

Keio Press Inn Social Media Policy

This social media policy is applicable to all employees of Keio Presso Inn, Co., Ltd. (hereinafter referred to as “the Company”) and to all persons engaged in work for the Company (including external contractors). This policy sets out basic rules to be observed when using social media(*).

The Company recognizes the usefulness of social media as a tool for communication and is actively engaged in social media as we strive to realize the Keio Group vision “To Become the Top Brand in Trust” and to “Be Sincere with Everyone we Encounter”.

It is also the Company’s view that, while everyone engaged in work for the Company has the basic right as an individual to freely use social media, they also have an obligation to ensure that they do not inadvertently use social media in a way that causes tangible or intangible loss or damage to the Company or to our guests, shareholders or suppliers, etc.

To provide an environment in which people can feel free to use social media while still meeting this obligation, the Company has formulated the basic rules for using social media shown below. People engaged in work for the Company should abide by these rules regardless of whether they are using social media as part of their work or for personal reasons.

(*) Social media

For the purposes of this policy, social media refers to “all participatory information exchange platforms on the Internet”, including social networking services, blogs, Twitter, electronic bulletin boards and video sharing sites.

1. Policy

[Before using social media]

1. Compliance with laws, regulations and internal Company rules

Users should comply with all applicable laws, regulations and internal Company rules. Particularly when using social media, you should take care not to violate the rights of third parties, including copyright and privacy rights. If you encounter activities such as flaming that pose a risk to the Company, you should report the activity and respond in accordance with the Company’s internal rules.

2. Understanding the nature of the Internet

The Internet is a “public forum” accessible to large numbers of unspecified users. Information that is intended to be shared only in a limited way may be forwarded or linked so that it becomes widely disseminated. There is also the risk that information that has been published on the Internet once may continue to circulate almost indefinitely.

[When using social media]

3. Precautions when registering personal information (one’s real name, etc.)

When registering and/or publishing your own personal information on social media, begin by thoroughly investigating the service you are using and giving the matter serious consideration. Even if you are using a service anonymously, bear in mind that individuals can often be readily identified based on the content of their previous postings.

4. Responsible information sharing

When sharing your own information, do so responsibly, honestly and carefully. When using social media for your own purposes, if you expressly state that you are part of the Company, or if your words and/or actions can be reasonably taken to imply that that is the case, you should clearly state that any views you express are strictly your own personal views and should not be regarded as the views or understandings of the Company.

5. Preventing information leaks

Regardless of whether it is within your area of responsibility, you may not disclose or publish confidential information obtained in the course of carrying out your work. You are also prohibited from disclosing or publishing the personal information of guests or other persons associated with the Company.

6. Preventing slander and other forms of abuse

You may not use insulting, defamatory or discriminatory language. You should avoid any use of offensive statements with respect to individuals, companies and specific ideologies, belief systems or politics. You should also avoid emotive counterarguments when criticized. When you are upset or otherwise emotional, one of your options is to not use social media at all.

[After using social media]

7. Dealing with mistakenly posted content

If you notice or someone points out that you have made a mistake, it is best to immediately post a “correction”. On the Internet, you cannot simply pretend that an earlier post never happened. It is important to openly acknowledge your mistake and to correct it rather than trying to deny or delete it. However, if you feel that it is inappropriate to leave posted content online, then you should delete the content and post a comment explaining your action.

2. Other

1. To all guests and other users

Please note that information posted on social media by people engaged in work for the Company may not necessarily be an official Company announcement or reflect the views of the Company. Formal announcements by the Company and information on the Company’s views are available on our website (<http://www.presso-inn.com/>) and through our press releases.

2. Social media inquiries

If you have any inquiries regarding the Company’s social media policy or the use of social media by people engaged in work for the Company, contact the head offices of the Keio Presso Inn chain on 813-5369-3401.

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