

Please note that the following is an unofficial English translation of the Japanese original text of the Corporate Governance Report of Pigeon Corporation, which is reported to the Tokyo Stock Exchange. The Company provides this translation for reference and convenience purposes only and without any warranty as to its accuracy or otherwise. In the event of any discrepancy between this translation and the Japanese original, the latter shall prevail.

Latest Revision: May 12, 2014
Company: Pigeon Corporation
Representative: Shigeru Yamashita, President
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Securities Code: 7956
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An Overview of Corporate Governance at Pigeon Corporation (the “Company”) is Described Below.

I Basic Policy Regarding Corporate Governance, Capital Structure, Corporate Attributes and Other Basic Information

1. Basic Policy

The Company has been undertaking efforts toward enhancing its corporate governance which is aimed at achieving its management objectives in order to win the trust of each of its stakeholders including shareholders, customers, business partners, employees, and society, and to maintain sustained corporate growth.

The Company is a company with an Audit & Supervisory Board, and its Board of Directors now (as of the submission date of this Corporate Governance Report) comprises eight Directors (none are Outside Directors). The Audit & Supervisory Board comprises four Audit & Supervisory Board Members (including two Outside Audit & Supervisory Board Members). The Company has structured its corporate governance by means of meetings of the Management Committee with the President and COO acting as chairperson and an internal audit system, in addition to a Board of Directors and Audit & Supervisory Board System. The eight Directors respond promptly and appropriately to changes in the business environment and strive to make management decisions rationally and effectively to establish long-term growth and a solid operating foundation. In addition, with the goal of providing for mutual partnership between decision-making/management functions (governance) and execution of business, and with the goal of clarifying the operating responsibilities of Directors, the Company has, as of April 26, 2012, introduced an entrusted managing officer system in addition to its former managing officer system, thus endeavoring to further enhance its corporate governance. The Board of Directors operates to elicit the vigorous opinions of both the internal and the outside Audit & Supervisory Board Members, thereby strengthening the business-execution control and supervision functions. In accordance with the audit policy, the division of audit work, etc., the four Audit & Supervisory Board Members, which includes two Outside Audit & Supervisory Board Members, conduct rigorous supervision and auditing through measures such as attending important meetings including those of the Board of Directors, giving an audience to the Directors, viewing important resolution documents and other documentation, and investigating the status of operations and property.

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2. Capital Structure

Ratio of Shares Held by Foreigners	30% or more
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[Major Shareholders]

Name or Designation	Number of Shares Held (Shares)	Shareholding Ratio (%)
Yoichi Nakata	3,149,268	7.77
BBH Matthews Asia Dividend Fund	3,003,600	7.41
The Master Trust Bank of Japan, Ltd. (Trust Account)	2,583,100	6.37
Japan Trustee Services Bank, Ltd. (Trust Account)	2,513,400	6.20
State Street Bank and Trust Co.	1,730,496	4.27
BNP Paribas Sec Service LUX JAS Aberdeen Global Client Assets	913,400	2.25
818521 Nomura Bank Luxembourg SA Pledged Assets From Nomura Multi CCY Japan Stock Leaders Fund	860,000	2.12
Deutsche Securities Inc.	837,119	2.06
HSBC Bank Plc Account Seven Re Fidelity	665,300	1.64
Northern Trust Co. AVFC Re Fidelity Funds	647,000	1.60

Controlling Shareholder (excluding parent company)	_____
Parent Company	None

Supplementary Explanation	_____
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3. Corporate Attributes

Stock Exchange Listings and Market Classification	First Section, Tokyo Stock Exchange
Fiscal Year-end	January
Industry	Other products
Number of Employees as of January 31, 2014 (consolidated)	1,000 or more
Net Sales (Consolidated) as of January 31, 2014	¥10 billion or more and less than ¥100 billion
Number of Consolidated Subsidiaries as of January 31, 2014	10 or more and less than 50

4. Guideline on Protection of Minority Shareholders in Conducting Transactions with Controlling Shareholders

5. Other Exceptional Circumstances that Might Have a Material Impact on Corporate Governance

The Company has no parent company or listed subsidiary.

II Overview of Business Management Organization and Other Corporate Governance **Systems related to Managerial Decision-Making, Business Execution, and Management Supervision**

1. Items Relating to Organization Structure and Operations, etc.

Form of Organization	Company with Audit & Supervisory Board Members
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[Directors]

Number of Directors Stipulated in the Articles of Incorporation	15
Term of office of Directors Stipulated in the Articles of Incorporation	Two years
Chairperson of the Board of Directors	Chairman (except when concurrently serving as President)
Number of Directors	8
Election of Outside Directors	Not elected

[Audit & Supervisory Board Members]

Establishment of the Audit & Supervisory Board	Yes
Number of Audit & Supervisory Board Members Stipulated in the Articles of Incorporation	4
Number of Audit & Supervisory Board Members	4

Cooperation among Audit & Supervisory Board Members, Accounting Auditors and Internal Audit Department

Audit & Supervisory Board Members, the Internal Audit Department, and Accounting Auditors mutually collaborate by holding regular debriefing sessions and, at any time as necessary, exchanging information and opinions.

In accordance with the audit policy, the division of work, etc., the four Audit & Supervisory Board Members, which includes two Outside Audit & Supervisory Board Members, conducts rigorous auditing through measures such as attending important meetings including those of the Board of Directors, giving an audience to the Directors, viewing important resolution documents and other documentation, and investigating the status of operations and property. In addition, Audit & Supervisory Board Members regularly holds meetings with the Representative Directors, and, by receiving reports on matters such as important company issues and giving feedback from the Audit & Supervisory Board Members regarding information and the like heard from within the company, it carries out exchanges of opinions.

Furthermore, with regard to internal control, the Company has established an Audit Department (comprising six persons) as its Internal Audit Department, and it has incorporated a PDCA cycle. Through this cycle, the Company conducts audits on whether the business execution of the whole Pigeon Group is being carried out appropriately and efficiently based on the annual plan, makes continual improvement proposals to top management for resolution of issues, and, on this basis, makes improvements.

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Election of Outside Audit & Supervisory Board Members	Elected
Number of Outside Audit & Supervisory Board Members	2
Number of Outside Audit & Supervisory Board Members designated as Independent Directors/Auditors	2

Relationship with the Company (1)

Name	Attributes	Relationship with the Company ^{*1}								
		a	b	c	d	e	f	g	h	i
Shigeru Nishiyama	Certified Public Accountant				○				○	
Shuji Idesawa	Attorney				○				○	

*1 Selection criteria regarding relationship with the Company

- Coming from the parent company
- Coming from other affiliate company
- A major shareholder of the Company
- Serving concurrently as an outside director or outside Audit & Supervisory Board Member of another company
- An executive director, executive officer, etc. of another company
- The spouse, relative within the third degree of consanguinity, or a person of similar status of an executive director, executive officer, etc. of the Company, or a specified related business entity of the Company
- Receives remuneration as an officer or other financial benefits from the parent company of the Company or its subsidiary
- Entered into a liability limit agreement with the Company
- Other

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Relationship with the Company (2)			
Name	Independent Audit & Supervisory Board Member	Supplementary Explanation relating to These Items	Reason for Election as Outside Audit & Supervisory Board Member (including the reason for designation as independent Audit & Supervisory Board Members, if applicable)
Shigeru Nishiyama	○	Designated as an independent Audit & Supervisory Board Member (Significant Concurrent Positions) Professor at Waseda University Graduate School of Commerce, Outside Audit & Supervisory Board Member of Mitsui Sumitomo Insurance Co., Ltd., Outside Audit & Supervisory Board Member of Astellas Pharma Inc.	By making suggestions and proposals, etc., from the expert viewpoint of a graduate school professor and certified public accountant to ensure the appropriateness and fairness of the decision making of the Board of Directors, he has been performing his duties neutrally and objectively from an independent position as an outside Audit & Supervisory Board Member. Also, the Company believes that due to his considerable knowledge of finance and accounting, he is capable of adequately performing his duties as an outside Audit & Supervisory Board Member. Furthermore, the Company has designated him as an independent Audit & Supervisory Board Member because it is judged that, by not falling under the conditions provided in III. 5. (3)-2 of the Guidelines Concerning Listed Company Compliance, etc. and the conditions provided in Rule 211, Paragraph 4, Item 5 of the Enforcement Rules for Securities Listing Regulations, there is no risk of a conflict of interest occurring with general shareholders.

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Name	Independent Audit & Supervisory Board Member	Supplementary Explanation relating to These Items	Reason for Election as Outside Audit & Supervisory Board Member (including the reason for designation as independent Audit & Supervisory Board Member, if applicable)
Shuji Idesawa	○	Designated as an independent Audit & Supervisory Board Member (Significant Concurrent Positions) Attorney-at-law/Managing partner at Idesawa & Partners, Outside Audit & Supervisory Board Member of F@N Communications, Inc., Outside Audit & Supervisory Board Member of Nextgen, Inc.	By making suggestions and proposals, etc., from the expert viewpoint of an attorney to ensure the appropriateness and fairness of the decision making of the Board of Directors, he has been performing his duties neutrally and objectively from an independent position as an outside Audit & Supervisory Board Member. Also, the Company believes that due to his specialized knowledge of, and abundant experience in, legal matters as an attorney, and his familiarity with corporate law, he is capable of adequately performing his duties as an outside Audit & Supervisory Board Member. Furthermore, the Company has designated him as an independent Audit & Supervisory Board Member because it is judged that, by not falling under the conditions provided in III. 5. (3)-2 of the Guidelines Concerning Listed Company Compliance, etc. and the conditions provided in Rule 211, Paragraph 4, Item 5 of the Enforcement Rules for Securities Listing Regulations, there is no risk of a conflict of interest occurring with general shareholders.

[Independent Directors/Audit & Supervisory Board Members]

Number of Independent Audit & Supervisory Board Members	2
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Other Information on Independent Directors/Audit & Supervisory Board Members

Outside Audit & Supervisory Board Members that meet the qualifications of Independent Audit & Supervisory Board Members are all designated as Independent Audit & Supervisory Board Members.

The main activities of the independent directors/Audit & Supervisory Board Members during the fiscal year ended January 31, 2014(the fiscal year from February 1, 2013 to January 31, 2014) are as follows.

Shigeru Nishiyama

Mr. Nishiyama attended 15 of the 15 meetings of the Board of Directors and all seven of the meetings of the Audit & Supervisory Board held during the fiscal year under consideration. He conducted field audits of the major business offices and subsidiaries and also, mainly by stating opinions from an expert viewpoint as a graduate school professor and certified public accountant, made suggestions and proposals to ensure the appropriateness and fairness of the decision making of the Board of Directors.

Shuji Idesawa

Mr. Idesawa attended 15 of the 15 meetings of the Board of Directors and all seven of meetings of the Audit & Supervisory Board held during the fiscal year under consideration. He conducted field audits of the major business offices and subsidiaries and also, mainly by stating opinions from an expert viewpoint as an attorney, made suggestions and proposals to ensure the appropriateness and fairness of the decision making of the Board of Directors.

[Incentives]

Status of Implementation of Measures to Grant Incentives to Directors	Not implemented
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Supplementary Explanation Relating to These Items

Taking into consideration the plan and the trends in business performance, stock options were granted in 2005.

Grantees of Stock Options	
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Supplementary Explanation Relating to These Items

[Directors' Remuneration]

Disclosure Status (of Individual Directors' Remuneration)	Individual Directors' remuneration is not disclosed.
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Supplementary Explanation Relating to These Items

The total amount of remuneration, etc., paid to the Company's Directors and Audit & Supervisory Board Members in the 57th fiscal year (the fiscal year ended January 31, 2014) are as follows.

Eleven Directors: 286million yen

Five Audit & Supervisory Board Members: 52 million yen (including two Outside Audit & Supervisory Board Members: 12 million yen)

Policy for Deciding the Amounts or Calculation Method of Remuneration	Yes
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Disclosed Policy for Deciding the Amounts or Calculation Method of Remuneration

At the 52nd Ordinary General Meeting of Shareholders of Pigeon Corporation, which was held on April 28, 2009, the Company received a resolution specifying an upper limit of 500 million yen per year for the remuneration of Directors (provided, however, that employee salary is not included) and an upper limit of 100 million yen per year for the remuneration of Audit & Supervisory Board Members. Within the ranges of those limit amounts, for each Director and Audit & Supervisory Board Members, the Company determines a remuneration level according to the person's official responsibilities.

Remuneration for directors is comprised of basic remuneration linked to business performance and retirement benefits. The amount of basic remuneration is determined on the basis of the consolidated business performance (consolidated net sales and consolidated operating income) achieved by the Pigeon Group in each fiscal year. Retirement benefits to directors are calculated in accordance with the Company's "Rules on Retirement Benefits for Directors," and from the 56th Ordinary General Meeting of Shareholders held on April 25, 2013, proposals shall be submitted with each amount to be paid clearly specified. The calculation method is in accordance with standards prescribed in the said rules, thus ensuring consistency in the calculations.

Retirement benefits system for audit & supervisory board members has been abolished and remuneration for audit & supervisory board members is limited to a fixed amount effective from the conclusion of the 56th Ordinary General Meeting of Shareholders held on April 25, 2013, in order to further safeguard their independence from the management of the Company. There is no retirement benefits system in place for outside audit & supervisory board members.

[Support System for Outside Directors (Outside Audit & Supervisory Board Members)]

Upon meetings of the Audit & Supervisory Board, etc., and as necessary, the Standing Audit & Supervisory Board Members provide to the Outside Audit & Supervisory Board Members explanations of the Management Committee agenda and the contents, etc., of internal audit debriefing sessions.

Furthermore, in the Company's internal rules, it is provided that the Audit & Supervisory Board Members may request that the Board of Directors assign an employee to assist with the duties of the Audit & Supervisory Board Members.

2. Items relating to Functions of Business Execution, Audit and Supervision, Nomination, and Decision on Remuneration, etc. (Outline of the Current Governance System)

The current managerial structure comprises eight Directors and four Audit & Supervisory Board Members (including two Outside Audit & Supervisory Board Members). The Company strives to respond promptly and appropriately to changes in the business environment, and, in order to establish long-term growth and a solid operating foundation, it strives to carry out management decision making rationally and efficiently. In addition, since the year 2000, to strengthen the business execution function, the Company has introduced a managing officer system in which managing officers are responsible for execution of business. Furthermore, in April 2012, to provide for mutual partnership between decision-making/ management functions (governance) and execution of business, and to clarify the operating responsibilities of Directors, the Company introduced an entrusted managing officer system.

The Board of Directors has authority to supervise the execution of duties of directors and managing officers. As a general rule, the Board of Directors' meeting is held once a month with the board chairman acting as chairperson, and it takes decisions on matters (management objectives and important business-execution strategies such as the management strategy) prescribed in laws and regulations, in the articles of incorporation, and in the Board of Directors Rules. Furthermore, the Board of Directors operates to elicit the vigorous opinions of the Audit & Supervisory Board Members, thereby strengthening the business-execution control and supervision functions. In addition, a meeting of the Management Committee is held once a week with the President and COO acting as chairperson, and we thus strive to find early solutions to problems from the viewpoint of our work sites. With Audit & Supervisory Board Members attending this committee meeting and stating their opinions, we are striving to improve the management oversight function. In accordance with the audit policy, the division of audit work, etc., the four Audit & Supervisory Board Members, which includes two Outside Audit & Supervisory Board Members, conducts rigorous auditing through measures such as attending important meetings including those of the Board of Directors, giving an audience to the Directors, viewing important resolution documents and other documentation, and investigating the status of operations and property. In addition, the Audit & Supervisory Board regularly holds meetings with the President and COO, and, by receiving reports on matters such as important company issues and giving feedback from the Audit & Supervisory Board Members regarding information and the like heard from within the company, it carries out exchanges of opinions. Furthermore, the Company has established an Audit Department (with six members) as the internal audit function. Based on the annual plan, the Audit Department regularly implements internal audits of each section of the whole Pigeon Group including the subsidiaries. Audit results are reported to the President and COO and to the Audit & Supervisory Board, and, with the Audit Department conducting assessments and making continual improvement proposals, the internal audits are implemented through the PDCA cycle.

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The Audit & Supervisory Board Members, the Audit Department, and the Accounting Auditors mutually collaborate through measures including regular debriefing sessions and, at any time as necessary, exchanges of information and opinions. Certified public accountants who have performed accounting or audit work of the Company are Senior Partner and Managing Partner, Jun Sugita, and Senior Partner and Managing Partner, Kota Yamamoto, both of BDO Sanyu & Co. Upon expiry of its term of office as of the conclusion of the 57th Ordinary General Meeting of Shareholders held on April 25, 2014, BDO Sanyu & Co. resigned as the Accounting Auditor of the Company. Accordingly, PricewaterhouseCoopers Aarata has been elected and appointed as a new Accounting Auditor.

3. Reason for Adopting the Current Governance System

Since its public listing, the Company has strengthened its corporate governance through its current form of business management consisting of the Board of Directors and the Audit & Supervisory Board. Because results have hitherto grown steadily under this system, the Company judges that this system has been functioning effectively.

In Japan, audit & supervisory board members are granted significant powers under the Companies Act for the purpose of auditing and supervising directors, including the power to attend and state their opinions at meetings of the Board of Directors and the power to investigate the operations and assets of the company they audit. Furthermore, the term of office of an audit & supervisory board member is guaranteed to be four (4) years. As a company with an Audit & Supervisory Board, the Company appoints two (2) outside audit & supervisory board members to fulfill the role of supervising management from an outside perspective.

The outside audit & supervisory board members of the Company are Mr. Shigeru Nishiyama, who is a graduate school professor and certified public accountant, and Mr. Shuji Idesawa, who is an attorney. Both of them are highly independent and both of them perform their duties based on their expert knowledge not only to strengthen compliance but also to enhance enterprise value. Accordingly, the Company judges that they are both sufficiently fulfilling their monitoring roles for the purpose of enhancing management and enterprise value.

Specifically, the two (2) outside audit & supervisory board members not only attend meetings of the Board of Directors, conduct interviews with the Representative Directors and other directors, and ask questions and state opinions during such opportunities, thus supervising the legality of the conduct of directors from a neutral and objective standpoint and in consideration of the interests of shareholders, which is a legal role of audit & supervisory board members, but also sufficiently fulfill their supervisory roles by such means as providing advice regarding the appropriateness of management decisions in consideration of the enhancement of enterprise value. Even so, the Company will continue to consider further appointments of outside directors in consideration of the further enhancement of enterprise value.

III Status of Implementation of Measures related to Shareholders and Other Stakeholders

1. Measures toward Revitalization of the General Meeting of Shareholders and Facilitation of Exercise of Voting Rights

	Supplementary Explanation
Prompt Delivery of Convocation Notice of General Meeting of Shareholders	We forward the Convocation Notice three (3) weeks prior to the date of the General Meeting of Shareholders
Provision of a Summarized Convocation Notice of the General Meeting of Shareholders in English	We provide the Convocation Notice (summary) in English
Other	We provide a child-care room for use during the hours when the General Meeting of Shareholders is being held; post Convocation Notices (in Japanese and English) on the Company's Web site and the Tokyo Stock Exchange's Web site; provide the Business Report, which is presented at the General Meeting of Shareholders, in a visual format; disclose the results of voting at the General Meeting of Shareholders; and provide a sign language interpreter during the General Meeting of Shareholders.

2. Investor Relations Activities

	Supplementary Explanation	Explanation by Representative
Establishment and Publication of Disclosure Policies	Available via the Company Web site in both Japanese and English	
Holding Regular Briefings for Individual Investors	The Company holds briefings for individual investors once or twice a year, with participation by the President.	Yes
Holding Regular Briefings for Analysts and Institutional Investors	The Company holds a results briefing twice a year, after the end of the second quarter and after the end of the fiscal year, with participation by the President. In addition, the Company holds small meetings and individual meetings as needed, with the President participating in some cases.	Yes
Holding Regular Briefings for Foreign Investors	The Company attends conferences sponsored by securities companies in Japan and overseas several times a year. The President attends on occasion.	Yes
Posting Investor Relations Materials on the Company Web site	On an IR site that it has prepared on its Web site, the Company discloses IR materials in Japanese and English.	
Establishment of Investor Relations Department (Liaison)	The Company has established an Investor & Public Relations Department through which it promotes IR activities. The responsible person in charge is a managing officer and the division manager of the Corporate Administration Division.	

3. Measures to Respect the Position of Stakeholders

	Supplementary Explanation
Provisions of Internal Regulations to Respect the Position of Stakeholders	<p>The Company has established universal Corporate Ethics Policies for putting into practice compliance (observance of laws and regulations and corporate ethics) management, and the provisions are clearly stated in them.</p> <p>Corporate Ethics Policies</p> <ol style="list-style-type: none"> 1. Pigeon shall promote "management with compliance commitment" and fulfill its social responsibility as a company in all aspects of its corporate activities by constantly adhering to the highest ethical standards and being consistent with its corporate motto that "Only love generates love." 2. Pigeon shall, through the provision of its products and services, strive for harmonization with society and promote extensive contributions to society as a good corporate citizen. 3. Pigeon shall be actively involved in environmental protection initiatives in every sphere of its corporate activities, by acknowledging the preciousness of planet Earth. 4. Pigeon shall respect its employees' human rights and personalities at all times, ensuring them discrimination-free, equal job opportunities and rewarding work environments, and offering them fair merit ratings to help their self-fulfillment. 5. Pigeon shall seek fair and open competition in its corporate activities, which it believes contributes to the sound growth of its business. 6. Pigeon shall promote efficient management by ensuring the appropriate administration of its tangible and intangible assets. 7. Pigeon shall ensure communications not only with its shareholders but also with society in general and shall secure transparency through the timely and appropriate disclosure of its corporate data.
Promotion of Environmental Protection, Corporate Social Responsibility (CSR), and Other Activities	<p>Same as above. As an even more extensive contribution to the Earth's environment, the Company has been conducting the Newborn Baby Commemorative Tree-Planting Campaign every year since 1986, so far planting more than 110,000 trees. The degree of that environmental contribution has been quantified by the Forestry Agency.</p>
Establishment of Policy Concerning Disclosure of Information to Stakeholders	<p>The establishment of such as policy is clearly stated in the aforementioned Corporate Ethics Policies.</p>

IV Basic Policy and Status of Implementation of the Internal Control System

1. Basic Policy and Status of Implementation of the Internal Control System

Pursuant to the Companies Act and the Ordinance for Enforcement of the Companies Act, the Company shall determine a basic policy on construction of an internal control system, as follows.

1. Systems to Ensure that Duties Performed by Directors and Employees Comply with Laws, Regulations, and the Articles of Incorporation

(1) We shall develop “Pigeon Way” composed of Mission, Values, Action Principles and Vision under our corporate motto of “only love generates love” and our business philosophy of “providing the gift of love to all.” Based on that spirit and action, we stipulate our compliance-related regulations. The directors and employees of the Pigeon Group strictly comply not only with the law but also the standards and spirit of the communities they serve. We position the Pigeon Way as our standard for action with a strong ethical outlook.

(2) In order to integrate compliance controls throughout the Pigeon Group, we shall establish a Compliance Committee (including external lawyers) which discusses compliance issues and assesses problems. The Director of Human Resources and General Affairs is appointed as Chairperson of the Compliance Committee.

(3) In an effort to ensure early detection of any wrongdoings, we shall establish a “Speak-up Desk” as an internal reporting system and a “Pigeon Partners’ Line” as a reporting system for our business partners. For in which problems are detected inside or outside of the company, sufficient consideration shall be given to protection for the reporting/consulting individual, and the Compliance Committee shall review appropriate responses and investigate facts. Applicable contents shall be reported to upper-level organizations (the Management Committee or Board of Directors).

(4) Rejection of relationships with antisocial forces shall be specified in the Code of Conduct. In addition to conducting education and training, we shall develop and thoroughly implement an internal system for practical application, such as appointing staff in charge of preventing false claims.

2. Items Related to Saving and Managing Information Pertaining to the Performance of Duties by Directors
The Director of Human Resources and General Affairs shall supervise the saving and managing of information pertaining to the performance of duties by Directors.

Information shall be recorded and saved in written documents or electromagnetic format in accordance with Rules for Document Control and Management. These documents and other formats shall always be available for review by Directors and Audit & Supervisory Board Members.

3. Rules and Other Systems Related to Risk Management for Losses

(1) Based on Risk Management Committee Regulations which systematically define the Pigeon Group’s risk management response and under supervision of the President and Chief Operating Officer, a Director of the Risk Management Promotion Committee shall be appointed as a general supervisor of risk management throughout the Pigeon Group. The Risk Management Promotion Committee shall identify, evaluate and review responses for risks within the Pigeon Group. Overseas bases in each region shall establish a Risk Management Promotion Committee for identifying, evaluating and proposing responses to risks.

(2) The responsible department shall be clarified for each risk category and continuous monitoring shall be performed. Risk categories shall be defined as “business risks,” “financial risks,” “hazard risks,” and “compliance risks.”

(3) Auditing the status of risk management in each department shall be performed through cooperation with the Internal Auditing Department, the Corporate Planning Department, the Accounting & Finance Department, and the Human Resources & General Affairs Department.

(4) A disaster response headquarters shall be quickly established based on business continuity plan (BCP) in the case that a large-scale disaster or other risk to the Pigeon Group occurs. The headquarters shall work to minimize losses and effect recovery.

4. Systems for Ensuring Efficient Performance of Duties by Directors

(1) By formulating a Medium-Term Management Plan and management plans for each individual fiscal year, we shall clarify goals to be achieved by our company and steadily implement priority management items.

(2) In addition to rationally and efficiently decision-making for management, the Board of Directors shall operate in a way that elicits active opinions from both internal and outside Audit & Supervisory Board Members, and shall strengthen the management function for execution of business. Furthermore, through an entrusted managing officer system and a managing officer system, we shall seek mutual partnership between decision-making/management functions and execution of business, and shall clarify the operating responsibilities of Directors.

(3) As a general rule, a Management Committee with attendance from all Directors shall be held weekly in order to strengthen and enhance the function of the Board of Directors. Through the committee, the Board of Directors shall seek to quickly resolve issues through expeditious execution of business and decision-making for important policies.

5. Systems for Ensuring Proper Operation in the Corporate Group Comprising the Company and its Subsidiaries

(1) In addition to overseeing internal controls and the execution of business at Group companies, the Corporate Planning Department review current conditions and ensures the existence of appropriate monitoring systems and reporting systems. Items related to management of subsidiaries are performed in accordance with the Rules for Management of Affiliated Companies.

(2) In addition to periodically auditing the execution of business by directors of subsidiaries, Audit & Supervisory Board Members shall also cooperate with auditors at subsidiaries in order to develop internal controls and monitor the operation of such controls.

(3) The Internal Auditing Department shall audit the level of appropriateness and efficiency during the execution of business throughout the Pigeon Group.

(4) In order to ensure the reliability and appropriateness of financial reporting, the Company and Group companies shall comply with the Financial Instruments and Exchange Act. We shall strive to ensure a healthy internal controls environment, to strengthen control activities on a company-wide level, to construct an internal controls system which is capable of effective and valid evaluation, and to perform appropriate operation of that system.

6. Systems Pertaining to Applicable Employees When an Audit & Supervisory Board Member Has Requested Appointment of an Employee Aid and Items Pertaining to Independence of That Employee from Directors

Aids shall be appointed according the requests of Audit & Supervisory Board Members. In the case that an aid is appointed, the opinion of Audit & Supervisory Board Members shall be respected when making personnel decisions related to the aid.

7. Systems for Reporting to Audit & Supervisory Board Members by Directors or Employees and Other Systems Pertaining to Reporting to Audit & Supervisory Board Members

(1) Directors and employees shall promptly report to Audit & Supervisory Board Members any item other than laws and regulations which will have a major impact on the Company and the Pigeon Group, the status of internal controls, and the status of reporting using the “Speak-up Desk”.

(2) In addition to meetings of the Board of Directors, Audit & Supervisory Board Members shall attend Management Committees and shall be able to provide opinions when requested or when necessary in regards to items being discussed.

(3) The Corporate Planning Department shall notify Audit & Supervisory Board Members every time regarding an overview of proceedings and results for meetings of the Board of Directors and Management Committees.

(4) By using the “Speak-up Desk,” employees shall be able to directly report to Audit & Supervisory Board Members regarding items which will cause significant damage to the Company or important items related to compliance.

8. Other Systems for Ensuring Effective Auditing by Audit & Supervisory Board Members

The individuals with high perception of corporate activities such as finance and law shall be recruited as outside Audit & Supervisory Board Members. The majority of these individuals shall be CPAs and lawyers. In addition to enhancing the auditing environment of auditors, Outside Audit & Supervisory Board Members shall seek the execution of appropriate and effective auditing services through a partnership with the Internal Auditing Department.

2. Basic Policy and Status of Implementation of Efforts towards Exclusion of Antisocial Forces

In addition to prescribing rejection of relationships with antisocial forces in the Code of Conduct and conducting education and training, the Company shall develop and thoroughly implement an internal system for practical application of the Basic Policy, such as appointing a person in charge of preventing false claims.

V Others

1. Presence or Absence of Introduction of Takeover Defense

Introduction of Takeover Defense	No
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Supplementary Explanation Relating to These Items

At the meeting of the Board of Directors held on March 6, 2008, with the goal of ensuring and enhancing the corporate value of the Company and the common interests of the shareholders, the Company prescribed a basic policy on the Company's corporate control (referred to below as "the Basic Policy"). In light of the Basic Policy, as a measure to prevent inappropriate persons from controlling decisions on the Company's financial and business policies, by resolution at the 51st Ordinary General Meeting of Shareholders held on April 28, 2008, the Company obtained approval for and introduced Measures for the Large-Scale Purchase of Company Shares (Anti-Takeover Measures) (referred to below as "the Plan"). However, taking into consideration that procedures on large-scale purchases of company shares were partly put in place as a result of revisions, etc., of the legal system, the Company judged that the steady execution of the Medium-Term Management Plan leads to ensuring and enhancing the corporate value of the Company and thus the common interests of the shareholders. Therefore, by resolution of the Board of Directors at its meeting held on March 7, 2011, as of the conclusion of the 54th Ordinary General Meeting of Shareholders held on April 27, 2011, the Basic Policy was discontinued and the Plan expired.

Furthermore, even after expiration of the Plan, if the Company recognizes a situation where there are transactions and transfers of the Company's shares, and if a person who performs the act of a large-scale purchase of company shares (referred to below as "large-scale purchaser") appears, after carefully considering the opinions, etc., of the Company's Outside Audit & Supervisory Board Members and external experts, the Company shall assess the contents of the proposal from the large-scale purchaser and, as necessary, hold negotiations with the said large-scale purchaser. Likewise, when it is rationally judged that, if prompt measures are not taken, there is a risk that the Company's corporate value and the common interests of the shareholders will be damaged, as a proper duty of the Company's Board of Directors, to which management was entrusted by the shareholders, the Board of Directors shall actively request to the large-scale purchaser that the large-scale purchaser disclose information, and it shall strive to secure information and time for the shareholders to make an appropriate decision. In addition, as necessary, the Board of Directors shall promptly determine the necessity and contents, etc., of concrete countermeasures, which is considered to be the most appropriate within the scope permitted by the Companies Act, the Financial Instruments and Exchange Act, and the related laws or regulations, and, by taking steps to execute the countermeasures, it will strive to ensure the Company's corporate value and the common interests of the shareholders.

2. Other Items Relating to Corporate Governance System, etc.

● Status of Implementation of the Internal Control System

At the meeting of the Board of Directors held on May 22, 2006, the Company resolved to establish a system (Basic Internal Control Policy) to ensure that the duties performed by the Directors comply with laws, regulations and the Articles of Incorporation, as well as to ensure the appropriateness of other operations of the Company, based on the Companies Act and the Ordinance for Enforcement of the Companies Act. The Board of Directors of the Company conducts reviews as necessary and makes continual improvements to the Policy. Additionally, the Audit Department, in cooperation with the Accounting & Finance Division and other related departments, are engaged in the development of internal controls over financial reporting and other measures based on the Financial Instruments and Exchange Act.

The Company has set up the following related committees under the Risk Management Promotion Committee, which has been established under the supervision of the President.

- Compliance Committee
- Information Security Committee
- Personal Information Protection Committee
- QC Committee

● Status of Implementation of the Risk Management System

The Pigeon Group's risk management is operated by the Risk Management Promotion Committee, which was established under supervision of the President. The various risks surrounding the Pigeon Group are classified as "business risks," "financial risks," "hazard risks" or "compliance risks," and efforts are being made to reinforce the risk management system. Moreover, an effective system has been developed that allows for the prompt establishment of a disaster response headquarters to minimize losses and effect recovery, in case that a large-scale disaster or other risk to the Pigeon Group occurs. The Risk Management Promotion Committee, comprising the Managing Officer of Human Resources and General Affairs Division as a Director, and the division managers of each of the divisions of the Company as Committee members, is convened once every six months or as necessary. Details of the various risks surrounding the Pigeon Group, which have been identified and evaluated by the said Committee, and the corresponding responses for risks are reported each year to the Board of Directors. Overseas risks are also identified and evaluated from a global perspective and corresponding responses to risks are proposed. Furthermore, a "Compliance Committee" for compliance; an "Information Security Committee" for information security; a "Personal Information Protection Committee" for personal information; and a "QC Committee" for quality control have been established. The activities and policies of each Committee are reported to the Risk Management Promotion Committee every six months.

● Compliance

The Pigeon Group's compliance systems, which is operated by the Compliance Committee, has defined universal corporate ethical guidelines in order to embody the spirit of the "Pigeon Way," which comprises the corporate motto of "only love generates love," the business philosophy of "providing the gift of love to all," the "Mission," the "Values," the "Action Principles," and the "Vision," and to implement compliance management. The corporate ethical guidelines provide the Code of Conduct by which each employee of the Pigeon Group, in compliance with all laws and regulations as well as social standards and the spirit, acts with sincerity and a high ethical sense, and serve as the guidelines to win the deep trust of its stakeholders. Accordingly, the Representative Directors and all Directors have been taking initiatives for thoroughly promulgating this spirit of ethics and compliance in recognition of the importance of continuing to communicate its corporate philosophy and the values of management to all employees of the Group companies. In terms of the consolidated subsidiaries, the Corporate Administration Division has been implementing cross-sectional responses among the Pigeon Group by developing a system capable of reviewing current conditions, from the perspective of ensuring appropriate monitoring and reporting systems. Moreover, the effectiveness of compliance education has been enhanced primarily through e-learning in Japan and the implementation of corporate ethics training in the overseas Group companies. Furthermore, compliance matters that are likely to occur in everyday operations are taken up in the monthly Pigeon

Compliance Report, which is distributed to every employee for the purpose of deepening their understanding of the concept and the ways of dealing with such matters, etc. Additionally, Compliance Self-Check is conducted as a survey to gauge the degree of understanding of compliance by each employee, in an effort to comprehend the awareness of compliance among the employees and as reference for future education initiatives. Members of management also undergo self-inspections on compliance once a year as well as engage in initiatives to educate the workplace including the holding of departmental compliance meetings. The results of such monitoring are reported to the Board of Directors and the Audit & Supervisory Board each year. Furthermore, a “Speak-up Desk” has been established as an internal reporting system, and a “Pigeon Partners’ Line” has been established as a reporting system for our business partners. In the event that problems are detected inside or outside the company, the Compliance Committee reviews appropriate responses and investigates the facts, while sufficient consideration is given to protect the reporting/consulting individual. As seen in such efforts among others, a system for the early resolution of problems has been put in place. The level of appropriateness is also ensured by consulting with a corporate attorney, as necessary.

- Personal Information and Information Security

In providing customers with products, services and information, the Pigeon Group considers information security and personal information protection to be an important task, and it is endeavoring to strengthen its control of such security and protection. For personal information, the Company regularly holds meetings of its Personal Information Protection Committee, and, for information security, it regularly holds meetings of its Information Security Committee, thereby putting in place the internal control system. Furthermore, with regard to its personal information protection system, as evidence of its being an enterprise that handles personal information appropriately in conformity with JIS Q 15001:1999, the “Requirements for compliance program on personal information protection” (currently JIS Q15001:2006, “Personal information protection management systems”), the Company received PrivacyMark certification from the Japan Information Processing Development Corporation, an incorporated foundation that operates the PrivacyMark® System, in July 2005. In addition, the Company has renewed the certification in 2007, 2009, 2011, and 2013.

- Investor Relations Activities

In its IR activities, with a view to increasing the transparency and reliability of operating information through activities such as biannual financial results briefings, a Medium-Term Management Plan briefing, business and new product briefings, improvement of its Web site (both the Japanese and English versions), briefings for individual investors, as well as domestic and overseas IR activities by the President, the Company actively promotes IR activities aimed at all shareholders including institutional investors, thus striving for prompt and accurate information disclosure.

- Overview of Timely Disclosure System

1. Internal System for Timely Disclosure

The Company has established a Disclosure Policy that summarizes the Pigeon Group’s fundamental policy on information disclosure, and it publicizes the Disclosure Policy mainly on its Web site (<http://www.pigeon.co.jp/disclosure.html>).

Additionally, to realize the spirit of the policy, the Company has established Disclosure Rules in the Pigeon Group so that important financial, social, and environmental information related to the Pigeon Group (referred to below as “management-related information”) is disclosed fairly and in a timely and appropriate manner.

Purpose of the Disclosure Rules

By establishing a policy on the fair, timely, and appropriate disclosure of important financial, social, and environmental information related to the Pigeon Group, the purpose of the Disclosure Rules shall be to observe laws and regulations related to securities dealing, to observe stock exchange regulations, and to foster an understanding of the Pigeon Group on the part of all stakeholders including shareholders, investors, and local communities, thereby contributing to appropriate assessment of the Pigeon Group.

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Pursuant to the Disclosure Rules, the Company has constructed a reporting system for management-related information in the Pigeon Group. Furthermore, with regard to management-related information pertaining to consolidated subsidiaries, pursuant to each company's rules, the Company has constructed a system for the reporting of management-related information from each subsidiary company to the Company.

Disclosure Rules

- Important information related to the Pigeon Group shall be classified by its contents and importance into “legally required disclosure information,” “individual disclosure information,” and “other important information,” and it shall be defined as management-related information.
- Disclosure of important information related to the Pigeon Group, such as quarterly earnings announcements and executive-level changes in management, shall be made promptly after resolutions of the Board of Directors. Furthermore, the Investor & Public Relations Department of the Corporate Administration Division shall be responsible for supervision of information disclosure.
- The Company has established disclosure control procedures, which are in conformity with the spirit of the Disclosure Policy, for management-related information. As a general rule, in accordance with the Tokyo Stock Exchange's Rules on Timely Disclosure of Corporate Information by Issuer of Listed Security and the Like, the Company shall disclose legally required disclosure information on the system for notification of timely disclosure information, which is commonly referred to as TDnet and operated by the Tokyo Stock Exchange. Additionally, the Company shall promptly issue statements to the news media and perform disclosure procedures prescribed by other laws, regulations, and rules. Furthermore, the said information shall be posted on the Company's Web site promptly after disclosure.
- Disclosure of management-related information to only specific third parties is, as a general rule, prohibited. If such disclosure is made, the Company prescribes that disclosure of the said information shall be carried out by a method such as posting the contents promptly on the Company's Web site.
- The period from the day of completion of each fiscal quarter until the day of announcement of the financial results of the fiscal quarter in question shall be a Quiet Period. As a general rule, no replies shall be made to comments from external parties or inquiries concerning the results of the fiscal quarter in question.

2. Checking Function of the Internal System for Timely Disclosure

The Company has established, as its Internal Audit Department, an Audit Department with authority over the Company's internal control development and internal audits. The Audit Department develops the internal control and improves the internal audit system of each Group company.

To verify whether fair, timely, and appropriate corporate information disclosure is made to all stakeholders including shareholders, investors, and local communities, the Audit Department regularly conducts internal audits of internal control of information disclosure processes in the Pigeon Group. The results of the internal audits are reported to the President and COO and to the Audit & Supervisory Board.

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