

Shogakukan Children's Rights Policy

Shogakukan Inc. (hereinafter, "Our Company") supports children's growth and learning through publishing, events, educational and learning support, visual media, digital services, and other business activities.

We believe that opening a book, encountering a story, and being moved by words gives children an invaluable opportunity to connect with the world and shape who they are. We also believe that the publications and various forms of content which Our Company provides play an important role in nurturing children's character, talents, and abilities through "reading, discovering, and learning".

Furthermore, we recognize that protecting children, who are often in vulnerable positions in the society, from any abuse of their rights is a critical responsibility of Our Company.

Based on the Shogakukan Human Rights Policy, Our Company has established the **Shogakukan Children's Rights Policy** (hereinafter, "this Policy") to promote respect and support for children's rights. This Policy has been adopted by the Board of Directors.

1. Scope of Application

This Policy applies to all officers and employees of Our Company.

Our Company also requests our business partners and suppliers involved in our business activities to understand the principles of this Policy and to collaborate with Our Company in promoting respect and support for children's rights.

2. Definition of a Child

In this Policy, "child" refers to every human being below the age of 18 years, as provided in the Convention on the Rights of the Child (*1), which was adopted by the United Nations and ratified by Japan.

However, recognizing that young people with the age of 18 years and over may also be placed in situations where they are vulnerable to abuses of their rights, similar to children, Our Company will also strive to respect and support their rights.

3. Respect for International Norms and Compliance with Law and Regulations

In supporting children's growth and learning through our business activities, Our Company will respect the rights of children as defined by the Convention on the Rights of the Child and recognize children as rights-holders entitled to a diverse range of rights.

In accordance with international standards and principles, including the United Nations Guiding Principles on Business and Human Rights (*2) and the Children's Rights and

Business Principles (*3), Our Company will respect children's rights and support the realization of those rights through our business activities, thereby striving to contribute to the creation of a child-centered society.

4. Promoting Business Activities that Place Children's Rights at the Center

Our Company regards children not merely as persons to be protected, but as rights-holders who feel, think, and express their own views.

In developing content for children and conducting business activities, Our Company will seek to listen to children's views, reflect their perspectives, and support their healthy growth and development.

5. Safeguarding Children from Rights Abuses, Including Sexual Violence

Throughout all our business activities and business relationships, Our Company strives to prevent abuses of children's rights, including sexual violence, and to mitigate related risks, to ensure safe and secure activities and operations.

Specifically, in accordance with the principle of child safeguarding (*4), Our Company prohibits physical, sexual, and mental abuse of children, as well as inappropriate language, attitudes, physical contact, communications, interactions, and other conduct that harms the dignity or physical or mental safety of children.

Our Company will also take measures to ensure children's safety and appropriately manage risks, while seeking to build relationships of trust with children and promote dialogue with them.

6. Respecting and Supporting Children's Rights to "Know, Think, and Learn"

Children have rights to "know, think, and learn" in a manner appropriate to their age and stage of development. Our Company will work to support children in encountering books, creative works, and other content, and in expanding their possibilities through stories and knowledge.

In addition to publishing books and other materials, in the various aspects of our business involving contact with children, Our Company will seek to provide an environment in which children can participate safely, taking into account their stage of development and how they may feel and perceive, while respecting their privacy.

7. Promoting Advertising and Marketing that Takes Children's Characteristics into Account

Our Company recognizes that, depending on children's knowledge and judgment in light of

their age and stage of development, children may be particularly susceptible to the influence of advertising and marketing. Therefore, in our businesses directed toward children, Our Company will exercise even greater care regarding such impacts.

Our Company will remain firmly mindful that children's developmental immaturity must never be exploited in the pursuit of business interests and will exercise appropriate care in the content and methods of advertising.

8. Measures to Implement this Policy

Our Company regards respect and support for children's rights as a critical human rights agenda.

In accordance with the Shogakukan Human Rights Policy, as part of our efforts to identify and assess adverse human rights impacts throughout our business activities and to prevent and mitigate such impacts, Our Company will appropriately assess and address adverse impacts on children's rights. We will assess and address them prudently, recognizing that children may be placed in vulnerable situations and may be especially susceptible to adverse impacts.

While striving to prevent abuses of children's rights and minimize their occurrence as much as possible, should such abuses occur in connection with our business activities, Our Company will seek to take appropriate corrective and remedial actions from the standpoint of the affected persons as part of the remediation process under the Shogakukan Human Rights Policy.

Recognizing that children may face barriers in accessing remedies, Our Company will seek to provide appropriate remediation, including physical and mental care where necessary, through dialogue with children and with respect for their views and wishes.

September 7, 2026

Nobuhiro Oga

President and CEO

Shogakukan Inc.

***1** An international human rights treaty establishing the fundamental human rights of children. It guarantees, among other rights, children's rights to life, survival and development, non-discrimination, and the expression of their views. Article 1 defines a child as every human being below the age of 18 years.

***2** International principles endorsed by the United Nations Human Rights Council that call on business enterprises to fulfill their responsibility to respect human rights, including by preventing and mitigating adverse human rights impacts and providing appropriate

remediation.

***3** International principles that guide businesses in respecting children's rights and supporting the realization of those rights through their business activities.

***4** Measures to protect children from abuse, exploitation, violence, and other violations of their rights, and to safeguard their safety and dignity.