

Shinsegae CREDO

1. Shinsegae employees must adhere to the principles of compliance management at all times.
2. We do not distort or hide facts to achieve our goals. All our business matters must be reported in a timely and professional manner.
3. We keep our private and professional lives separate at all times, and do not take advantage of company assets or any information we may have learned at work.
4. We do not condone sexual abuse or harassment in any form at any time.
5. We do not give or follow unreasonable instructions.
6. We do not condone bribery. We evaluate our workers fairly and reasonably, based on their work performance and abilities.
7. We do not accept bribery or valuables or other forms of inducement or favoritism from anybody, and strictly adhere to the Shinsegae Pay system.
8. For us, customer satisfaction is the highest value of our business management activities. We promise our customers that the decision they make will turn out to be a fully rational one.
9. We treat our customers' goods and personal information as if they were our own, and do not release such information without their permission.
10. We encourage mutually beneficial relationships with all our partners and external stakeholders. We also engage in full and fair competition with our competitors.
11. We strive for the health and happiness of the communities where we operate, and actively promote charity.
12. We are morally obliged to report any violations or suspected violations of the above regulations and the Shinsegae CREDO.