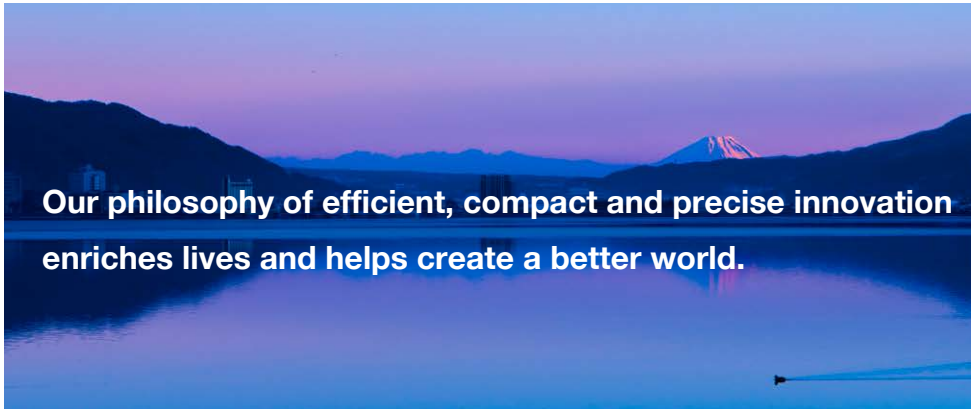


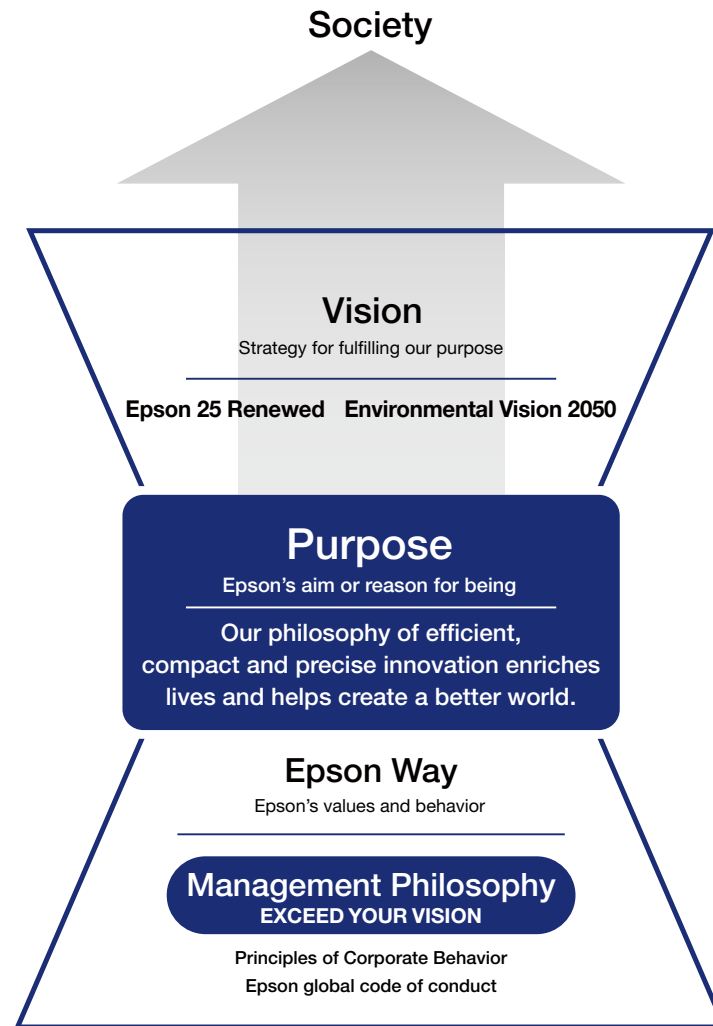
Corporate Purpose



Epson established a corporate purpose in September 2022. The statement articulates the type of value Epson offers the world, the company’s unique reason for being, and its aspirations. The efficient, compact, and precise innovation that Epson has pursued goes beyond technology. It encompasses a philosophy for eliminating waste, reducing dimensions, and increasing precision, an approach that can create even greater social value. The corporate purpose cannot be realized by Epson employees alone. Our customers, partners, and society must empathize with and share our purpose. Epson will collaborate with all stakeholders to solve societal issues and create a better future in which lives are enriched.

System of Beliefs

Our purpose is at the root of the Epson Way (the Epson Group’s values and behaviors) and is founded on the universal principles of our Management Philosophy. It both prescribes the values Epson wants to offer to society and indicates Epson’s unique aim or reason for being. The vision provides concrete guidance about what we must do to fulfill our Management Philosophy and purpose.



My Purpose Stories

The societal issues Epson is tackling include reducing environmental impacts, improving work environments, connecting a decentralized society, improving the quality of infrastructure, education, and services, and supporting lifestyle diversification. We have created and released a video that shows six examples of these initiatives. It depicts how people’s aspirations are being realized through Epson’s efforts to solve societal issues.



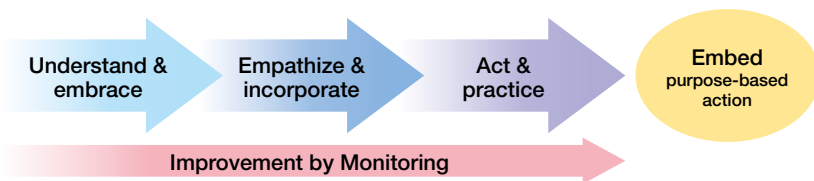
<https://www.youtube.com/watch?v=bUxV5uajlWU>



Activities to Embed Purpose

The Purpose Roadmap

We are internally embedding the purpose in steps. We first help employees understand and embrace the purpose. Once they empathize and incorporate it in their own beliefs, they can take action based on the purpose. We also conduct regular questionnaires to monitor the state of progress to help us plan future activities.



Past Activities

We have been carrying out programs that help our people understand, accept and believe the purpose since its establishment in 2022. We have repeatedly communicated the importance of purpose at every opportunity, including at policy kickoff meetings and through messages from management, online courses, the company newsletter, and workshops. In addition, President Ogawa visited Group companies worldwide to hold purpose lectures and discussions, providing employees with opportunities to think about the purpose.

Workshops



Japan



Malaysia



Purpose Lectures and Discussions

Activities to Embed Purpose



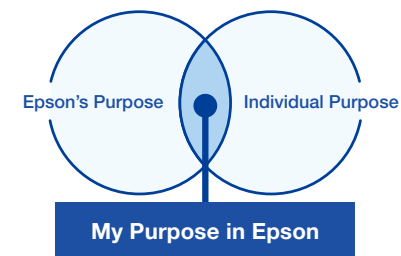
Peru



Chile

Purpose Month

September is designated as Purpose Month in the Epson Group. Events are held to deepen understanding of the purpose across the Group. In 2023, we held workshops to encourage our people to find their own purpose in Epson, the area of overlap between their individual purpose and Epson's purpose, while thinking back their own work and lives. We will continue to create opportunities for people to think about their purpose and will incorporate their feedback into future activities.



Employees' Comments

- I got new ideas by listening to my boss and coworkers talk about their purpose.
- It gave me an opportunity to rethink the meaning of working at Epson.

Monitoring

We conducted a company-wide questionnaire in 2023. It showed that more than 80% of employees understood the purpose. On the other hand, comments received elsewhere indicated that not everyone has fully embraced the purpose.

Employees' Comments

- I want to know the purpose of people in other workplaces.
- I cannot concretely imagine the purpose.
- My work does not connect with the purpose.

Future Steps

We will continue our activities to enable us to conduct purpose-based actions. In 2024, we will further embed the purpose while effectively using Purpose Month and providing supplemental information through online courses and the company newsletter.