

## Business Principles

### HONDA MOTOR COMPANY LIMITED, JAPAN CORPORATE PHILOSOPHY

Maintaining a global viewpoint, we are dedicated to supplying products of the highest quality yet at a reasonable price for worldwide customer satisfaction.

#### MANAGEMENT POLICY

- 1) Proceed always with ambition and youthfulness.
- 2) Respect sound theory, develop fresh ideas, and make the most effective use of time.
- 3) Enjoy your work and encourage open communications.
- 4) Strive constantly for a harmonious flow of work.
- 5) Be ever mindful of the value of research and endeavor.

### HONDA ATLAS CARS (PAKISTAN) LIMITED CORPORATE PHILOSOPHY

- 1) Dynamic manufacturing and marketing of prestigious products to the entire satisfaction of customers.
- 2) Create ideal working environment for continuous development of product and personnel.
- 3) Provide adequate return to share holders and fulfill corporate civic obligations.

#### MANAGEMENT POLICY

- 1) Respect for all – man has priority over others.
- 2) Man is the key in controlling i.e. machines, methods and materials.
- 3) Follow 3S spirit i.e. small, smart and speed.
- 4) Believe in 3A “Hands on Approach” i.e. be on Actual Spot, look at the Actual Spot and confront the Actual Situation.
- 5) Be a good corporate citizen; assume a responsible role in community.

#### PRIORITY STANDARDS OF CONDUCT

- 1) Safety : There can be no production without safety.
- 2) Quality : To achieve the No.1 customer satisfaction, we are dedicated to supply the prestigious products of Honda’s highest quality, through our smart team work.
- 3) Productivity : With safety and quality each of us will strive to excel the performance in all fields of our activities i.e. Production, Marketing & Planning, After Sales Service, Finance, Logistics & Imports and Human Resource & Administration etc.

#### HUMAN RESOURCE AND SUCCESSION PLAN

Human Resource Policy is to hire young, fresh, energetic and active associates to meet the existing and future workforce requirements and providing its associates maximum opportunities for internal mobility through personal training and development to enable them to take higher positions.

Human Resource Division has to have succession plan for each key job/area to make sure the continuity of operations in the relevant division and to fill the temporary/permanent vacancy.

#### QUALITY POLICY

To achieve the No.1 customer satisfaction, we are dedicated to supplying the prestigious products of Honda’s highest quality through our smart team work defined by the regulatory parameters. Continually improving our strategies and goals for better performance.

#### ENVIRONMENT POLICY

Honda Atlas Cars (Pakistan) Limited, being responsible member of the society considers the preservation of the global environment as a crucial concern. Our environmental philosophy is firmly based on the following guidelines:

- 1) Recognize the impacts of the significant aspects on the environment resulting from activities, products and services;
- 2) Formulate objectives and targets to control the effects of activities on local environment as far as technically feasible;
- 3) Operate in compliance with relevant environmental laws, regulations and other requirements that apply to our activities;
- 4) Create environment friendly attitude among associates;
- 5) Commitment to continual improvement of the environmental performance and review of the environmental management system to ensure its suitability, adequacy and effectiveness.

#### SAFETY, HEALTH AND ENVIRONMENT

HACPL conducts its business responsibly and in a way to make sure Health, Safety and protection from Environmental aspects of its associates and the society. We implement and maintain the programs that provide reasonable assurance that the business will do the following:

- 1) To comply with all applicable government and internal health, safety and environmental requirements.
- 2) Design facilities and conduct operations in a way that avoids risk to human health, safety and the environment.
- 3) To examine and communicate the known hazards of operations with relevant health, safety and environmental protection information to potentially affected persons.

#### OPERATING PRINCIPLES

- 1) Always keep the deadline.
- 2) Never make excuses.
- 3) Teamwork.