ltd.  
JVC (Philippines), Inc.  
JVC Vietnam Limited  
JVC Taiwan Corp.  
JVC Gulf FZE  
Kenwood Electronics Singapore Pte Ltd.  
Kenwood Electronics Australia Pty. Ltd.  
Kenwood Electronics (Malaysia) Sdn. Bhd.  
Kenwood Electronics (Thailand) Co., Ltd.  
Kenwood Electronics Gulf Fze

### ■ China

JVC(China) Investment Co., Ltd.  
Kenwood Electronics (Hong Kong) Ltd.  
Kenwood Electronics Trading (Shanghai) Co. Ltd.

## R&D Centers and Business Centers

JVC Head Office & Yokohama Plant

JVC Kurihama R&D Center

Kenwood Hachioji Business Center

Kenwood Yokohama Business Center

## Manufacturing Sites and Affiliated Manufacturing Companies

### ■ Main Japanese Manufacturing Sites and Affiliated Manufacturing Companies

JVC Yokosuka Plant  
JVC Maebashi Plant  
JVC Hachioji Plant  
Victor Creative Media Co., Ltd. Rinkan Plant  
Victor Interior Furniture Co., Ltd.  
Kenwood Yamagata Corporation (Yamagata Plant)  
Kenwood Nagano Corporation (Nagano Plant) \*  
Kenwood Devices Corporation

### ■ Global Affiliated Manufacturing Companies

JVC America, Inc.  
JVC Industrial de Mexico, S.A. de C.V.  
JVC Electronics Singapore Pte. Ltd.\*  
JVC Manufacturing Malaysia Sdn. Bhd.  
JVC Manufacturing (Thailand) Co., Ltd.  
JVC Manufacturing (Thailand) Co., Ltd.  
P.T. JVC Electronics Indonesia\*  
Kenwood Electronics Bretagne S.A.\*  
Kenwood Electronics Technologies (S) Pte. Ltd.

Kenwood Electronics Technologies (M) Sdn. Bhd.\*  
Shanghai Kenwood Electronics Co. Ltd.\*

\* J&K Car Electronics Corporation Affiliated Manufacturing Companies

## Main Japanese Consolidated Affiliated Companies

Sanin Victor Sales Co., Ltd.  
Okinawa Victor Sales Co., Ltd.  
Victor Arcs Co., Ltd.  
Victor Entertainment Inc.  
Teichiku Entertainment Inc.  
FlyingDog Inc.

JVC Networks, Inc.  
Victor Music Arts Inc.  
JVC Entertainment Inc.  
Nippon Record Center Co., Ltd.  
Victor Creative Media Co., Ltd.  
Victor Finance Co., Ltd.

Victor Facility Management Co., Ltd.  
Victor Service & Engineering Co., Ltd.  
Victor Logistics Inc.  
J&K Partners Corporation  
Kenwood Kenex Corporation  
Kenwood Geobit Corporation

Kenwood Core Corporation  
Kenwood Home Electronics Corporation  
Kenwood Service (Japan) Corporation  
Kenwood Design Corporation  
Kenwood Personnel Corporation  
Kenwood Engineering Corporation

## Other Main Global Affiliated Companies

JVC Logistics Europe N.V.  
JVC Technical Services Europe GmbH  
JVC Technology Centre Europe GmbH  
JVC Industrial America, Inc.  
JVC Finance of America  
JVC Marketing India Private Limited

JVC Trading (Shanghai) Co., Ltd.  
Beijing JVC AV Equipment Co., Ltd.  
Beijing Kelin JVC Electronic System Engineering Co., Ltd.  
JVC (Beijing) Research & Development Center, Ltd.  
JVC Purchasing Center (H.K.), Ltd.  
Zetron, Inc.

Zetron, UK Ltd.  
Zetron Australasia Pty Ltd.,  
Zetron Australasia Air Systems Pty Ltd.