



Nintendo CSR Report 2018

We define corporate social responsibility (CSR) activities as activities for "Putting Smiles on the Faces of Everyone Nintendo Touches." This report is a digest version, setting out the key CSR activities Nintendo has been working on. Please refer to the Nintendo Co., Ltd. website for more detailed information about our CSR activities. We welcome your opinions and comments about CSR Report 2018 on our website.

Company Name

Nintendo Co., Ltd.

Reporting Scope

The scope of this report covers the activities and data of the Nintendo Group (Nintendo Co., Ltd. and its major subsidiaries). To the extent that the scope for any information in this report differs, it is explicitly identified as such. For the purposes of this report, the term "Nintendo" refers to the entire Nintendo Group. Nintendo Co., Ltd. is referred to by its complete name.

Reporting Period

This report is focused on activities occurring in fiscal year 2017 (from April 2017 through March 2018), but includes some recent activities and some prior to fiscal year 2017.

Publication Dates

July 2018
(Next report: July 2019 Prior report: August 2017)



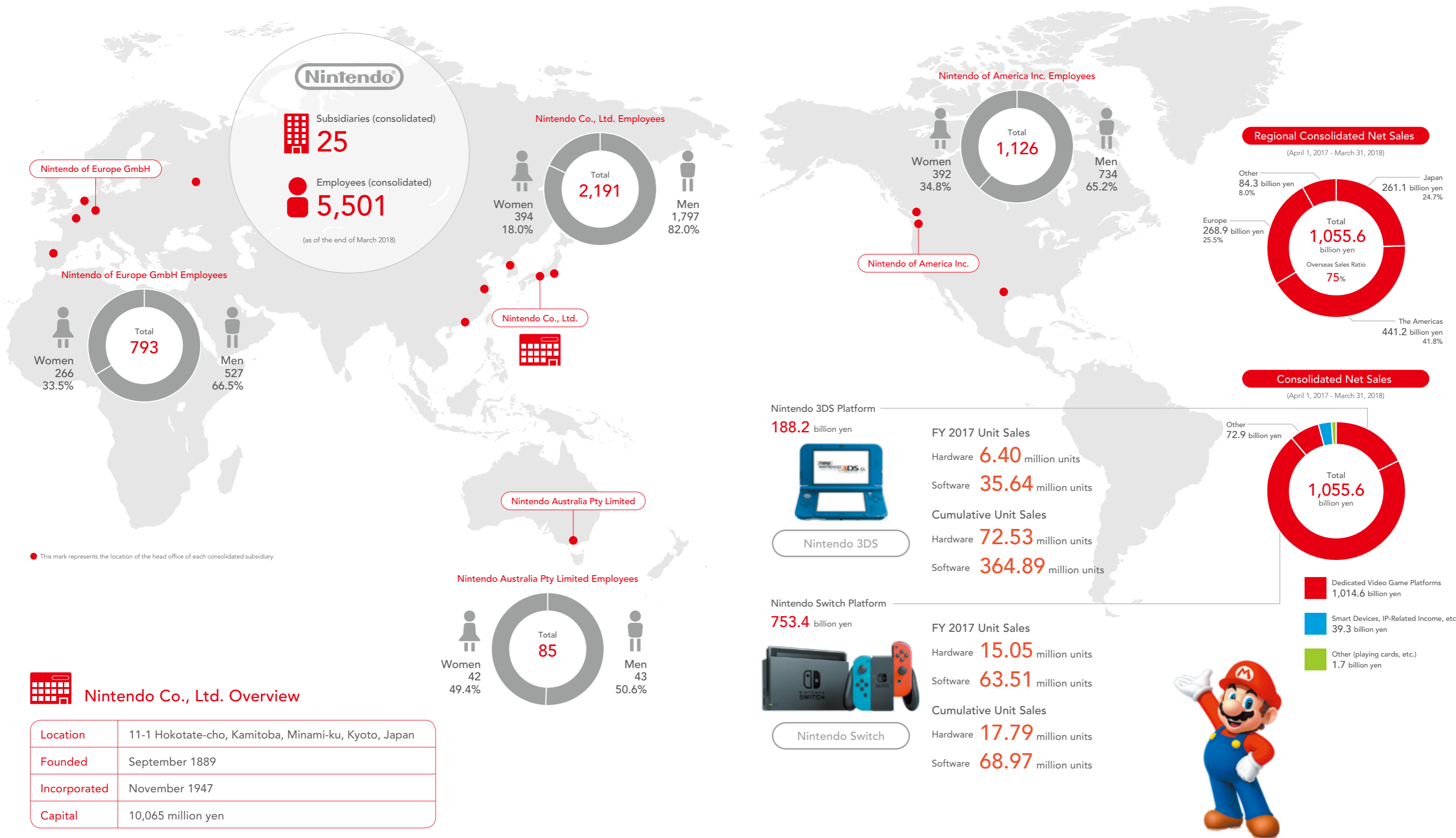
Detailed Version (website)
www.nintendo.co.jp/csr/en



CSR REPORT 2018

Nintendo Group Business Overview

We, at the various locations of the globally operating Nintendo Group, continuously strive to deliver smiles to our stakeholders on a daily basis.



Nintendo Co., Ltd. Overview

Location	11-1 Hokotate-cho, Kamitoba, Minami-ku, Kyoto, Japan
Founded	September 1889
Incorporated	November 1947
Capital	10,065 million yen

Putting Smiles on the Faces of Everyone Nintendo Touches By Challenging Ourselves to Create Unprecedented Entertainment Experiences, With a Spirit of Creativity That is Unique to Nintendo

As an entertainment company, Nintendo believes spreading smiles among society through our products and services is a critical part of our social responsibility. This notion is based on our corporate social responsibility (CSR) policy: Putting Smiles on the Faces of Everyone Nintendo Touches.

Reflecting on Fiscal Year 2017

Nintendo became known as a video game company more than 30 years ago, but from its foundation approximately 130 years ago to the present, we have been an entertainment company, endeavoring to deliver new entertainment experiences that pleasantly surprise and delight consumers. In March 2017, we began selling Nintendo Switch, which is both a home video game console and a device that can be taken outside of the home, enabling people to play anytime, anywhere and with anyone. We are grateful that many people, regardless of age, gender or nationality, are enjoying the system's diverse gameplay styles in a wide variety of places. We hope the connections, interactions and smiles spread among society through using our products and services, such as Nintendo Switch and the Nintendo 3DS family, will be experienced by as many people as possible across the globe.

Our fundamental strategy is to expand the number of people who have access to Nintendo intellectual property (IP). Although it goes without saying that people using our video game systems encounter our IP, people who have not yet used our systems have nevertheless been able to interact with that IP through game applications such as *Super Mario Run* on their smart devices. Moving beyond games to other lifestyle settings, Nintendo has begun to work with different industries, including clothing, foodstuffs and cosmetics, to drive interest in Nintendo, and our products and services among even more people. We endeavor to bring the public a wide variety of collaborative products that use Nintendo characters. In addition to the project currently underway to develop an animated film starring the Nintendo character, Mario, construction has started on SUPER NINTENDO WORLD at Universal Studios Japan and there are plans to develop a dedicated area within Universal Studios theme parks in the United States where guests can interact with Nintendo characters. As we actively work to find new ways such as these to use Nintendo IP broadly, increased opportunities to interact with Nintendo characters and the resulting familiarity with these characters will help us move toward our goal of seeing even more smiles.

Carefully and Effectively Proceeding With CSR Activities, Based on Our CSR Policy

Nintendo has advanced its CSR activities across the Nintendo Group according to the mid-term plan for CSR promotion formulated in 2015. With operations in many locations outside of Japan, we coordinate with the CSR promotion teams overseas to make progress at a global level, including by promoting employee understanding of CSR via opportunities such as training and e-learning. While we have set common CSR priority areas in Japan and abroad, when planning our activities we believe it is important to take into account factors such as the attitudes of local employees, and unique national and regional characteristics, including culture and lifestyle. Our goal is to effectively harmonize Nintendo Co., Ltd.'s leadership with the efforts in each region to continue advancing our CSR initiatives.

In addition, as Nintendo has no factories of its own, collaboration with our production partners is essential. To produce high-quality, safe products and improve the working environments of the people working at the production facilities that manufacture our products, we foster an understanding of Nintendo's approach to CSR among our production partners through our activities in CSR procurement, which is a CSR priority area, and stress the importance of their cooperation. We will continue to aim for even closer collaboration going forward.

Another important CSR priority area is also a cardinal Nintendo theme: Pursuing the New Potential of Video Games. In the video game industry, which experiences intense competition and dramatic change, we must be able to produce unique products. One example is *Nintendo Labo*, a new form of play from Nintendo that combines cardboard creations with Nintendo Switch. Originality is to have a flexible mindset and create something that is uniquely interesting and does not exist elsewhere. This is the essence of Nintendo, and is one of our greatest strengths. To make full use of such strengths, we need a structure that enables a diverse workforce to express their talents. We will continue to work to create new products while always striving to be an organization that enables employees with a passion for trying new things to perform well.

Making People Smile Both the Reason for Nintendo's Existence and Our Driving Force

We are committed to "Putting Smiles on the Faces of Everyone Nintendo Touches." That is both the reason for Nintendo's existence and our driving force. To make everyone smile, we first must have consumers embrace our products and services. In addition, it is of critical importance that Nintendo listens to all our diverse stakeholders. That includes our consumers, of course, but also other stakeholders such as our shareholders, our business partners and our employees. Moving forward, Nintendo will do even more to deepen the communication with all our stakeholders, while aiming to further increase our corporate value. Moreover, although there will be a new management structure after the General Meeting of Shareholders held on June 28, 2018, we will continue our activities with no revision to our CSR policy.

The spirit of originality – our belief that "the true value of entertainment lies in its uniqueness" – enables us to continually challenge ourselves, breaking new ground for the future as we keep in step with the changing times.

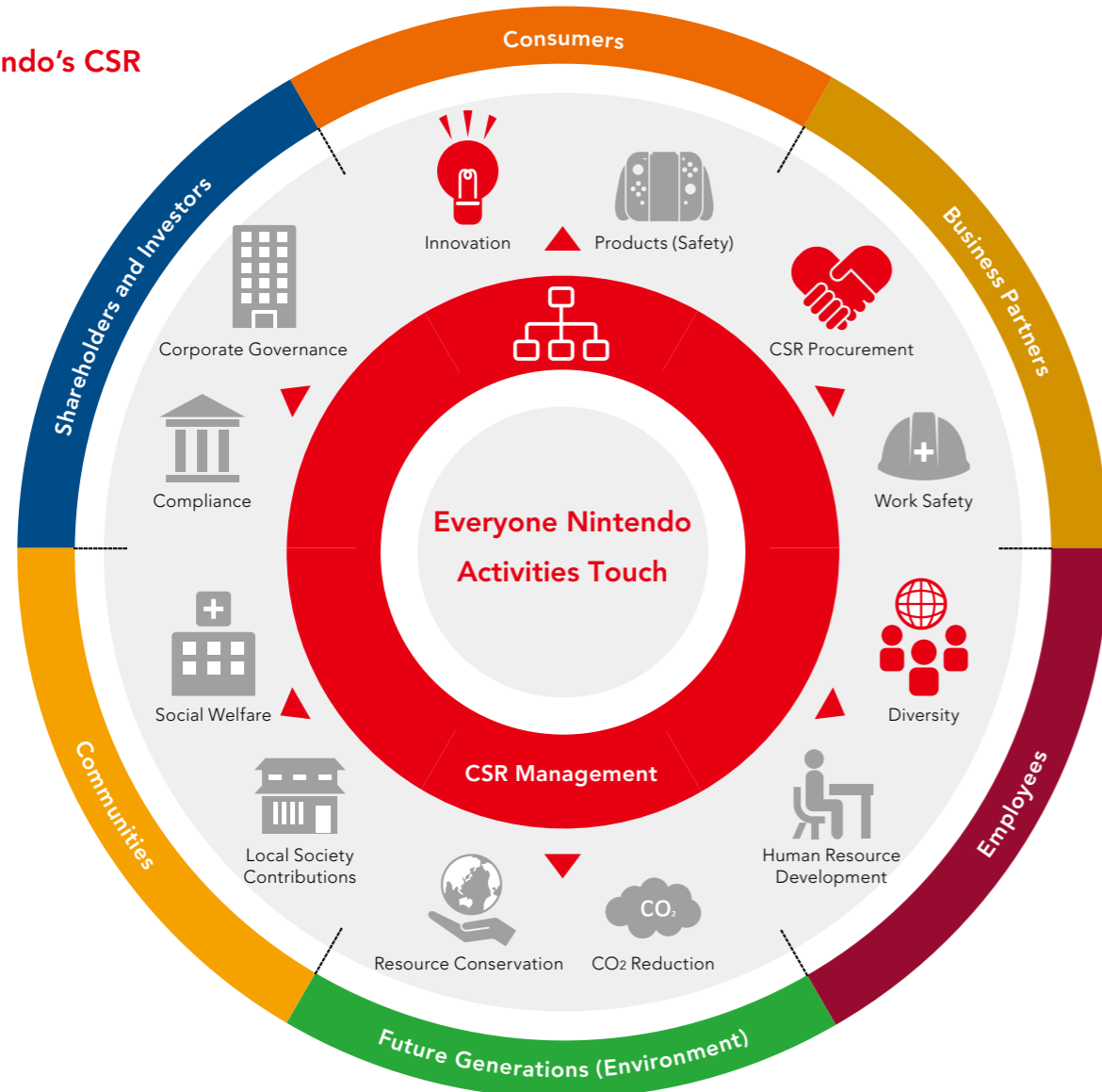


Tatsumi Kimishima
Representative Director and President
Nintendo Co., Ltd.

Putting Smiles on the Faces of Everyone Nintendo Touches

As Nintendo's business activities affect society in many ways, our corporate social responsibility (CSR) activities have been based on the mid-term plan for CSR promotion since fiscal year 2015, aiming to respond to both internal and external demands and expectations.

Nintendo's CSR



Mid-Term Plan for CSR Promotion

At Nintendo, we believe it is important to both identify our CSR goals and establish targets to guide steady progress toward these goals. Accordingly, we formulated our mid-term plan for CSR promotion in 2015 to set mid-term objectives for our CSR activities. Based on factors such as societal demands, the nature of our business, and the opinions of people inside and outside the company, we established four CSR priority areas: CSR Management, Pursuing the New Potential of Video Games, Advancing CSR Procurement With Our Production Partners and Promoting a Diverse Work Environment. We then broke down our objectives into three phases with each phase taking three years.

Mid-Term Plan for CSR Promotion (FY)

- Specify priority areas
- Educate employees throughout the company on our approach to CSR
- Decide on and execute strategies for priority areas

Phase 1

2015 — 2017

- Continue improvements in priority areas
- Increase commitment level in Nintendo's areas of strength

Phase 2

2018 — 2020

- With initiatives that leverage our strengths, meet society's expectations and put smiles on more people's faces

Phase 3

2021 —

Communication With Everyone Nintendo Touches

Our Stakeholders	Activities	Communication Methods
Consumers	To ensure that our consumers can enjoy our products with comfort at all times, we implement mechanisms to respond to consumers and strive to continually create even higher quality products by learning from their feedback.	Customer service centers, repair and maintenance centers, retailers, Nintendo corporate websites, online inquiry services, counterfeit product reporting services, CSR report, etc.
Business Partners	We strive to create an environment that provides our consumers with better products, and therefore we create beneficial relationships with our production partners, development partners and sales partners.	CSR procurement, Nintendo CSR Procurement Guidelines, third-party audits, on-site inspections, new product information sessions, CSR report, etc.
Employees	We are committed to creating and maintaining an environment where every employee can take advantage of their strengths and realize their maximum potential.	President's address, code of conduct, employee handbook, training, periodic evaluations, health and safety committees, health consultation rooms, information sharing via corporate intranet sites, CSR report, etc.
Future Generations (Environment)	To put smiles on the faces of future generations, including children, we recognize it is our important responsibility to make a better environment to be passed on for the future. We are committed to maximizing global environmental protection in our product design processes and in our business activities.	ISO 14001 certification, green procurement, chemical substance control, CSR report, etc.
Communities	We are committed to being a corporate citizen that is valued by society and is recognized for our unique contributions.	Various programs designed to give back to local communities, CSR report, etc.
Shareholders and Investors	We strive to maximize our corporate value and build relationships of trust with our shareholders and investors to create long-term relationships through returns on profit and the disclosure of important information in a timely and appropriate manner.	Convocation notice, general meetings of shareholders, financial results briefings, corporate management policy briefings, Nintendo corporate websites, annual report, securities report, corporate governance report, CSR report, etc.

Advancing, Step by Step, To Where We Want to Be

We are making progress on the four CSR priority areas determined under the mid-term plan for CSR promotion, a plan established in 2015 that is broken down into three phases (Phase 1 – Phase 3), with each phase taking three years. Fiscal year 2017 was the final year of Phase 1 (FY 2015 – FY 2017), and here we outline our initiatives in each region.

CSR
Priority
Area

CSR Management

We regularly review our efforts based on the plan-do-check-act (PDCA) cycle, which enables us to identify potential issues at an early stage. We have set up committees or dedicated personnel in each region to ensure that we are an organization that can respond to these issues accordingly. While strengthening our systems for advancing CSR, we make efforts to ensure that everyone we interact with understands our thought processes. We are also fully aware of the societal expectations of Nintendo.

Mid-Term Plan for CSR Promotion Phase 1

1 Specify Priority Areas

Nintendo's business activities vary widely. We identified four CSR priority areas, in line with both internal and external demands and expectations. We carried out several activities, such as a global survey of employees and communication with our production partners, to gather data to identify those priority areas. Based on that data, the CSR representatives from each country came together to share and discuss national and regional cultural and legal differences.

- CSR Management
- Pursuing the New Potential of Video Games
- Advancing CSR Procurement With Our Production Partners
- Promoting a Diverse Work Environment

2 Educate Employees Throughout the Company on Our Approach to CSR

We worked to build employee awareness, through seminars and use of the corporate intranets, to develop an accurate understanding of CSR. At Nintendo Co., Ltd., we established three main pillars for employee education activities: know more, understand more and participate more. Activities outside of Japan were facilitated by regional CSR committees or personnel that promoted region-specific activities and fostered awareness.



3 Decide on and Execute Strategies for Priority Areas

○ Nintendo Co., Ltd.



Nintendo Co., Ltd. promotes CSR activities globally as a cross-functional project, rather than creating a dedicated department or division to do so. The CSR Promotion Project Team plays a central role for these project-based CSR activities. We have positioned 2018 as a year to make steady progress, both by reflecting on Phase 1 of the mid-term plan for CSR promotion and by creating specific plans for Phase 2. We will continue to promote CSR activities in ways that are unique to Nintendo, addressing social issues that affect business, including the relationship between business and human rights, and environmental topics, while remaining focused on our four CSR priority areas.

○ Nintendo of America Inc.



At Nintendo of America, we strive to embody a concept that comes from the Japanese word "omotenashi," which signifies hospitality, but also something deeper. It means we treat everyone we interact with as our respected guests. It also means that, as a multinational organization, we are stewards of principles that foster responsible business practices, support human rights and ensure we are reaching ever higher standards as we learn and grow.

During Phase 1 of our mid-term plan for CSR promotion, the CSR Committee identified areas for study and improvement to deepen and broaden our CSR initiatives. We built a cross-divisional team to better understand how we could support and advance employee diversity within the company. And we are conducting a formal review of how our business activity intersects with the global supply chain so we can ensure that all of our practices support socially responsible purchases and relationships within our procurement network. As we embark on Phase 2 of our plan, we will continue our efforts to drive change in those areas, as well as research new ways to further minimize our environmental footprint, enhance workplace health and safety to promote employee well-being, and foster a workplace that is diverse both in identities and ideas. We remain committed to treating everyone with the utmost respect and professionalism.

○ Nintendo of Europe GmbH (Germany)



The Nintendo of Europe CSR Committee was established in 2015, and is made up of representatives from relevant departments with the joint aim of promoting CSR activities and general awareness of CSR within the company. Each member deeply understands CSR and has a unique perspective due to his or her role and department, and together we discuss possible CSR activities and ideas, as well as broader CSR topics. One important promotional activity we focused on in Phase 1 was the creation of the "CSR Channel" on the intranet to share CSR information with all employees. We will continue to discuss topics from each department actively within the committee, advance CSR activities throughout the company, report on these activities through CSR Channel and update CSR Channel content, all with the aim of effectively spreading employee understanding of CSR.

○ Nintendo Australia Pty Limited



At Nintendo Australia, a CSR committee comprising employees from multiple departments assists the Nintendo Group with its CSR initiatives at the local level. In Phase 1, the committee's main challenge was raising awareness and knowledge of Nintendo's CSR activities. As part of this, we decided to publish staff newsletters quarterly, with articles and photos of CSR activities undertaken by the committee and other volunteers. In addition to raising awareness of our CSR activities, these efforts also resulted in an increase in the committee's membership, which has enabled us to focus on our plans for Phase 2 and improve existing initiatives, including activities relating to diversity in the workplace. In addition to activities initiated by Nintendo Australia, we also receive and respond to requests from various community groups to support their initiatives. We have found that we can use our video game systems and software in a diverse range of CSR activities, and we hope to continue diversifying our projects and collaborating with a broader range of select community groups.



Bringing Smiles to Our Consumers

To provide all of our consumers with safe and enjoyable gaming experiences, we strive to continually create even higher quality products by learning from consumer feedback.



CSR Priority Area **Pursuing the New Potential of Video Games** Innovation

The entertainment products Nintendo offers are not daily necessities. To ensure that they reach our consumers, we therefore must constantly provide consumers with new surprises and experiences.

Given such tough circumstances, Nintendo has worked hard to develop products that anyone, regardless of age or gaming experience, can enjoy. We have utilized our unique strengths of hardware-software integrated development and our characters, beloved across generations, to achieve those ends. We always pursue the new potential of entertainment, taking advantage of both our accumulated experience in creating products that consumers naturally understand without resorting to reading manuals, and our ability to create enjoyable experiences that keep consumers coming back for more.

Proposals From *Super Mario Maker* That Connect to More Smiles

Super Mario Maker, a software title released first for Wii U in 2015 and then for Nintendo 3DS in 2016, not only enables players to enjoy horizontally scrolling courses, but also enables players to enjoy game creation by doing what feels like simply sketching out ideas. This software title gives players a glimpse of the work of a game developer as they create new experiences based on their own imagination. It also offers the potential for players to interact with one another. Since its release, this software title has been used in a number of regions in various ways.



Nintendo of Europe GmbH (Germany)
Photo: © Cologne Public Library

Support for Programs That Foster Creativity and Logical Thinking

Nintendo of Europe collaborates with libraries in Cologne, Germany, on various educational programs for families. Build Your Own World, using *Super Mario Maker*, is a program for children aged six and above and their parents or guardians held periodically throughout the year. This program encourages participants to be creative and think logically as they learn how to create their own video game levels. The program continues to be well-received by participants and will be offered in fiscal year 2018 as well.



Nintendo of America Inc.

Game Utilization in an Educational Initiative

As part of our mission to create differentiated and enriching experiences through our entertainment products, Nintendo of America and Scholastic Inc. partnered on a 2017 initiative that centered around *Super Mario Maker*. Scholastic and Nintendo of America developed content that aligned with educational standards, created a digital site that let teachers and families easily access classroom lessons, and provided student activity sheets as well as family resources.

The purpose of the program was to inspire elementary school students in grades 2-4 through game design and engineering principles to build critical thinking, problem-solving and other essential STEM (Science, Technology, Engineering and Mathematics) skills.

Video games offer unique opportunities to engage and motivate students through the medium's interactive nature. The lessons using *Super Mario Maker* cultivate problem-solving skills, inspire students to grapple with the complexities of game design and show in an organic way how a medium already celebrated for its entertainment value can also be an edifying educational tool.



Nintendo Australia Pty Limited

Supporting Fun Library Learning Projects

In line with the focus on STEM subjects in Australia and throughout the world, Nintendo Australia cooperated with local libraries to create Mario Maker Mondays, a four-week after-school program for elementary school children in which participants learn how to create their own game levels of *Super Mario Maker*. In fiscal year 2017, the libraries conducted over 400 hours of this program, and received positive feedback from all involved. Nintendo Australia will continue to be involved in such creative projects that aid learning by using video games.

Considerations for Safe Gameplay

Nintendo prides itself on offering high-quality products that consumers of all ages can enjoy with peace of mind. Product safety and reliability are therefore key objectives.

Ongoing Awareness Activities

Nintendo has introduced enhanced Parental Controls for Nintendo Switch. Use of this feature enables parents and guardians to create restrictions on software, based on ratings for the relevant country, and restrictions on communication with strangers, among other functions.

To promote awareness of this feature, Nintendo Co., Ltd. has worked with each prefecture in Japan to hold seminars for parents and guardians. Information is also included in product pamphlets to notify consumers of this feature.





Working With Our Business Partners

We strive to create an environment that provides our consumers with better products, and therefore we create beneficial relationships with our production partners, development partners and sales partners.



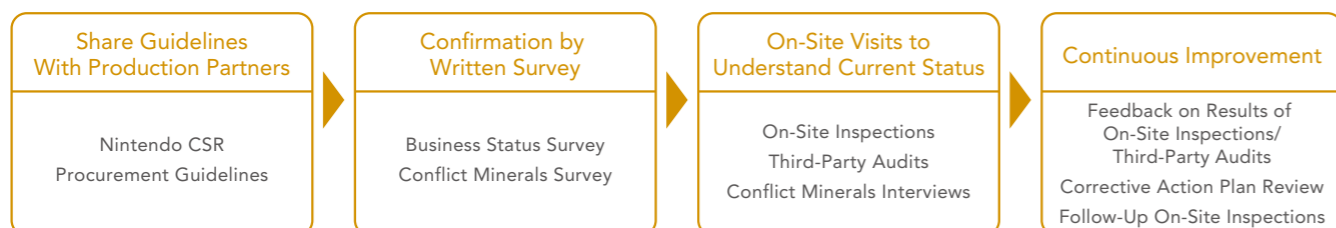
CSR Priority Area Advancing CSR Procurement With Our Production Partners **CSR Procurement**

Advancing CSR activities throughout our entire supply chain is a way for Nintendo to not only improve the working environment for those employed at our production sites, but also to produce high-quality products and, ultimately, lead to more consumer smiles. We continue to work together with our production partners, focusing on communication and mutual understanding.

Fiscal Year 2017 Initiatives

Through consultation with an external specialist, we re-assessed the risks within the Nintendo supply chain and once again identified where those risks exist. We also revised the Business Status Survey to better enable our understanding of our production partners' situations. We work to mitigate risks through conducting on-site inspections and third-party audits according to the results of the survey, and by taking action based on our follow-up criteria.

CSR Procurement Process Flow



VOICE



Naotake Hashimoto
Procurement Department
Nintendo (Hong Kong) Limited

On-Site Inspection Process Overview

Opening	Inspection	Closing
<ul style="list-style-type: none"> Nintendo CSR Procurement Explanation - Share Nintendo's Approach to CSR Procurement - Share the Nintendo CSR Procurement Guidelines 	<ul style="list-style-type: none"> Communication With Management and Administration Staff Discussion on Factory Operations and Production Review Labor Management Documents Factory Tour to Inspect the Site Gain Insights Into Working Environment and Attitudes 	<ul style="list-style-type: none"> Report Inspection Results - Share Areas for Improvement

Aiming for CSR Procurement Activities That are Unique to Nintendo

We work together with production partners around the globe to produce Nintendo products. To advance these collaborations, CSR procurement, which takes into account issues such as the working environments at the factories of each company, is a vitally important element. Although it goes without saying that the rights of workers must be respected, when the working environment is inadequate, worker retention rates fall and, as a result, quality and production efficiency also falters.

At Nintendo (Hong Kong) Limited, where I work, we are responsible for a portion of the parts procurement. We interact with many production partners, and their sizes, corporate cultures and approaches to CSR vary. This is why we believe that visiting the factories and directly sharing the Nintendo approach with people on-site is important to understand Nintendo's approach to CSR procurement, and we have the opportunity to hear their thoughts as well.

I have been privileged to visit many factories, and an understanding of Nintendo's approach and the importance of CSR has led to those companies initiating their own CSR efforts. I believe that as a result, it has led to putting smiles on the faces of everyone Nintendo touches. I hope to continue contributing to this style of CSR procurement that is unique to Nintendo.

Message From an External Specialist

Nintendo's CSR Procurement

A common method in CSR procurement is to use audits that focus on issues raised by third parties. Nintendo's on-site inspections, however, increase mutual understanding because internally qualified employees from procurement at Nintendo are able to directly share Nintendo's approach to CSR with production partners. It is unique in that they work to create partnerships that enable more sustainable procurement. At the same time, third-party audits are conducted in parallel, which from the perspective of accountability to external stakeholders enables objectivity, as well supplementing each management method.

Stakeholder expectations are increasing each year regarding the resolution of supply chain issues. Going forward, as involvement with production partners evolves with the needs of the times, I expect to see initiatives that are unique to Nintendo that mitigate supply chain risks and bring smiles to the faces of workers in their supply chain.

Nintendo has a wide-ranging supply chain, and a risk assessment of supply chains beyond those for video game system production partners has been conducted. I believe that Nintendo's next key issue is to implement specific steps regarding identified risks.



Hidemi Tomita
Director
Lloyd's Register Japan K.K.



Maximizing Our Employees' Strengths

We are committed to creating and maintaining an environment where every employee can take advantage of their strengths and realize their maximum potential.



Nintendo Co., Ltd.
Development Center

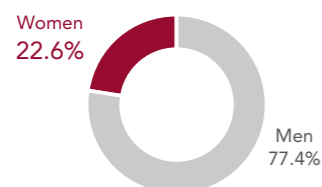
CSR Priority Area **Promoting a Diverse Work Environment** Diversity

Nintendo brings together employees with a wide range of characteristics. All of us work together to make those we interact with smile. Having a working environment that empowers our employees is a source for Nintendo's competitive edge. In addition, it is critical that we, as a global organization, foster within our employees an appropriate awareness of human rights.

Respect for Diversity and Equal Opportunity

As our consumers' interests and preferences continue to diversify in the world of entertainment, leveraging a diverse workforce is crucial to raising the collective strength of the company. Nintendo recognizes the importance of employing individuals with a wide array of abilities going forward, and we respect and aim to make full use of each employee's multifaceted talents and strengths. In addition, we at Nintendo respect human rights and support employees to exhibit competency through fair evaluation and treatment based on their expressed talents, regardless of factors such as gender, age, nationality, disability, sexual orientation or gender identity.

Ratio of Male and Female Managerial Staff*



* Figures are the aggregate of Nintendo Co., Ltd., Nintendo of America, Nintendo of Europe and Nintendo Australia as of the end of March 2018



VOICE



Yoichi Sakajiri
Human Resources Department
Nintendo Co., Ltd.

Training During Career Transitions

Employees with a wide range of values and backgrounds work at Nintendo Co., Ltd., and enabling them all to utilize their strengths at work leads to consumer smiles. The more our employees are excited about work, and the more fulfilling the personal lives that support that work are, the greater we will see their talents shine. We therefore offer them opportunities for career development and life planning. From 2017, we implemented life planning and career design training for employees who had been longtime contributors to the company. This is not merely a one-way transmission of information from the company; it also includes time to exchange different opinions. An understanding of careers within the same workplace and at the same work experience level deepens understanding of diversity and also serves as an opportunity to rediscover one's own self in preparation for career or lifestyle transitions. Our goal is to help people discover ways to work that enable them to take even greater advantage of their strengths. In addition, as we believe it is crucial to support our employees in line with their individual values, we create opportunities to listen to them carefully on an individual basis. We will continue efforts such as this to make our employees smile.



Robyn Corr
Vice President, Human Resources
Nintendo of America Inc.

Diversity and Inclusion

At Nintendo of America, we believe our results are better when our teams represent all our potential consumers. We understand that fostering an environment in which employees can contribute their expertise, ideas and perspectives is essential to ensuring innovation and creativity thrive.

In 2017, Nintendo of America focused on two key diversity recruiting elements: attraction and selection. We engaged with diverse talent to share career opportunities, participated in and sponsored a variety of diversity networking related events, and advertised on over 50 diversity job websites.

Nintendo of America also launched Employee Resource Groups. These voluntary, employee-led groups are designed to bring individuals together in the workplace based on shared characteristics, life experiences or interests. In our first year, five groups were formed by our employees helping others within the company develop new skills and enabling Nintendo to retain essential talent, so we're better prepared to deliver products that entertain and enrich all.

We believe we are stronger when we help one another understand different ways of looking at the world, and together, we are creating an enduring legacy that is uniquely Nintendo.



Christiane Rückert
Head of Human Resources
Nintendo of Europe GmbH
(Germany)

Systems That Support Work-Life Balance

When I started working at Nintendo of Europe sixteen years ago, I already had two young children. During all the years, I was able to deal with my work and at the same time with my family life. Nintendo of Europe was always flexible when my kids were sick or had a vacation at school and I had to be available to take care of them. Also, around three years ago, when my husband and I decided to have a third child, I had already taken over the responsibility as Head of Human Resources. My superior was very supportive from the beginning and encouraged me to take my time and do what I would feel would be the best for my family, like taking parental leave and coming back to work part-time. During my parental leave he took over the overall responsibility for my department, and my team was very cooperative.

Although the legislation in Germany provides a good protection for parents and the possibility to take parental leave for up to three years, not every company is so flexible in the way these rights are granted and lived on a daily basis. As an employee of Nintendo of Europe, I have always felt that Nintendo is really flexible when parents request parental leave and want to work part-time. Nintendo of Europe often goes beyond what is legally required and is extremely cooperative when parents, especially mothers, want to change their working hours. This is also possible for female employees in managerial positions although this is even more challenging for an organization.



Bringing Smiles to Future Generations

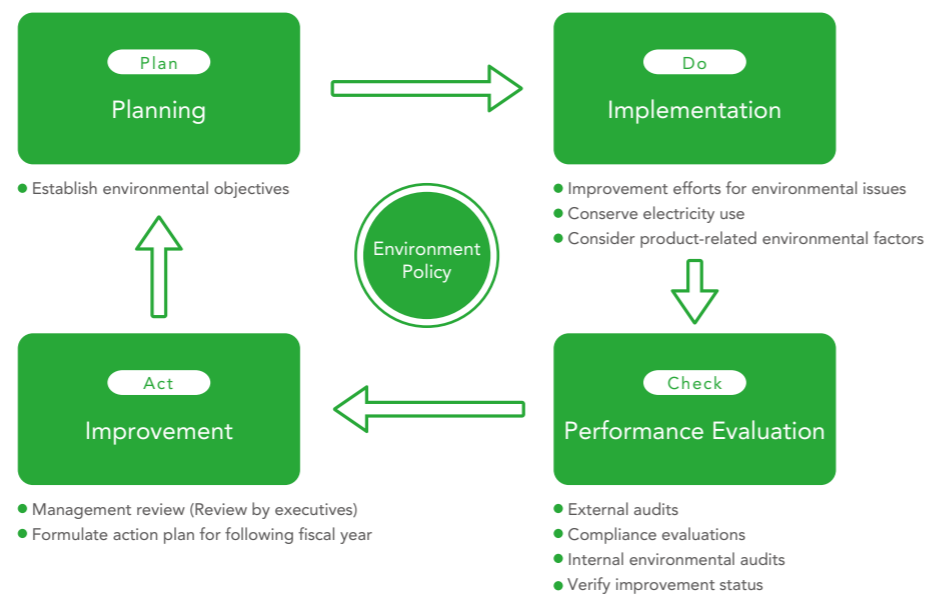
We believe that making a better environment to be passed to future generations is one of our most important responsibilities and we therefore take steps to protect the global environment.

Environmental Management System

Nintendo Co., Ltd. established an Environment Committee in September 2011, with the company President serving as the committee chair, to promote environmental activities across the organization as a whole, and introduced a system that is based on our ISO 14001 certification. We established an Environment Policy and set specific environmental targets to guide our environmental activities, and by implementing a plan-do-check-act (PDCA) cycle, we strive for continuous improvement. Some of our subsidiaries abroad have also established groups to promote environmental activities and are actively involved in those activities.

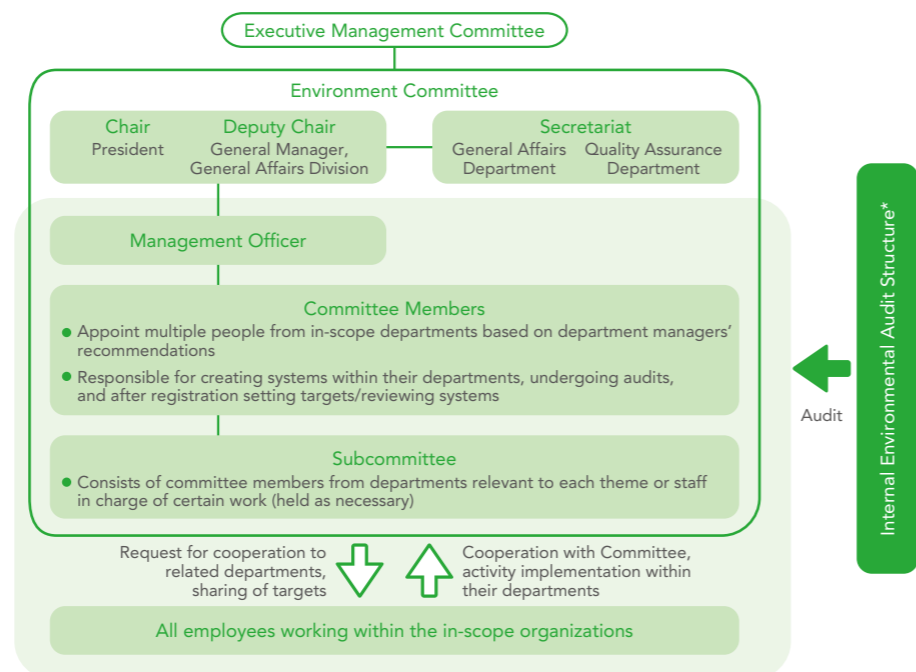


Poster displayed inside the company



Transitioning to ISO 14001:2015

Nintendo Co., Ltd. received certification for ISO 14001:2004 in February 2013, and we have since advanced our environmental management system according to this ISO 14001 standard. When the ISO 14001 standard was revised to the 2015 version, we underwent and passed a transition audit for that version in March 2018. As this new version better integrates with other business activities, we will advance activities and aim for even more effective environmental initiatives.



* Internal Environmental Audit Structure

- Internal environmental auditors appoint competent employees from the Environment Committee members and in-scope business offices
- Audits are conducted from the perspectives of: (1) Is it in compliance with ISO 14001? (2) Are the rules/laws and regulations obeyed? (3) Is the environmental impact increasing? (4) Is there effective implementation and maintenance?

VOICE



Masanori Yano
(Environment Management Officer)
Deputy General Manager
Quality Assurance Department
Nintendo Co., Ltd.

Nintendo Co., Ltd.'s Environmental Management System

Starting in fiscal year 2017, we transitioned our activities for the environmental management system at Nintendo Co., Ltd. to ISO 14001:2015, which has strengthened our environmental activities related to our main work responsibilities. Under the leadership of our company President, we have aligned our environmental objectives, from a lifecycle perspective, with the business plans compiled by the Corporate Planning Department. The lifecycle perspective identifies environmental impacts on a continuous and mutually related level in each stage for products and service systems, including everything from the acquisition of raw materials, and the output of natural resources, to final disposal. As each department performs its day-to-day work, the employees carry out activities to reduce environmental impacts that could stem from any product or service, regardless of whether that work is a direct or an indirect contributor. Some examples include incorporating environmental concerns into hardware design, promoting download sales for content and reviewing transportation routes for the sales departments.

The new activities can offer a sense of accomplishment for contributions to the environment from our main work responsibilities. As a result, we are witnessing an even greater level of engagement from our employees.

Continuous improvement to our activities moving forward will promote environmental activities that will help keep our consumers smiling.



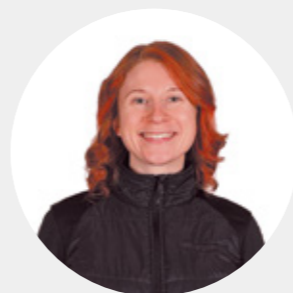
Makoto Wakae
(Environment Management Officer)
General Manager
General Affairs Department
Nintendo Co., Ltd.

Environmental Activities in the Office

After Nintendo Co., Ltd. received its ISO 14001 certification for its environmental management system in 2013, our environmental philosophy has centered on leaving a better environment for the next generation of smiles. Environmental conservation activities have subsequently occurred at the organizational level.

Our particular focus for conservation activities in the office, in which all employees can participate, has been to set measurable numeric goals for reducing paper use, waste and electricity use. This has yielded more active participation. In fiscal year 2017, these activities resulted in good business awards from both Kyoto Prefecture and Kyoto City, recognizing our planned systems for reduction of business waste based on global warming countermeasures.

Environment conservation activities are critical for the creation of a sustainable society and are one of the important activities we engage in to put smiles on the faces of everyone Nintendo touches. Moving forward, all employees will continue their involvement in corporate activities that consider the environment.



Melissa Felzer
Product Support
Nintendo of America Inc.

Green Team Environmental Initiatives

The Nintendo of America Green Team consists of volunteers from all areas of our company who passionately support Nintendo's mission to be an environmentally friendly organization and workplace. This team devises creative ways to educate our employees about making green choices as they go about their workdays, raising awareness of the tangible and important impact each of us can have by supporting Nintendo's green mission. We do so by providing not only facts, but hands-on experiences for employees, to enhance their connection to greener, more environmentally friendly practices.

In our ongoing efforts to spotlight ecologically conscientious activities, we coordinate events that enable employees to more easily engage in greening their local communities. We also participate in quarterly volunteerism, such as planting trees and clearing invasive species in local parks, and we host annual recycling events for employees to properly dispose of old electronics.

One of our main events is our annual Earth Day* fair, where we welcome representatives from local green-focused organizations to speak with and educate our employees on the positive effect making green choices can have on their personal lives, in the workplace, and as a vital part of ensuring we are all, together, creating a desirable and sustainable future.

* Earth Day
First celebrated in the U.S. in 1970, Earth Day is a day people honor the Earth's natural environment on April 22 every year. Now, worldwide Earth Day events demonstrate support for environmental protection.



Bringing Smiles to the Community

We are committed to being a corporate citizen that is valued by society and recognized for our unique contributions.

Social Contributions Unique to Nintendo

We believe that Nintendo's business can only thrive when society is healthy. Aware of our impact on society, we consider possible and unique contributions, and advance social contribution activities as a corporate citizen.

Exhibit at a Learning Facility in Kyoto

Nintendo Co., Ltd. collaborates on a Kyoto Manufacturers' Hall of Creativity/ Workshop program run by the Kyoto Board of Education for elementary school students with a booth exhibit in the Kyoto Manufacturers' Hall of Creativity. In the booth, there is information explaining the technology used in our video game systems and the jobs involved to create game software so that students can learn about our approach to product creation. We have received positive feedback from the children visiting the booth.



Continuous Support for the Starlight Children's Foundation

Nintendo of America, Nintendo of Canada, Nintendo of Europe's UK branch and Nintendo Australia have long-standing partnerships with the Starlight Children's Foundation, a nonprofit organization that provides support to seriously ill children who require long-term care and to their families.

VOICE



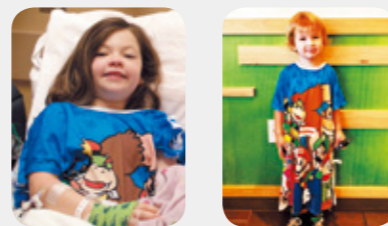
Don James
Executive Vice President
Operations
Nintendo of America Inc.

Starlight Brave Gowns

For more than 25 years, the Starlight Children's Foundation and Nintendo of America have partnered to bring smiles to the faces of hospitalized kids through Starlight Fun Centers: special mobile entertainment units that are powered by Nintendo game systems and designed to bring family-friendly games, movies and more to seriously ill children and their families.

In addition to launching another 300 Starlight Fun Centers in 2017, Starlight and Nintendo of America distributed the first Nintendo-themed Starlight Brave Gowns. We worked to create gowns that would both empower and comfort kids through their journeys. Starlight Brave Gowns feature classic Nintendo characters like Mario, Luigi, Princess Peach, Donkey Kong and Yoshi spread across brightly-colored, high-quality material, and are designed to allow easier access to trauma areas and medical equipment like IVs while being worn.

In 2017, Nintendo of America also sponsored an employee donation matching program, furnishing a second gown for every employee-gifted one. The response was heartwarming, with numerous employees participating in an initiative that altogether funded the production of nearly 11,000 gowns delivered to hospitals thus far.



Reliable and Trustworthy Business Practices

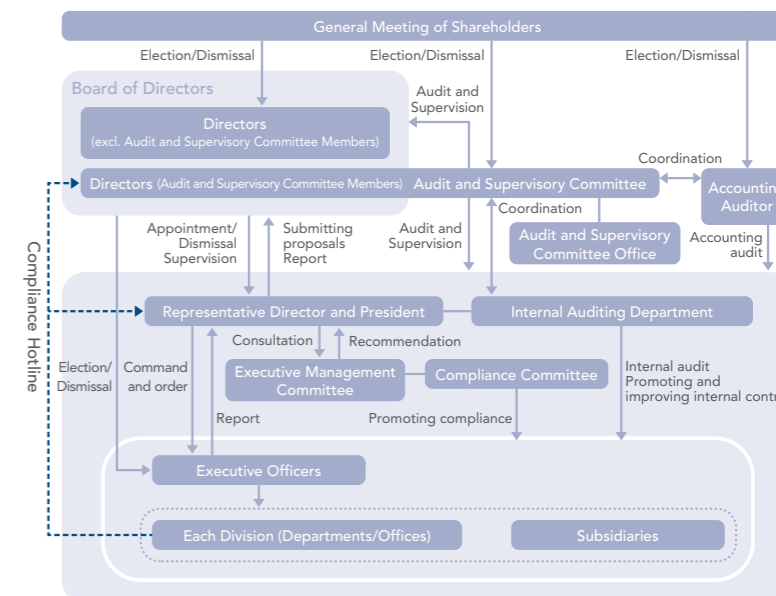
We strive to maximize our corporate value and build relationships of trust with our shareholders and investors to create long-term relationships through returns on profit and the disclosure of important information in a timely and appropriate manner.

Corporate Governance

We make concerted efforts to build transparent and robust corporate governance systems, and strengthen corporate ethics to enable optimization of corporate value over the long term and continuously, and to continue to bring benefits to everyone involved with Nintendo.

Corporate Governance System

For the purpose of strengthening the supervisory function of the Board of Directors and further enhancing the corporate governance system, Nintendo Co., Ltd. has chosen the governance structure of a Company with an Audit and Supervisory Committee. We adopt the Executive Officer System for the purpose of clarifying the responsibility for the execution of operations and establishing a more flexible management structure which can appropriately and swiftly respond to the rapidly changing business environment. The foregoing will be enabled through separating the management decision-making and supervisory functions from the execution of operations as well as by accelerating the delegation of authority to execute operations.



Compliance

Promoting Global Involvement to Protect Corporate Values

As we go about our business, we must, to the extent possible, proactively identify legal risks. We must also expend efforts to minimize the negative impacts from such risks on our company.

At Nintendo, global meetings are held regularly to bring together the leaders of the legal departments from all major group companies.



VOICE



Tammo Godel
Legal Department
Nintendo of Europe GmbH
(Germany)

Global Cooperation for Legal Compliance

As a global company, with our products and services being distributed and offered in many countries around the world, we are required to comply with each of these country's laws and regulations.

At Nintendo, we appreciate an excellent and close cooperation between our legal teams in the different group companies to coordinate compliance matters, ensure our products and services are compliant, and sense and tackle any upcoming potential risks.

Beside steady communication on a daily basis among our different Nintendo group companies all over the world in legal, regulatory and compliance matters, we hold global meetings twice a year with legal colleagues from all major group companies, in which we share the latest relevant legal developments that might affect Nintendo and discuss current and future plans and legal strategies. For particular global legal topics, which require stronger coordination and education, we hold additional global meetings with legal experts from the group companies together with stakeholders of the affected business departments.

Compliance is essential for business and an important part of our work!