

CSR REPORT 2020

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 this CSR Report 2020 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 2019 (from April 2019 through March 2020), but includes some recent activities and some prior to fiscal year 2019.

Publication Dates
July 2020
(Next report: July 2021 Prior Report: July 2019)



Detailed Version (website)

www.nintendo.co.jp/csr/en





Nintendo's CSR: Putting Smiles on the Faces of Everyone Nintendo Touches Through Our Products and Services

Expanding the Number of People Who Have Access to Nintendo IP

With the basic strategy of “expanding the number of people who have access to Nintendo IP”, Nintendo is aiming to raise its corporate value. We strive to increase opportunities for consumers to come into contact with Nintendo characters and worlds within their daily lives, so that not only those who have played Nintendo games before but also those who have never played them can feel close to Nintendo and continue their interest. As one effort to advance that goal, we opened Nintendo TOKYO, our first official Nintendo store in Japan, in November 2019. Our hope is that it will become a place where Nintendo information is spread in Japan, as well as a new point of contact for Nintendo and its consumers.

Achieving a Sustainable Future by Bringing Smiles to Everyone Nintendo Touches

Nintendo has declared that it will put smiles on the faces of everyone it touches, and established three priority areas in 2018: Put smiles on the faces of our consumers, put smiles on the faces of our supply chain, and put smiles on the faces of our employees. The entire group, including our international subsidiaries, is actively engaged in these priority areas.

Nintendo Switch Parental Controls, a free smart device application with which parents and guardians can supervise their children’s gameplay, is one example of our efforts to support our consumers so that they can enjoy our games with peace of mind. Nintendo Labo, which is played by creating a variety of controllers through combining specially-designed cardboard and software with Nintendo Switch, is being used in 100 elementary schools across the United States. Additionally, in *Ring Fit Adventure*, a fitness adventure game released in October

2019, players advance its gameplay with exercises that use the entire body. This game is being played by a wide range of people, regardless of gender, age, or previous gaming experience.

These unique products that are not constrained by the framework of a “video game” are produced through a spirit of originality, which takes root and is nurtured within. We will continue to maintain an environment where our employees can freely demonstrate their strengths. In addition, we are striving to maintain strong communication with our production partners, so that we can provide our consumers with safe, high-quality products.

Furthermore, in deep understanding of the public interest in achieving a sustainable society, which began with advancement of the SDGs, Nintendo aims to contribute to this goal by responding to the needs of the times through initiatives that leverage the special characteristics of our products and business activities. In terms of the environment, a specific example of this is the expansion of our digital business, by which we are also reducing the amount of waste that we generate.

Bringing Smiles to All Sorts of People Through Creative Products and Services

Nintendo has endeavored for many years to build and maintain good relationships with our consumers. Nintendo will continue to be a company that creates entertainment to bring smiles to people’s faces. We will continue to bring smiles to everyone we touch by providing creative products and services that are overwhelmingly entertaining and instantly impart that sense of fun to anyone who plays them.

Nintendo Co., Ltd.
Representative Director and President



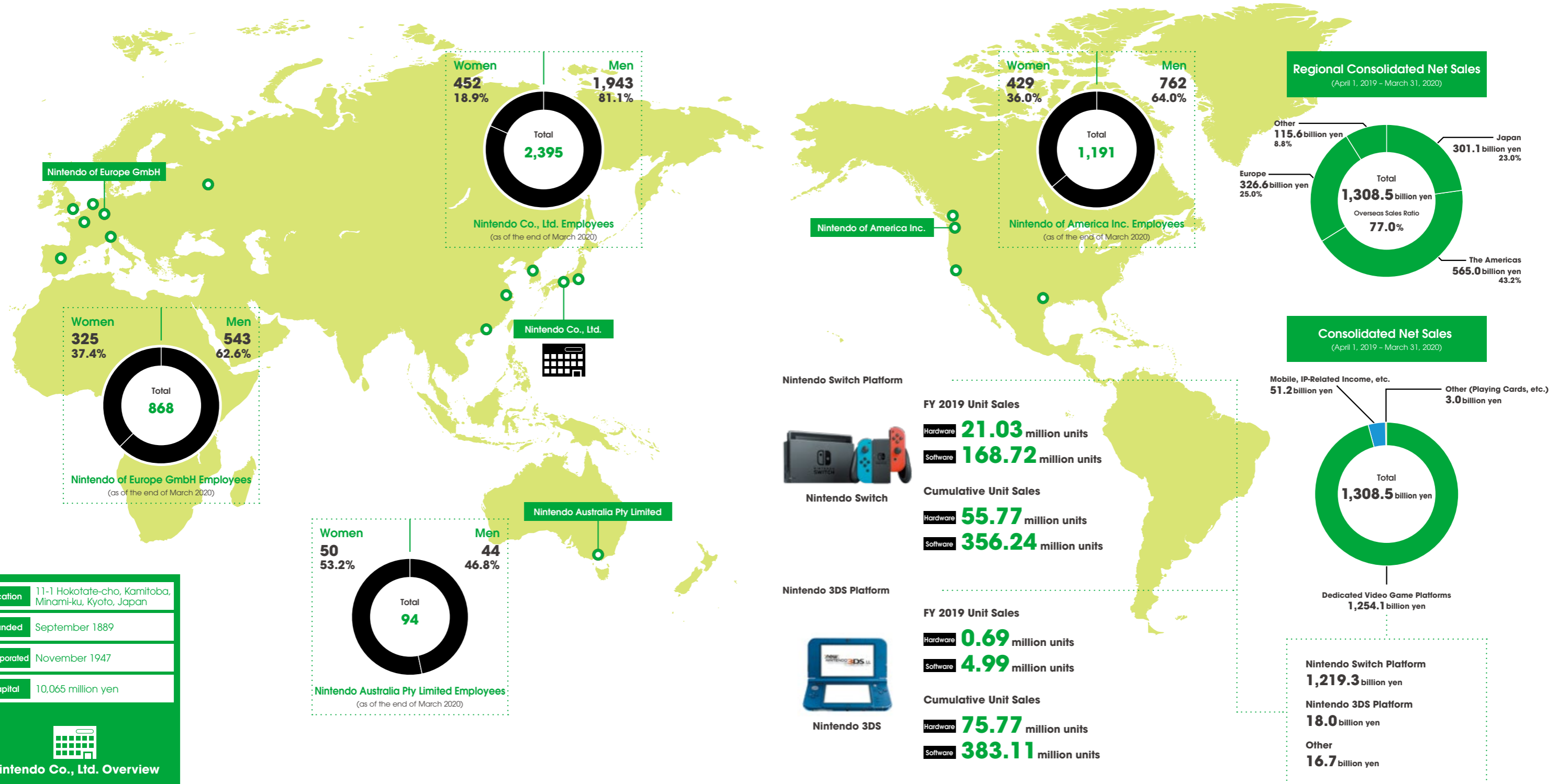


Nintendo Group Business Overview

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

26 Subsidiaries (consolidated)
6,200 Employees (consolidated)
*as of the end of March 2020

● Main locations of the Nintendo Group



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



Global Top Message



Nintendo of America Inc.



Nintendo of Europe GmbH



Nintendo Australia Pty Limited

Nintendo of America Inc.



Continuing Our Commitment to Sustainable, Inclusive Business Practices

At Nintendo of America, we believe being accountable to our consumers is one of the most important values we can hold. Our goal is to deliver surprises and smiles to our many and diverse Nintendo stakeholders, including our business partners, consumers, and employees throughout the Americas. That ultimately means ensuring we advance responsible business practices, support human rights, and that we are continuing to reach ever higher standards as we grow and learn.

Our Employee Resource Groups support a range of activities, including ongoing community volunteer work and outreach initiatives to raise awareness of topics like accessibility and diversity to ensure that Nintendo of America represents the many communities we serve. At our Nintendo of America headquarters in Redmond, Washington, we hosted the Girls Make Games summer camp, a unique program designed to inspire the next generation of creators and engineers. And we remain focused on ensuring that our business practices support socially responsible purchases and relationships by routinely reviewing our supply chain.

I've spent considerable time traveling across the Americas, including many years living in Mexico and Venezuela, and know firsthand how crucial listening to and understanding other perspectives is. Our incredibly diverse consumer base is what drives our passion to create entertainment experiences that speak to all of our potential fans. It's why we've implemented training programs designed to foster an inclusive workforce and are continuing to cultivate an employee base where opportunities are truly available to anyone.

Being socially responsible means continuing to flexibly adapt to changing times. We will continue to drive change through our CSR initiatives, seek additional ways to minimize our environmental footprint, promote the health and well-being of our employees, and pursue a workplace that is welcoming to all.

Nintendo of America Inc.
President

Doug Bowser



Assembling a Diverse Team to Put Smiles on the Faces of Everyone We Touch

I was appointed as Chairman and CEO of Nintendo of Europe in July 2018, and I am working with the other members of the management team here to fulfil our company goals. At Nintendo of Europe, our CSR policy remains the same: to put smiles on the faces of everyone Nintendo touches, including our employees, our consumers, and everyone in our supply chain.

Nintendo of Europe has a truly multicultural staff of all ages, lifestyles and backgrounds, with almost 40 different nationalities all working together. I strongly believe that this kind of diverse working collaboration is crucial to ensuring we reach our goal and put smiles on the faces of as many people as we can.

In 2019 we reorganized our Nintendo of Europe CSR Committee and included additional representatives of multiple departments throughout the company. Those joined forces are planning and steering CSR activities and introducing new actions for our employees, supply chain and environment.

The Nintendo of Europe CSR Committee is supported by sub-committees of our CSR key areas, which currently include: Environment, CSR Procurement, Accessibility, Diversity, Social Contribution and Charity.

We strive to embody our CSR goals in our business activities. At Nintendo of Europe's headquarters in Germany, for example, last year we placed particular emphasis on environmental protection, organizing events for employees to draw attention to this vital topic.

To protect the global environment, Nintendo of Europe's employees are joining our company's efforts. Our employees started to use reusable lunch boxes and coffee-to-go-mugs provided by the company in order to reduce single-use plastic. We've also increased our dedication to recycling by introducing a new system for the thorough separation and recycling of paper, plastic, organic and residual waste at the office.

We continue operating responsibly in everything we do so we can continue to put smiles on the faces of everyone we touch.

Nintendo of Europe GmbH
Chairman and CEO

Koji Miyake



Pursuing Our Mission: "Putting Smiles on the Faces of Everyone Nintendo Touches"

For fiscal year 2019, Nintendo Australia has prioritized our CSR activities, taking into account a variety of initiatives that contribute to society and put smiles on everyone's faces.

With the recent introduction of the Australian Modern Slavery Act 2018, in fiscal year 2019, Nintendo Australia has placed particular emphasis on supply chain reviews. For this, a Steering Committee and a Project Team have been put together. Advisory members were also called on from our Management Team to further aid in this process. This in turn has raised inter-department and company awareness of ethical and legally compliant business conduct.

With children making up a large part of our audience, in recent years Nintendo Australia has expanded CSR programs for the benefit of children in local communities as well as our employees. There continues to be a growing interest and increasing number of requests from communities for innovative STEAM (Science, Technology, Engineering, Art and Mathematics) based learning opportunities and activities. We have worked with local libraries to deliver activities for primary-aged children, as well as with

primary schools nationally through our 2019 Nintendo Labo in Schools program.

Popular environmental activities at Nintendo Australia include our annual participation in both the Clean Up Australia Day and Business Tree Planting Day. These activities are organized through our local council. For Clean Up Australia Day staff get together to clean up a local area by picking up discarded rubbish. The rubbish collected is a combination of general waste and recyclables such as plastic bottles, cans, and anything else which can be harmful to wildlife and the environment. Business Tree Planting Day involves our staff coming together with other businesses to plant trees in a designated area such as a community park. These continue to be good activities to promote teambuilding within Nintendo Australia as well as helping the environment.

We will continue to review and improve our CSR programs and explore meaningful ways to contribute to the community, employees and our environment.

Nintendo Australia Pty Limited
Managing Director

Takuro Horie



As Nintendo's business activities affect society in many different 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 demands and expectations from both inside and outside the company.

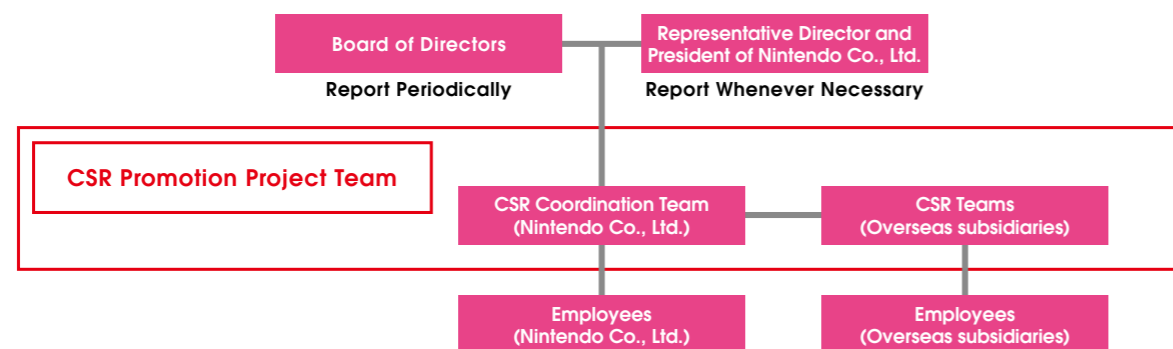
Mid-Term CSR Promotion Plan

In addition to identifying our ultimate CSR goals, Nintendo establishes targets that serve as guideposts. We believe our ability to make steady progress toward those goals and targets is important, so we formulated our mid-term plan for CSR promotion in 2015 to set mid-term objectives for our CSR activities. In fiscal year 2019, we conducted activities according to each country's plan, and worked to further promote CSR.



Nintendo's System for CSR Promotion

Nintendo Co., Ltd. sees the promotion of CSR as more than the responsibility of a single department. Instead, we believe that it must be advanced by all departments promoting activities in the areas in which they are involved. To this end, we established a CSR Promotion Project Team in 2007 to coordinate and support CSR activities. In addition, in order to proceed with CSR activities globally, we established CSR promotion teams and appointed CSR promotion leads at each of our main overseas subsidiaries. Information on the status of activities in each country is shared among the groups, and there is a system for reporting to management at Nintendo Co., Ltd. when the need arises.



Nintendo's Three CSR Priority Areas



Putting Smiles on the Faces of Our Consumers



At Nintendo, we develop entertainment while working to constantly deliver new surprises and experiences.

- Putting smiles on people's faces through entertainment
- Fostering the future generation
- Product quality and safety
- Consumer privacy

P11-12 ▶



Putting Smiles on the Faces of Our Supply Chain



We believe that promoting CSR activities throughout our entire supply chain is a way for Nintendo to stimulate CSR activities at our suppliers and their production sites, which leads to improvements in operational stability and working conditions, and brings smiles to our supply chain.

- Optimizing the labor environment
- Responsible sourcing of minerals

P13-14 ▶



Putting Smiles on the Faces of Our Employees



Nintendo brings together employees with a wide range of unique talents, who all work to make the people they interact with smile.

- Diversity, equal opportunity, and work-life balance
- Health and safety
- Training and career development

P15-16 ▶



At Nintendo, we develop entertainment while working to constantly deliver new surprises and experiences. With Nintendo Switch, an entirely new gaming experience was created through the unification of hardware and software, and our characters, represented by Mario, are known across generations by people around the world. In addition to in-game experiences, we are also engaging in activities in new areas and striving to offer products and spaces that all consumers can enjoy, regardless of age or level of gaming experience. Furthermore, by offering services such as Nintendo Switch Parental Controls, which gives parents a means to supervise their children's gameplay environment, we continue working to deliver smiles in many ways to our consumers.



Putting Smiles on the Faces of Our Consumers



Nintendo of America (U.S.)

Continuous Support for the Starlight Children's Foundation

In 2019, Starlight Children's Foundation, an organization dedicated to delivering happiness to critically ill children and their families, and Nintendo of America launched the newest addition to the nonprofit's popular Starlight Gaming program: the Starlight Nintendo Switch gaming station*. The new gaming station was unveiled at Mary Bridge Children's Hospital in Tacoma, Washington, where patients joined kids and families from the community to celebrate the 27-year partnership between Starlight and Nintendo of America.

Since launching the partnership in 1992, Starlight and Nintendo of America have delivered more than 7,200 Starlight Gaming stations to hundreds of hospitals across North America, bringing smiles to over 10 million seriously ill children.

* An entertainment device combining a video game system and a TV that can be freely moved around a hospital. Gaming stations can also be used beside a bed, so that the children can enjoy games with family and friends to reduce their anxiety levels and help them to feel more at-home.



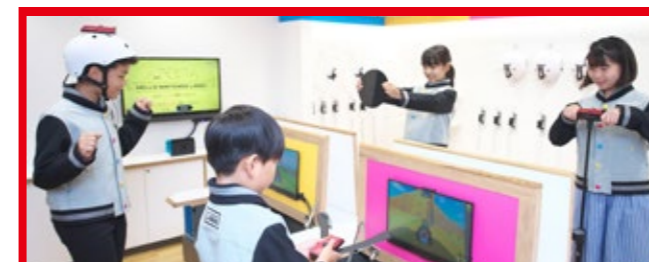
Nintendo of Europe GmbH (U.K.)

Support for a Game Industry Educational Program

Nintendo of Europe (U.K.) is working together with the not-for-profit program, Digital Schoolhouse, which is delivered by Ukie, a U.K. games industry organization. This program provides elementary school students with free computing education workshops.

The workshops offer play-based learning in categories such as "Algorithms and Programming" and "Communication and the Internet", including a lesson in which students use the Nintendo Labo piano "Toy-Con" to learn about music and programming.

At the end of fiscal year 2019, almost 60,000 children have been reached by the program, which aims for young people to learn through experiencing technology.



Nintendo Co., Ltd. (Japan)

KidZania Activities Using Nintendo Labo

In the summer of 2019, Nintendo Co., Ltd. opened game company pavilions at KidZania Koshien and KidZania Tokyo. KidZania is a facility where children ages 3 to 15 can learn about how society works and experience various types of jobs. The pavilion lets children become game creators and develop a new "Toy-Con" controller. The purpose of this program is to provide basic knowledge and to teach children the joy of developing games that challenge their creativity, and give them opportunities to experience a job that brings smiles.



Communication with our production partner during an on-site visit

Putting Smiles on the Faces of Our Supply Chain

Promoting CSR activities throughout our entire supply chain is a way for Nintendo to stimulate CSR activities at our suppliers and their production sites, which leads to improvements in operational stability and working conditions, and brings smiles to our supply chain. We believe that it increases worker retention and productivity, allows for the production and sale of high-quality, appealing products, and ultimately delivers smiles to all of the people we engage with, starting with our consumers. We will continue to focus on mutual understanding through close communication, working with our production partners to promote CSR activities.

1

CSR Procurement Policies at Nintendo Co., Ltd.

To more reliably fulfill our social responsibility throughout our entire supply chain, Nintendo established the Nintendo CSR Procurement Guidelines in 2011, which we distribute to all production partners.

These guidelines incorporate advice from external experts as well as the RBA* standards, and we aim to firmly establish all of the points listed.

* RBA (Responsible Business Alliance)
An organization that promotes the creation of a safe working environment, treatment of workers with respect and dignity, and sustainability improvements in the electronics industry.



2

Understanding the Status of CSR Through Written Surveys

To understand the status of CSR promotion of our production partners, Nintendo requires all first-tier suppliers to submit a written report once per year, along with a report of their business conditions.

Additionally, to understand the status of CSR promotion at the factories of our first-tier suppliers, we request that they send us written reports on the actual conditions at each factory. Based on the written responses, we consider whether to conduct on-site visits for further confirmation.



3

Understanding the Conditions Through On-Site Visits

Since 2008, Nintendo representatives have continued to visit factories of our production partners, selected by considering their written survey responses, criticality to business, and changes in conditions. In addition to on-site inspections, we also conduct third-party audits, focusing on further improving the transparency of CSR procurement.



On-site visit



4

Follow-up for Improvements

To follow up on risks identified through written surveys and on-site visits, we are using follow-up standards that match the Nintendo CSR Procurement Guidelines.

We believe it is important for our suppliers to renew their understanding of Nintendo's approach to CSR through these follow-up activities. Moreover, we believe that suppliers thinking about CSR themselves and making improvements is essential for bringing smiles to our supply chain.



Putting Smiles on the Faces of Our Employees

Nintendo brings together employees with a wide range of unique talents, who all work to make the people they interact with smile. In addition to providing a working environment that empowers the employees who are the source of Nintendo's competitive edge, it is essential that we, as a global organization, foster within them an appropriate awareness of human rights.

Understanding of and Respect for a Diverse Workforce

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.



Nintendo Co., Ltd.
(Japan)

At Nintendo Co., Ltd., we implement various measures to create a working environment that supports our diverse staff. Beginning in September 2019, for example, to address changes in our surrounding environment, we introduced a company-wide system by which employees can control when they come to and leave work every day so that they can continue to demonstrate their strengths. In addition, to ensure that employees have sufficient personal time and sleeping time, we have also introduced a work interval system, which establishes a nine-hour break period following the end of each workday.



Nintendo of Europe
(Germany)

Employees of many diverse nationalities work at Nintendo of Europe (Germany). Language training classes are offered in German, English, and Japanese for employees who are not native speakers of these languages. It is also possible to receive training in French, Italian, or Spanish if necessary for their work. Recently, over 50 employees are enrolled in these classes. The company also hosts activities to encourage mutual understanding, including a Kids Day, a summer festival, and employee game tournaments.



Nintendo of America
(U.S.)

eNable, an Employee Resource Group (ERG)* at Nintendo of America, interacts with the communities both inside and outside the company through events that support, advocate and raise awareness of a wide range of disabilities. In May 2019, eNable celebrated Global Accessibility Awareness Day that invited company employees to learn about digital access and inclusion. Stations provided demonstrations to highlight accessibility in gaming, websites, and special assistive equipment for workplace accommodations.

In addition to events inside the company, eNable focuses on volunteering in the community. eNable took a large group of volunteers to the Special Olympics Summer Games in Everett, WA, where they were able to connect with athletes in various roles to support Bocce Ball competitions.

* Employee Resource Groups (ERG)
The ERGs are initiatives to encourage mutual understanding among our employees based on their shared backgrounds, experiences and interests.



As a company that creates entertainment that brings smiles to people, Nintendo will protect the environment and contribute towards achieving a sustainable society. To this end, we will work to develop environmentally friendly products and consider the environmental impact as we conduct our business.

Nintendo Co., Ltd.
(Japan)

Managing Environmental Objectives

Nintendo Co., Ltd. sets goals for and engages in department-level environmental activities. These environmental goals link business plans to activities from a lifecycle perspective. For example, the department in charge of facilities adjusts the temperature and manages air conditioning to suit each workplace, with the goal of creating efficient and comfortable work environments, while our hardware department aims to create environmentally-friendly products. Each of these environmental objectives is adjusted and evaluated on a quarterly basis.

Nintendo of Europe
(Germany)

Examining Modal Shift in Europe

At Nintendo of Europe, the Operations Management Department is in charge of European logistics and transportation. The Operations Management Department plans transportation from the port of import to the warehouse, and from the warehouse to the consumer. They consider the most efficient way of shipping the products, such as making sure trucks are fully loaded. They also seek the most appropriate shipping method, for example, looking into modal shift from our traditional truck-based transport to using trains or domestic river transportation. With Nintendo Switch, products imported from Nintendo Co., Ltd. are transported from the port to international warehouses using an efficient, low-carbon-impact method.



Nintendo Ibérica
(Spain)

Pursuing Sustainability in a New Office

In September 2019, Nintendo Ibérica (Spain) relocated to a new office. The new location offers improved natural lighting and air circulation with a 25% reduction in energy consumption compared to conventional buildings, and has also received a Platinum certification under the LEED* for New Construction system. In addition to successfully making the shift to a paperless office, all employees are provided with personal bottles to use at a water dispenser as part of efforts to eliminate plastic bottles and increase employee physical activity.

* LEED rating system
The Leadership in Energy and Environmental Design system for comprehensive evaluation of building design, architecture, operations, and management for environmental performance.



Nintendo of America
(U.S.)

Reduction of Office CO₂ Emissions

In addition to incorporating a living roof in its LEED Gold certified green building design, Nintendo of America has implemented several programs and processes to reduce energy consumption and carbon emissions. Starting in 2020, Nintendo of America partnered with a local energy service provider to purchase 100% renewable energy for its Redmond offices and suburban shipping facility. It also participates in a carbon balance program to contribute to local forestation projects to offset CO₂ generated by its natural gas usage in cafeterias and other areas. In addition, Nintendo of America has signed a three-year contract with the local energy service provider to reduce its energy consumption by monitoring consumption regularly, improving building operations, updating building fixtures, and educating employees on how to manage electricity use efficiently.