

# Background of Ceres' "Seven Materialities"

Ceres' Materialities and their Background		
	Ceres' Materialities	The Background
1	Contribute to creating a prosperous society through proprietary services	<ul style="list-style-type: none"> <li>• Help enrich people's lives through "Moppy", a point site media that can be used for free on the Internet</li> <li>• Through our dedicated donation platform, "Moppy x SDGs", we contribute to disaster relief and the solution of social problems</li> </ul>
2	Contribute to resolving social issues and economic development through open innovation	<ul style="list-style-type: none"> <li>• Participating in the solution of social problems and economic development through open innovation by actively investing in the growth of companies, investing in venture companies through our investment and development business (CVC), and providing financial support services for freelancers through our subsidiary label</li> </ul>
3	Contribute to fair operation of digital advertising and healthy development of the industry	<ul style="list-style-type: none"> <li>• Promote efforts for compliance and development of the advertising industry as a company involved in Internet marketing</li> </ul>
4	Provide environmentally-conscious products and services	<ul style="list-style-type: none"> <li>• Promote environmentally friendly initiatives for all products and services we provide</li> </ul>
5	Promote diverse workforce	<ul style="list-style-type: none"> <li>• Promote initiatives to create an environment that is inclusive of employee diversity in order to build a highly competitive organization that is resilient to changes</li> </ul>
6	Ensure information security and privacy	<ul style="list-style-type: none"> <li>• Pursue efforts to secure and train highly qualified personnel and implement technologies to ensure advanced security as a company that handles valuable information assets of many users, including "Moppy" media with over 5 million active users and "CoinTrade", a crypto asset exchange that requires advanced security technologies</li> </ul>
7	Reinforce corporate governance	<ul style="list-style-type: none"> <li>• Implement governance initiatives to achieve sustainable growth and maximize shareholder value over the long term as a public company</li> </ul>

