

Suntory Group Customer Harassment Response Policy

Introduction

To fulfill our role as a responsible member of society, the Suntory Group strives to ensure, maintain, and enhance the satisfaction of all customers through various activities in accordance with our Basic Policy for Customer Satisfaction. We value open communication with our customers and provide safe, reliable products, services, and information, incorporating customer feedback into our corporate activities.

However, we have also encountered incidents where disruptive behavior by certain customers or other related parties has infringed upon the human dignity of our employees, undermining the working environment and even impacting the continuity of our business operations.

To respect the human rights of both customers and employees, the Suntory Group has formulated the Suntory Group Customer Harassment Response Policy.

Furthermore, we consider it a matter of course that our employees must not engage in customer harassment themselves in accordance with the Suntory Group Corporate Code of Ethics.

1. Response Policy

If the Suntory Group determines that customer harassment has been directed toward our employees, we will take steps to ensure their safety. This may include requesting the customer to cease such behavior, and depending on the situation, we may refuse service or suspend the provision of products or services.

Furthermore, in cases where the Suntory Group deems such behavior to be malicious, we will report it to the police and consult with legal professionals, taking appropriate action.

2. Definitions

The terms used herein are defined as follows:

(1) Customer Harassment:

Refers to significantly disruptive behavior (as specified in (a) below) directed by customers toward employees in connection with their work, which adversely affects the working environment of employees (as specified in (b) below).

(a) Significantly disruptive behavior:

- (i) Assault, threats, or other illegal conduct
- (ii) Excessive demands without legitimate reason, verbal abuse, or other improper acts

(b) Adverse impact on the working environment:

Refers to a situation where disruptive behavior by customers or related parties infringes on the employee's human dignity, causing physical or mental distress for the employee making the working environment unpleasant to the extent that it interferes with the employee's ability to perform their duties.

(2) Employees:

Refers to employees of the Suntory Group, employees dispatched to the Suntory Group, and all individuals engaged in the Suntory Group's business regardless of employment type or duration. This includes freelancers, interns, unpaid volunteers, and executives.

(3) Customers:

Refers not only to individuals receiving products or services from the Suntory Group (i.e., customers, business partners), but also those closely connected to the work of employees (i.e., customers' family members, residents near Suntory Group facilities, shareholders, participants in events held by the Suntory Group, and individuals posting about the Suntory Group or its products and services on social media).

3. Typical Types of Customer Harassment

Examples of customer harassment addressed response under this policy include, but are not limited to, the following acts. Whether or not an act falls under the definition of customer harassment defined above will be determined based on the specific circumstances of each individual case.

(1) Unreasonable demands from customers or related parties

Includes cases where the product or service provided by employees shows no defect or fault and where the demand is unrelated to the content of the product or service itself. It also includes cases where customers demand excessive services.

(2) Illegal or socially unacceptable methods or means to achieve demands

This applies regardless of the validity of the demand itself, when the method or means used to pursue it is illegal or socially unacceptable. Examples include the following:

- (a) Assault, threats, or other illegal acts toward employees
- (b) Verbal abuse and other improper acts toward employees (including, but not limited to, intimidation, forcing employees to apologize or prostrating oneself in apology, persistent or continuous verbal abuse and forcing employees to respond for a prolonged amount of time)
- (c) Psychological attacks such as making statements that damage the employee's honor, disparage them, or deny their personality
- (d) Acts that violate the employee's privacy
- (e) Discriminatory remarks or behavior toward employees
- (f) Sexually inappropriate remarks or behavior toward employees
- (g) Attacks or harassment directed at individual employees
- (h) Any other significantly disruptive behavior toward employees

(3) Customer demands that are excessive or unrelated to the content of the request

Includes cases where customer demands are excessive or unrelated to the content of the request even if the demand itself is based on the facts and the causal relationship and does not involve illegal or socially unacceptable behavior (e.g., politely requesting compensation or an apology). Examples include the following:

- (a) Demands for excessive product exchanges
- (b) Demands for excessive or unreasonably high monetary compensation
- (c) Demands for excessive apologies
- (d) Other demands for actions impossible for employees to fulfill, or demands for vague actions (e.g., showing sincerity)

4. Philosophy of This Policy and Rights of Customers

This Policy does not unfairly infringe upon the rights of customers, and based on our Basic Policy for Customer Satisfaction, is not intended to prevent customers from making complaints, expressing opinions, or making requests to employees, provided such actions are based on legitimate reasons and conducted in a manner considered appropriate under societal standards.

The Suntory Group has formulated this Policy based on the fundamental principle that customers and employees should respect each other as equals, while giving full consideration to such matters as customer rights and freedom of expression.