

Corporate Responsibility towards Shareholders & Investors

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Difference Stakeholder, Shareholder, Investor

1. Stakeholders
2. Shareholders & Investors

Stakeholders

Primary stakeholders

Shareholders & Investors

Customers

Suppliers

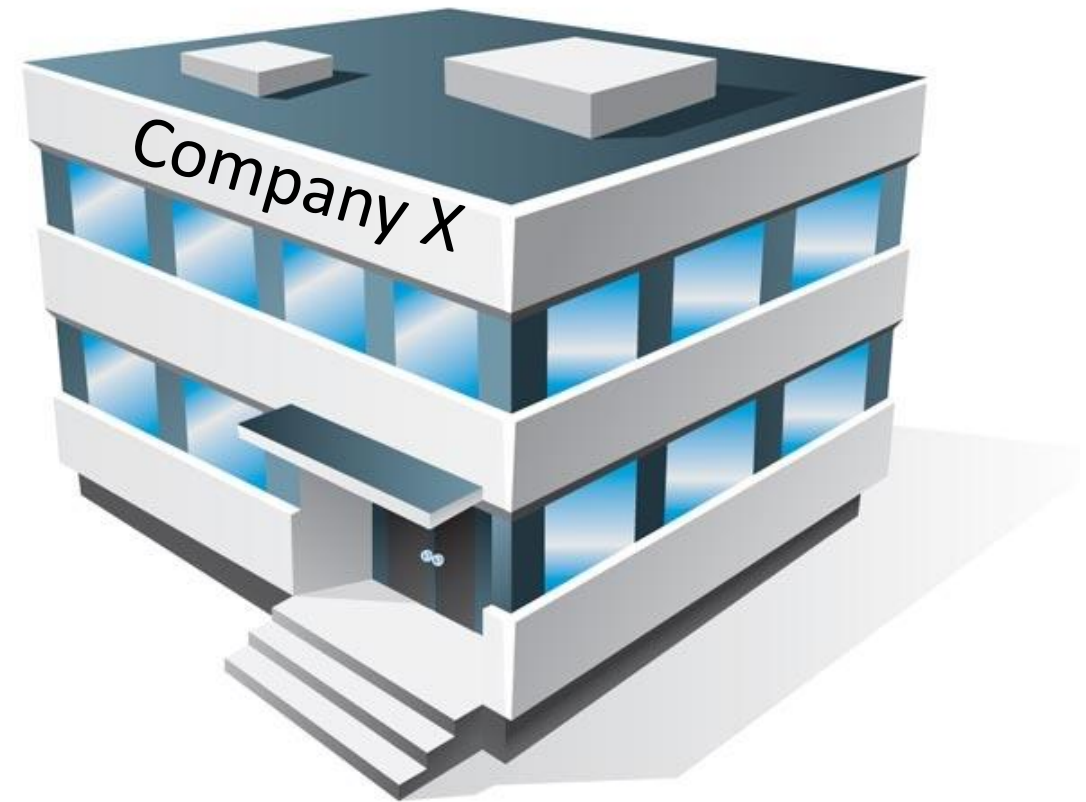
Employees

Secondary stakeholders

General public

Communities

Media



Difference Shareholder & Investor

Shareholder

Owns shares

Expects growth of company

Has certain rights

Private corporation

Public corporation



Investor

Puts money into a business

Invests in many companies

Expects financial return

Venture capitalists

Angel investors



What does CR mean in regards to Shareholders & Investors?

- Disclosure of information
- Communication and relationship
- General meetings
- Investor Relations events
- Stable dividends

Best practice example: Casio Ltd.

Japanese multinational company

Consumer electronics & commercial electronics

Calculators, mobile phones, digital cameras, digital watches

The Casio logo is displayed in a bold, blue, sans-serif font. The letters are thick and closely spaced, with a clean, modern aesthetic. The logo is positioned in the bottom right corner of the slide, above a solid orange horizontal bar that spans the width of the page.

CASIO

Casio's CR to Shareholders & Investors

Dividend policy

- stable dividends

Inclusion in SRI Index

- FTSE4Good Index
- MSCI
- MS-SRI Index

Communication with shareholders and investors

- IR events
- Improving IR Publications
- Reaching out to individual shareholders and investors

How CR benefits the company

- Demand for greater disclosure
- Increased customer interest
- Investors take ethical considerations when buying/selling stocks
- Enhances company's reputation
- Ensures long-term relationships

Personal opinion

Questions?

Thank you for your attention! 😊