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## Introduction

In 1970, Pioneer Europe NV founded a distributing and marketing chain for its home / car audio, visual and multimedia products within Europe, which has been expanded and improved ever since.

In the course of the above activities, it is inevitable that materials and energy are consumed and that consequently waste, polluting the environment, is being produced.

Since 1998 Pioneer has started with the realisation of a new Corporate Identity, stressing the impact as manufacturer on the society and environment.

The group of European Pioneer companies are recognising their impact on the environment. They have made environmental protection and preservation one of their main commitments towards society.

Therefore all Pioneer companies in Europe have started the implementation of an environmental management system, based on the international standard ISO14001. As a result, the first manufacturing company was certified already in 1998. Now, all our branches in Europe, from manufacturing to sales and distribution, have achieved certification, nowadays still a unique performance in the market.



# EUROPEAN ENVIRONMENTAL POLICY STATEMENT

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## Policy

This environmental policy is applicable to the following PIONEER companies established in Europe:

Pioneer Europe NV (PEE), Pioneer Benelux BV (PEB), Pioneer Danmark A/S (PDS), Pioneer France SA (PFS), Pioneer GB Limited (PGB), Pioneer Electronics Deutschland GmbH (PED), Pioneer Italia S.p.A. (PEI), Pioneer Norge A/S (PEN), Pioneer Scandinavia AB (PES).

As Pioneer distribution and marketing companies in the respective European countries, we recognise that preservation of the environment is one of the key elements in our business activities in the distribution, sales and servicing of car electronics, home electronics, and industrial products.

With reference to the 'policies for environmental preservation' issued by PIONEER headquarters in Japan, we have established an organisation to promote environmental protection activities, and are making efforts to contribute to maintain and realise a rich and safe earth environment, based on the general understanding that it is one of the corporate missions to maintain, improve and hand over the earth environment to the next generation.

### Compliance with laws and regulations

We will comply with all applicable laws, regulations, locally defined obligations which are applicable in the participating companies and all other requirements to which the organisation subscribes, in connection with environmental protection, and if necessary, establish voluntary control standards to reduce the negative impact of our activities on the environment.

### Preservation of environment

We will avoid the use of, adopt substitute substances for, or restrain the discharge of, substances which are harmful to the environment, such as those which contribute to the depletion of the ozone layer or global warming, While taking into account the effect on the ecological system and thereby reduce the negative impact of our activities on the environment and prevent contamination on the environment at the same time.

### Management by goals

We have established goals in order to reduce the negative impact of our activities on the environment, such as natural-resource-saving, energy-saving, recycling, reduction of waste material, etc., and will make efforts to achieve those goals.

### System to promote environmental preservation

We have established a system, applicable to all above mentioned Pioneer companies, that contributes to the promotion of environmental protection. For such purpose, each company has established corresponding organisations in order to continuously optimise the environmental management system.

### Training

We are continuously training our employees with regard to environmental preservation, including notification of this PIONEER EUROPEAN ENVIRONMENTAL POLICY. In addition, specialised training will be given to employees as circumstances demand.

### Continuous improvement

We shall continuously maintain and improve our environmental management system and protection activities by understanding our environmental performance and taking appropriate measures in accordance with the results of environmental audits.

### Disclosure and communication

We shall disclose policies, goals and results of our environmental activities to the public, by making use of environmental reports and thereby make efforts to facilitate communications with outside parties.



T. Ito  
Chairman – Managing Director  
PEE  
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