

## Consumer Issues

At the Yamaha Group, our primary mission is to continue to provide products and services that satisfy our customers. In addition to managing the quality and safety of products and services, we strive to disclose appropriate information related to our products and services. In order to respond to the diverse demands of our customers, we are proactively promoting contributions to sustainability through the introduction of universal design and proposals for products and services which aim to solve societal issues.

### Product/Service Information Disclosure

#### Basic Policy

The Yamaha Group conducts advertising and promotions that accurately convey the details of products and services to customers. At the same time, we strive to provide accurate information related to our products and services in accordance with laws and regulations. We have stated these principles in our Compliance Code of Conduct.

Furthermore, the Group provides and discloses safety information in a timely and appropriate manner to ensure that the products, services, and facilities it offers do not have an adverse impact on the lives, health, or assets of people.

» 1-3 Proper Advertisement and Publicity and Accurate Presentation of Information

#### Appropriate Product/Service Information Disclosure

To ensure appropriate disclosure of information on its products and services, labeling confirmation processes have been incorporated into quality management systems.

Instruction manuals, catalogs, websites, and other accessible mediums provide basic information on products and services, such as specifications, as well as information on the safe use of these offerings in order to educate customers on safe usage methods and prevent accidents. In addition, we provide safety awareness information about school instruments and equipment on our corporate website and in catalogs.

» Precautions Pertaining to Safe and Proper Product Usage  
» Safety Awareness Information About School Instruments and Equipment  
» Safe Music Instrument Usage  
(School Instruments and Equipment Catalog)

Should a product defect or product- or service-related accident occur, the Company will notify the relevant authorities as legally required and promptly provide recall and other information necessary for ensuring customer safety in the appropriate manner. When such issues are deemed particularly serious or urgent, the Company will take the necessary steps to inform customers via the channels viewed as appropriate based on sales and usage trends. Such channels may include announcements via websites, press conferences, newspapers, specialized magazines, social media, direct mailings, and telephone calls. In June 2020, Yamaha Corporation became aware of issues regarding the PA-300C AC adapter packaged together with its YDP-S51 ARIUS digital piano in which certain adapters would melt or emit smoke during use. Information regarding these issues is provided on the Company's corporate website.

» Notification of Free Exchange Program for AC Adapters for Yamaha YDP-S51 ARIUS Digital Pianos (Risk of Melting and Smoke Emission) (in Japanese only)

In addition, the Company has become aware of issues regarding the PA-300C AC adapter packaged together with its P-155 digital piano, MOTIF-RACK XS synthesizers, and DTX900 and DTX900M digital drums in which certain adapters would melt or emit smoke during use. Information regarding these issues was uploaded on the Company's website in August 2021. This information includes details on a recall and free exchange program designed to prevent the occurrence of the aforementioned issues.

» Notification of Free Exchange Program for PA-300C AC Adapters and Products Packaged with PA-300C AC Adapters (P-155, MOTIF-RACK XS, DTX900, and DTX900M) (Risk of Melting and Smoke Emission) (in Japanese only)

#### Legal Violation Regarding Labeling and Advertising

In fiscal 2022, no incidents of legal violations regarding product labeling were detected (cases of insufficient/inaccurate labeling despite meeting regulation/certification standards). Product and service safety information regarding product defects can be found on the following website.

» Product/Service Safety

## Product/Service Safety

### Basic Policy

The Yamaha Group believes that the safety of its products, services, and facilities falls under the concept of fundamental quality that must be provided. Accordingly, we take steps to prevent adverse impacts on the lives, health, and assets of customers and other individuals involved in the lifecycles of our products and services. The Group defines provisions for ensuring the safety of products and services in the Compliance Code of Conduct. To put these provisions into practice, we implement the necessary systems and enhance design processes to create designs that are fundamentally safe.

» 1-2 Ensuring Safety of Products and Services

### Structures and Response Measures for Ensuring Safety

The Yamaha Group endeavors to ensure and improve product safety through safety-conscious product design, safety inspections, and appropriate compliance with relevant laws and regulations.

#### ► Safety-Conscious Product Design

The Yamaha Group practices safety-conscious product design, and its efforts include incorporating a risk assessment process into design reviews at the development phase. Through the risk assessment process, we identify and project potential risks related to products and their use. We are thereby able to examine methods for the minimization or removal of these risks during the product design process.

To facilitate these efforts, we are entrenching the R-Map risk assessment method\* as we move ahead with activities to further enhance the effectiveness of our risk assessments.

\* The R-Map risk assessment method proposed by the Union of Japanese Scientists and Engineers entails mapping risks on a 6 x 5 matrix. This method is utilized for reducing risks during design processes and for evaluating product risks. The Ministry of Economy, Trade and Industry and the National Institute of Technology and Evaluation also evaluate risks using the R-Map method.

### ► Product Safety Testing Facilities

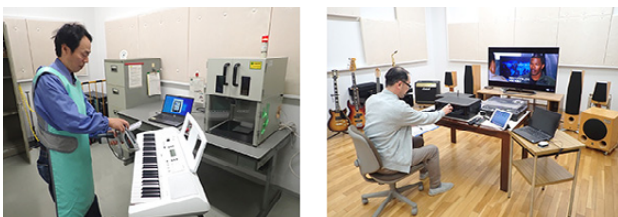
The Yamaha Group has constructed a testing building equipped with safeguards against fires and explosions for the purpose of testing the safety of lithium-ion batteries and other components and products. This full range of in-house safety testing facilities allows for swift communication of safety test results to design and development divisions.



Testing building (left) and testing equipment (right)

### ► Safety Reviews of Major Products

The Yamaha Corporation Quality Assurance Division conducts labeling evaluations and safety inspections of major Yamaha Group products on the market (approximately 20 products per year) and provides feedback on the results to the relevant department in order to improve safety.



Safety inspections

### ► Response to Product Regulations and Standards of Different Countries

The Yamaha Group monitors information regarding regulations, formulates internal policies, and implements systems to guarantee full compliance with the regulations and standards of relevant countries pertaining to product quality and safety as well as environmental protection.

Internal standards are established and revised in reflection of regulatory expansions and revisions and the introduction of new voluntary standards. In addition, information is shared among overseas subsidiaries to facilitate swift and accurate response to changes in the regulatory environments of countries of operation while frameworks for managing regulatory information are reinforced.

In response to the recent international tightening of regulations applying to electromagnetic waves and energy conversation, Yamaha Corporation has installed electromagnetic wave measurement equipment and various other kinds of measurement, analysis, and evaluation equipment at its facilities. This equipment is used to evaluate product and component prototypes for compliance with the regulations of relevant countries. Regulations for chemical substances have also become more stringent around the world, and in response to this trend the Company has implemented a management system for chemical substances contained in products and established its own Standards for Chemical Content in Products. These standards have been used to manage chemical substances across the supply chain during the product design and development phases and have helped facilitate legal compliance while reducing environmental impacts.

Human resource development programs are implemented to foster compliance understanding among relevant personnel and ensure good legal compliance. As one facet of these efforts, e-learning programs on regulations pertaining to products and Yamaha's response frameworks were launched in fiscal 2022.



Anechoic chamber used for electromagnetic wave measurement

### ► Immediate Action in the Event of Product Safety Issues

The Yamaha Group has put in place a system to ensure that it places top priority on the safety of customers. In the event of a safety issue involving a commercially sold product, the employee who learned of the incident shall immediately report it to the responsible department and to the Quality Assurance Department. The department that receives the report immediately notifies senior management of the issue. At the same time, the head of the Quality Assurance Department shall assemble representatives from the relevant departments from across the Company, moving to respond to the affected customers, notify the appropriate government authorities, and initiate measures aimed at preventing recurrence.

» [Appropriate Product/Service Information Disclosure](#)

### Product Safety Training

The Yamaha Group includes product safety risk assessment courses in its human resource training programs. These courses cover a variety of safety-related topics, ranging from examinations of safety issue case studies and risk management practices for all areas of operations spanning from the product development stage to post-development. When including the product safety courses discontinued after fiscal 2019, an aggregate total of 347 employees, primarily from the engineering and development divisions, completed these courses over the 12-year period from fiscal 2011 to fiscal 2022, making for a total of 1,820 hours of training.

### Legal Violations and Defects Involving the Safety of Products and Services

In fiscal 2022, there was one market response incident involving a product safety defect. This incident did not result in personal injury and was not a legal violation resulting in punishment.

» [Important Information on the Use of Yamaha Products](#)

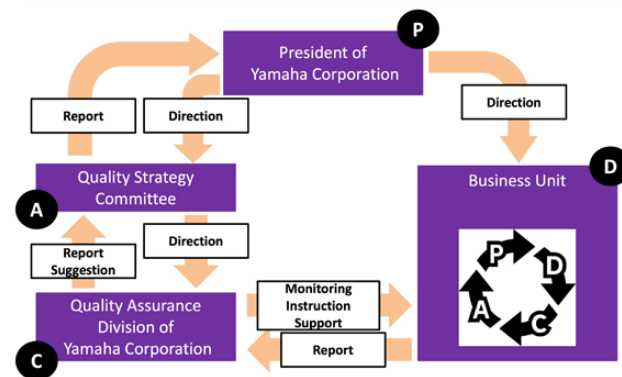
## Quality Assurance

### Quality Management System

The Yamaha Group pursues higher levels of quality through the implementation of a quality management system to ensure the production of high-quality products and the provision of high-quality services.

Groupwide quality policies and objectives as well as important quality-related measures are deliberated on by the Quality Strategy Committee, which is chaired by an operating officer. Based on these deliberations, the president will issue instructions that will be relayed to business divisions and Group companies via the head of the Yamaha Corporation Quality Assurance Division. Business divisions and Group companies set their own targets based on Groupwide quality policies and objectives. The Quality Assurance Division of Yamaha Corporation conducts monitoring to confirm the degree to which these targets are met and to perform quality audits (please refer to the next section), and reports on these matters are issued to the Quality Strategy Committee.

In addition, the Group Quality Management Policies & Rules state that quality-related reports, including those pertaining to quality issues, from throughout the Group are to be managed in a concentrated manner by the head of the Quality Assurance Division of Yamaha Corporation in order to strengthen Groupwide quality assurance governance.



### ► ISO 9001- and IATF 16949-certified sites (As of March 31, 2022)

ISO 9001: Acquired in six business domains\*

IATF 16949: Acquired in one business domain

\* Certification has been acquired in relation to the core musical instruments business, audio equipment business, industrial machinery and components business, and golf business.

### Quality Audits

Auditors of the Yamaha Corporation Quality Assurance Division conduct quality audits to check whether or not the business division quality management systems and product and service quality are of a level that is sufficient to ensure customer satisfaction and to prevent quality issues and improve quality levels by sharing information on issues and best practices to business divisions match the target level set by the Yamaha Group. Based on the results of these audits, improvement requests are issued and improvements are implemented to Companywide quality management systems.

At the same time, business product business divisions issue instructions to and perform audits of the factories they oversee, both in and outside Japan, in pursuit of higher product quality. Meanwhile, quality audits targeting resort and other service business divisions have been commenced from the perspective of customer safety.

### Quality Management and Quality Awareness Training

The Yamaha Group's human resource training programs include specialized quality technique training as well as rank-based training with the goal of improving quality awareness and quality management skills. In fiscal 2022, the Group held quality engineering courses, product safety risk assessment courses (R-Map), and other courses. Going forward, the Group will restructure its quality assurance training programs to facilitate the acquisition of quality-related skills by mid-level employees in the engineering field while revising quality management training to raise quality awareness among management.

We have also begun implementing initiatives for improving employee quality awareness through increased receptiveness by sharing information on customer input and quality improvement measures via the Company intranet and physical displays on development floors.

## Sustainable Consumption

### Basic Policy

Both companies and consumers are pressed with the urgent task of moving toward more sustainable production and consumption to escape from the cycle of massive production and waste that is destroying our environment and depleting our resources. The Yamaha Group is considerate of the environment and society, with regard to such matters as resource recycling and decarbonization, in its procurement of materials and its provision of products and services while promoting the shift toward more sustainable consumption patterns by encouraging others to practice such consideration.

» [Sustainable Resource Use](#)

### Provision of Information Related to Environmental Considerations in Products

In order to spread the use of products and services that are designed with consideration paid to the environment and society and respond to the rising concern regarding environmental preservation among customers, the Yamaha Group discloses examples of its initiatives to make products more considerate of the environment on its corporate website.

In 2015, the Group launched the Yamaha Eco-Products Program to promote product development that is considerate of environmental issues. By attaching the Yamaha Eco-Label to products certified as Yamaha Eco-Products through this program, we aim to provide customers with easy-to-understand environment-related information to aid them in their choices of products.

» [Yamaha Eco-Products Program](#)  
» [Environmentally Friendly Products and Services](#)

### Initiatives to Extend Product Lifespans

It is possible to use high-quality instruments for many years with proper maintenance and repairs and replacements of parts. The Yamaha Group strives to extend the lifespans of its products by developing instrument maintenance and repair technique and service systems, operating a piano renewal business, and upgrading Electone products through parts exchanges so that they can be used for many years.

#### ► Instrument Maintenance and Repair Technique and Service Systems

We are developing maintenance and repair service systems for acoustic instruments such as pianos and wind instruments.

#### Repair Technician Training

The Piano Technical Academy for training piano tuners and the Wind Instrument Technical Academy for fostering technicians specializing in wind instruments have been set up at factories producing the respective instruments. At these facilities, the Yamaha Group instructors with exceptional insight pertaining to instruments support those aspiring to become specialist technicians with finely tuned curricula grounded in their expertise. After completing these programs, the newly trained repair technicians provide after-sales services at the Yamaha Group sales agents across Japan.

» [Piano Technical Academy \(in Japanese only\)](#)  
» [Wind Instrument Technical Academy \(in Japanese only\)](#)

#### Maintenance Support for Musical Instrument Users

We are providing knowledge and skills regarding musical instruments by offering maintenance guidebooks and holding maintenance workshops to ensure that musical instruments are consistently maintained in the best condition.

#### ► Piano Renewal Business

After collecting Yamaha pianos that are no longer used at customer homes or other locations, Yamaha Piano Service Co., Ltd., repairs, repaints, tunes, and adds additional muffling materials before returning the instrument to market as a refurbished piano. These refurbished pianos perform the same as new pianos. This process saves precious resources by allowing the product to be used again.

» [Yamaha Renewal Piano \(in Japanese only\)](#)

#### ► Electone Vitalize/Grade-Up Units

Based on the desire for our customers to be able to continue using their beloved Electone unit for a long time, we offer services to upgrade products to a higher grade or newer model purely through unit exchanges. These services include the installation of grade-up units that can transform Electones into higher grades as required based on the skill of the user and their intended application as well as vitalize units for raising the performance of older Electone models to the level of the latest models. Exchanging units in this manner allows customers to continue using their beloved Electone even longer by extending its lifespan, which also helps conserve resources.

» [Electone Vitalize/Grade-Up Units \(in Japanese only\)](#)

#### ► Piano Add-On Units

The Yamaha Group is selling add-on units so that customers can enjoy their pianos for a longer time in a range of situations. Such units include the Piano Silent Unit, which adds a silent function, and the Disklavier Control Unit, which adds a wealth of content and colorful functions to pianos incorporating an automatic performance function.

» [Piano Add-On Units \(in Japanese only\)](#)

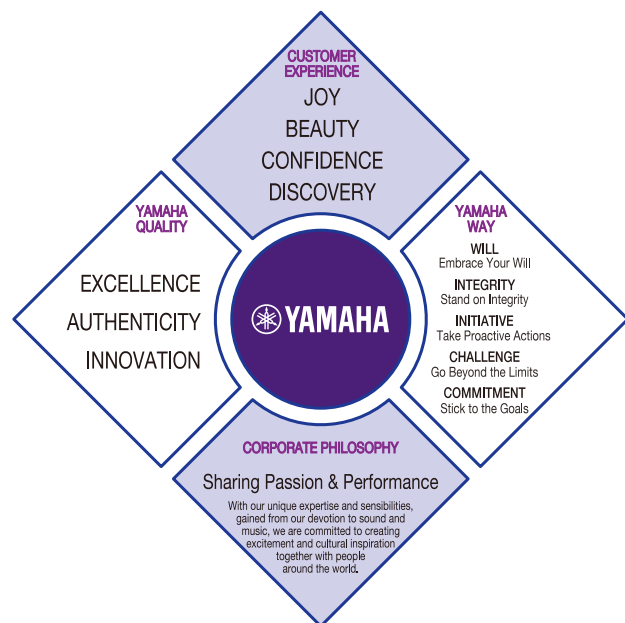
## Improvement of Customer Satisfaction

### Basic Policy

The Yamaha Group has put forth its corporate philosophy structure, the Yamaha Philosophy, to try to think from the customer's viewpoint, to consistently provide high-quality products and services that exceed the expectations of its customers, and to create excitement and cultural inspiration together with people around the world. Our commitment to customers is defined in the element of "Customer Experience." In their business activities, all Yamaha Group employees remain constantly aware of the fact that their daily work is connected to the principles expressed in "Customer Experience."

» 1-1 Realization of Customer Satisfaction

### Diagram of the Yamaha Philosophy



### Initiative Example

#### ► Collection and Utilization of Customer Input to Improve Customer Satisfaction (VOC Methodology)

The Yamaha Group adopts a voice of the customer (VOC) methodology in which customer input is gathered through questionnaires primarily issued by musical instruments and audio products business organizations and is shared via the Company intranet. In addition, information on inquiries received from customers around the world via telephone or email at domestic and overseas sales companies is collected and regularly communicated to divisions involved in product planning and development.

Input from customers is an invaluable asset that is utilized even after the supply of products and services to determine whether we are effectively delivering the desired value and satisfying customers and to improve customer experiences together with customers.



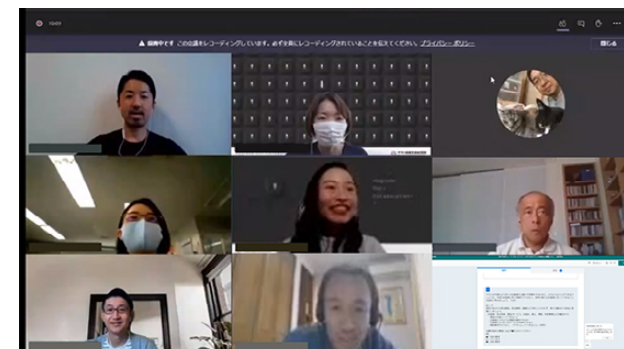
Intranet site compiling customer input received through questionnaires

#### ► Mindset Building for Improving Customer Awareness

The Yamaha Group conducts unique training programs aimed at fostering interest and sensitivity toward customer experiences. These programs see groups of employees thinking about how customers experience Yamaha Group products and services based on voice recordings of actual inquiries while interacting with the articles in question. Through the free exchange of opinions, participants become aware of customer sentiments that they could not have imagined on their own and think about what Yamaha Group employees can accomplish if they unite in their quest to serve customers. In this manner, these training programs help foster a corporate culture of valuing customer

experiences.

In addition, monthly posters are displayed in Japanese factories providing feedback from customers around the world with regard to the products manufactured in Japan. Meanwhile, the Company intranet offers examples of customer input being used to improve products. This information helps improve employees' sensitivity toward quality by making them aware of the discoveries their colleagues have made based on customer input and how they responded to this input. Through these efforts, our aim is to foster a corporate culture that utilizes a customer-oriented approach and that is committed to earnest engagement with every customer.



Online iteration of the Yamaha Group's unique training programs



Intranet site offering examples of customer input being used to improve products (left) Poster in a Japanese factory (right)

## External Recognition

### ► First Place in the Educational Service Industry in JCSI Survey for Sixth Consecutive Year

In fiscal 2022, Yamaha (Yamaha Music School, etc.) won first place in the educational service industry for the sixth consecutive year in the Japanese Customer Satisfaction Index (JCSI) survey. The survey is one of Japan's largest customer satisfaction surveys. In the second iteration of this survey, Yamaha received an exceptionally high evaluation, ranking No. 1 in anticipation felt by consumers toward corporate brand, overall evaluation of quality, and cost performance, all factors that can influence satisfaction, and in recommendations via word-of-mouth, which is the result of satisfaction levels.

### ► First Place in the Network Device Category of Nikkei Computer Customer Satisfaction Survey for Sixth Consecutive Year

Yamaha Corporation won first place in the network device category of the Nikkei Computer Customer Satisfaction Survey 2021-2022 of Nikkei Business Publications, Inc. This was the Company's sixth consecutive year of receiving this rank. Our receipt of this honor was a result of the high evaluation of factors such as the ease of use and cost benefits of our products. To ensure that customers can continue to use our products with peace of mind, we supply a wealth of technical information, long-term firmware support, and ongoing technical support. In addition, regular online Yamaha network seminars are held to explain product settings and usage methods, and we also operation social media services that allow for exchanges of information between engineers. Furthermore, initiatives are implemented to help customers improve their skills in relation to our products. One such initiative would be the Yamaha Certified Network Engineer Program, [Improvement of Customer Satisfaction \(yamaha.com\)](#) which was launched in June 2021.

» [Relevant Pages \(in Japanese only\)](#)

### ► Receipt of 2021 CRM Best Practice Award

Yamaha Corporation was presented with an award in the 2021 CRM Best Practice Awards program sponsored by CRM Association Japan. This program is designed to promote customer-centric management by recognizing companies, governance agencies, and other entities that have achieved success in building relationships with customers from the perspectives of strategies, operations, and organizations. Yamaha is taking on the challenge of transforming its business

model to one that directly connects with customers digitally, deepens understanding, and creates value together with customers. In this context, we are promoting initiatives to utilize customer input to increase employee sensitivity toward customer experiences with the aim of fostering a corporate culture that continuously creates excellent customer experiences together with customers. In addition to the development of digital frameworks, we are also implementing unique initiatives for cultivating a corporate culture of using such frameworks. These factors are thought to have contributed to our receipt of this honor.



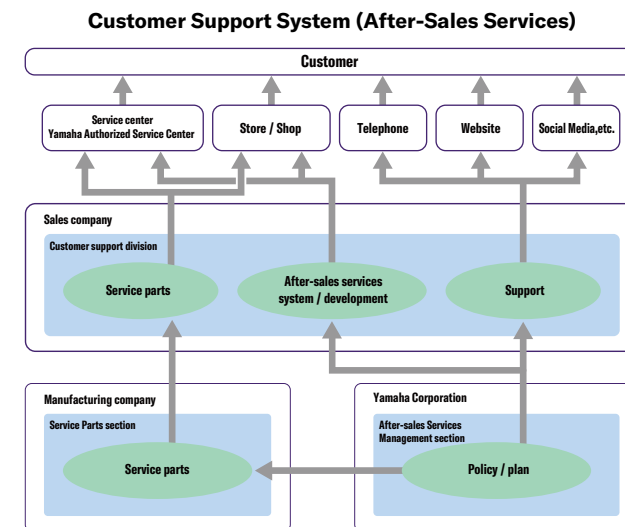
## Customer Response and Support Improvement

### Customer Response and Support Structure

The Yamaha Group has established an after-sales service structure for customers through which it is working to respond to customer inquiries and requests with integrity. Yamaha Corporation has established the After-Sales Service Management Section, which has formulated after-sales service policies regarding the Yamaha Group and that facilitates the monitoring of quality in customer responses and support. Manufacturing companies have established sections for storing and supplying service parts. Sales companies have developed systems, including customer support divisions, through which they offer after-sales services. In the musical instruments and audio products business, Japanese sales company Yamaha Music Japan Co., Ltd., has established the Customer Support Division along with product-specific customer service venues. Overseas, we have created a region-specific after-sales service network. This network includes Yamaha Group service centers, Yamaha-authorized service centers, distributors, and contracted engineers.

These customer support sections develop customer support systems that make use of telephones, websites, and social media in order to facilitate smooth responses to inquiries. Some of these departments have introduced customer management systems using cloud computing.

» [1-6 Offer of After-Sales Services and Response to Customer Inquiries](#)



Yamaha Music Japan Co., Ltd.



Yamaha Corporation of America



Yamaha Music Europe GmbH



Yamaha Music & Electronics (China) Co., Ltd.

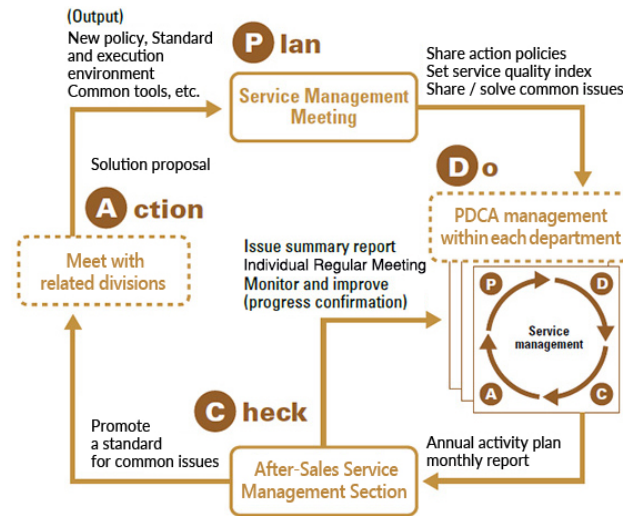
## After-Sales Service Management System

The Yamaha Group has created an after-sales service management system and is working to continually improve the quality of its customer responses and support based on the slogan "ONE YAMAHA."

The Group policy is shared at the annual Service Management Meeting, and Japanese and overseas sales companies and manufacturing companies with service parts centers formulate targets and plans related to after-sales services. Group companies conduct activities according to their plans, and the Yamaha Corporation Quality Assurance Division monitors their progress. In this way, the entire Group works to make improvements to continuously enhance responses to customers and customer support.

In fiscal 2022, the Service Management Meeting was held online using Microsoft Teams in light of the COVID-19 pandemic. At this meeting, customer service representatives from 26 Japanese and overseas companies discussed common issues needing to be addressed by customer service divisions across the Group. Such issues included the need to share information on customer service and support initiatives based on the changing social climate, to contribute to a recycling-oriented society, and to provide information on after-service techniques online. Furthermore, in order to provide standardized high-quality after-sales support services to customers all over the world, the Group established the Group After-Sales Service Policies & Rules, which outline the basic policies to be shared throughout the Group. The Group is also monitoring the implementation status of these policies via check sheets.

## After-Sales Service Management System



Service Management Meeting discussions (held online in fiscal 2022)

## After-Sales Service Education and Training

The Yamaha Group is developing and enhancing its after-sales service network to ensure that customers can continue to use its products with peace of mind. In fiscal 2022, we forewent holding after-sales service skills training sessions for the employees of domestic and overseas Group companies in light of the COVID-19 pandemic. However, online training by sales companies was provided to the repair technicians they oversee in order to transmit skills to these technicians. Meanwhile, our after-sales service skills information portal was used to provide information on after-sales service skills to overseas sales distributors in areas where there are no Group companies.



After-sales service skills training



Training performed during visit to a sales distributor



After-sales service skills training participants

## Personal Information Protection

### Basic Policy

The Yamaha Group recognizes that protecting the privacy and personal information of customers, employees, and other people affected by its business activities is an important social responsibility. Accordingly, we comply with laws and regulations regarding personal information protection as well as with the Privacy Policy and the Group Personal Information Protection Standards to ensure that the precious information with which we have been entrusted is properly managed. The advancement of information and communications technology (ICT) is increasing the risk of information leakage and privacy violations. Nevertheless, the Group is committed to combating potential risks and ensuring the utmost levels of information security.

[» Privacy Policy](#)

### ► Information Security Promotion System

The Company has established the Working Group for Information Security under the Risk Management Committee, which is chaired by the president. This working group monitors the status of compliance with personal information protection regulations, compiles reports on incidents, and examines potential work improvement measures. In addition, the Group appoints individuals responsible for supervising the handling of personal information on a Groupwide basis, and individuals responsible for managing are named on a by-division basis. The Group has also established a system to respond quickly during incidents such as information leaks.

### ► Personal Information Protection Training and Education

We are strengthening efforts to enhance and round out awareness of employees by conducting training and education programs, including those on personal information protection and information leak prevention, and audits for divisions handling personal information.

In 2020, we began implementing an information security e-learning program for all domestic Yamaha Group employees. The scope of this program was expanded to include overseas Yamaha Group employees in February 2021. This program is regularly implemented to provide knowledge and response methods for information security threats, most notably email scams and virus attacks.

### ► Personal Information Customer Service Organization and Responses

Based on the relevant laws and regulations, the Yamaha Group has set up a service organization regarding the personal information collected from its customers. The Group will respond to requests from customers or their proxies to disclose, change, delete, or stop usage of customer personal data held by the Group.

[» Procedures for Responding to Requests to Disclose or Correct Personal Information \(in Japanese only\)](#)

### ► Customer Information Management Initiatives

The Yamaha Group manages personal information on a practical level out of consideration of information security based on the Group IT Management Standards, which detail policies regarding IT management of personal information. Personal information is stored in a system with an auto-encryption feature. In the unlikely case of an information leak, the system is structured so that only authorized personnel can view or use the personal information for an added degree of security. There were no major incidents concerning the management of personal information in fiscal 2022.



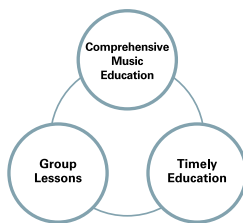
## Products and Services Enhancement

### Music Education Business

The Yamaha Group desires to contribute to the realization of an enriched society in which people around the world are able to enjoy and share in the joy of music. This desire inspires us to develop a music education business both in and outside Japan. The predecessor to this business was a music class that started in the Ginza area of Tokyo in 1954. Since then, the Group has continued providing music education to help enrich the growth of children while establishing and developing the Yamaha Music Education System, a unique education method. Based on its philosophy of “To foster the musical sensitivity that everyone is born with, to develop the ability to enjoy creating and playing the music of their own and ultimately share the joy of music with anyone,” the Yamaha Group provides courses that meet the needs of all generations. These include Yamaha Music Schools for children between age 1 and junior high school and high school age and Yamaha Music Lessons for Adults for both music enthusiasts and individuals interested in learning to play a musical instrument as a hobby.

#### ▶ Yamaha Music School Available in More than 40 Countries and Regions Worldwide

Yamaha Music Schools provide lessons that focus on fostering creativity based on the three features of comprehensive music education, timely education, and group lessons. Our aim is to empower children with the ability to express themselves freely with music through our unique education methods, which include elements such as listening, singing, playing, reading, and creating.



Yamaha Music School logo



Yamaha Music School lesson

Overseas, Yamaha Music Schools are currently operated in more than 40 countries and regions, including Asia, Europe, North America, and Central and South America. Each course is developed with consideration given to the culture and character of the respective region while being based on a philosophy and curriculum for music education developed in Japan. In November 2021, Yamaha Music School Riyadh was opened as the first officially authorized music education facility in Saudi Arabia. This country is subject to theological restrictions, and the performance and broadcast of music in public spaces has been banned for the past 50 years. However, the country’s Saudi Vision 2030\* plan has brought about a change in the social climate. As a result, a local distributor was able to receive approval for their music school operation license, leading to the opening of the aforementioned music school. Yamaha Music School Riyadh offers a piano, keyboard, electric guitar, and violin courses, and a wide variety of other instruments tailored to users ranging from children aged four to adult hobbyists.

\*Saudi Vision 2030: A strategic framework for Saudi Arabia to diversify away from dependence on oil revenues.



Yamaha Music School Riyadh in Saudi Arabia

#### Global Spread of Yamaha’s Music Education Philosophy

The Yamaha Group holds Yamaha Junior Original Concert events that call upon children under 15 years of age studying at Yamaha Music Schools to turn their feelings into music and perform their own compositions. Activities pertaining to Yamaha Junior Original Concert events are carried out in Japan and around the world. Through the common language of music, Yamaha’s philosophy of music education is spreading across the globe.

#### Countries with Yamaha Music Schools (As of March 2022)



### ▶ Yamaha Music Lessons for Adults Catering to Diverse Needs

Yamaha Music Lessons for Adults are provided for a wide range of age groups in locations across Japan. With lessons for everyone from beginners looking to have fun while learning how to play an instrument to intermediate and advanced students dedicated to improving their skills, these lessons allow anyone to enjoy the process of learning and refining music techniques without undue stress. These lessons are provided for learners of all ages at roughly 1,200 site locations across Japan. We offer a variety of courses to match various customer needs, ranging from band courses, vocal and choir courses, wind and string instruments for those planning to play in groups, and keyboard courses for those looking to play alone. As of June 2021, we had a total of 40 courses. Solo lessons are available as well as small group lessons that allow students to improve their skills with an instrument while enjoying music with their friends through a curriculum that helps overcome any discrepancies in musical experience and original educational materials. Furthermore, classroom- and course-specific recitals and Yamaha-sponsored events are held to give students a chance to show off what they have learned and to spread the joy of music. In addition, we offer “Music and Health” and “Sing for Health” wellness programs that capitalize on the health benefits of music.



Yamaha Music Lesson for Adults



“Music and Health” wellness program

### ▶ Casual “Seishun Pops” Course for Singing Fun

The “Seishun Pops” course launched nationwide in 2017 is designed to allow even people with no musical background to have fun singing. This course mainly focuses on popular Japanese pop music or folk songs from the 1960s to 1980s that senior citizens enjoyed in their youth. Without using a score, participants can enjoy songs by singing in harmony or step to the music along with their peers while watching originally made videos.



“Seishun Pops” course

### ▶ Remote Music School Lessons

In fiscal 2022, the COVID-19 pandemic continued to force us to halt lessons at music schools across the globe. However, committed to supporting the uninterrupted learning of students, even during the prolonged closure of music schools, we have begun conducting remote lessons via the internet. By arranging lessons based on the needs of specific customers and regions, we sought out the most effective form for our remote lessons.

## Universal Design Initiatives

The Yamaha Group aims to create an environment in which all people can enjoy the pleasures of music, and we promote universal design to help realize a society that is both rich in communication and that allows people of diverse backgrounds to live comfortably and harmoniously.

The Group implements initiatives that give product developers and designers a better understanding and greater awareness of universal design while also working to enhance employee understanding and awareness.

In fiscal 2017, we began participating in the “Company UD Visiting Lectures” universal design program that is part of the efforts of Hamamatsu City, Shizuoka Prefecture, to promote local development through universal design.

» [Support for Fostering Future Generations](#)

### ▶ SoundUD™ Sound Universal Design Support System

Yamaha Corporation is developing and advocating its SoundUD™ collection of cloud technologies and platforms for supporting universal design in sound.

Since 2015, we have been supporting the development of extremely convenient multilanguage voice and character guides employing SoundUD™ technologies. These solutions are designed to cater to the needs of businesses, public facilities, and tourist facilities that are considering measures for addressing inbound tourism and making their facilities barrier-free. Applications for these solutions include broadcasting announcements in multiple languages and allowing users to view translations of Japanese announcements in their native language in real time through a dedicated smartphone app. This system thus enables easy and appropriate communication of the information in Japanese announcements to people who do not understand Japanese, senior citizens, and individuals with impaired hearing.

In addition, Yamaha Corporation was involved in the establishment of a Ministry of Internal Affairs and Communications-sponsored consortium comprised of the National Institute of Information and Communications Technology and eight other organizations aimed at developing advanced multilanguage translation systems. This consortium will develop simultaneous interpretation technologies that will allow for understandings to be reached in real time by all attendees at international events and other venues. The consortium will also work together with nationwide broadcast

stations to advance a subtitle support project aimed at providing opportunities for equal access to information by ensuring that everyone, including senior citizens and individuals with impaired hearing, is able to understand television and radio broadcasts. Yamaha Corporation is also participating in the global communication development committee assembled to aggregate the capabilities of public, private, and educational institutions in order to advance a global communication plan aimed at tearing down communication barriers around the word. In fiscal 2022, employees filled the positions of director and popularization support division chairperson, thereby contributing to the development and popularization of multilanguage translation systems.

Furthermore, in 2017 the Group established the SoundUD™ Consortium, an organization in which Yamaha Corporation is acting as the secretariat, with the objective of helping create a sustainable society in which there are no concerns about language or hearing ability. Yamaha Corporation is promoting the creation of innovation and new business models originating from Japan while helping facilitate the popularization of SoundUD™ technologies together with the 350 (as of March 31, 2022) member companies and organizations. One service developed in this area is the Remote Cheerer powered by SoundUD™ remote cheering system. The Remote Cheerer powered by SoundUD™ app allows users to engage with sports in an interactive manner, even when viewing from home or other remote locations. This app includes features that transmit clapping and other forms of support to stadium speakers as well as a group chat function that fans separated by distance can use to watch a sporting event together while enjoying voice or text chat. This service has been used at more than 500 events, including soccer, baseball, basketball, rugby, American football, professional wrestling, and track and field events, since its launch, relaying the support of over 100 million expressions of support from spectators. Moreover, Remote Cheerer powered by SoundUD™ won the Grand Prix in the Digital Transformation (DX) category of the CEATEC AWARD 2021 program.

In addition, projects related to the SoundUD™ Consortium have received the following awards in recognition of their concept and the results of their activities.

- Innovative Technologies 2015 Award (held by the Ministry of Economy, Trade and Industry)
- Minister of State for Special Missions Award in 2016 Barrier-Free Universal Design Promotion Merit Award (held by the Cabinet Office)
- Gold Award of IAUD International Design Awards 2016 (in the category of Service Design, held by International Association of Universal Design)
- GOOD DESIGN BEST 100 in 2016 Good Design Award (held by Japan Institute of Design Promotion)
- Semi Grand Prix in Total Solutions category of CEATEC AWARD 2019
- Grand Award of IAUD International Design Awards 2019 (in the category of Communication Design, held by International Association of Universal Design)
- Silver Award of IAUD International Design Awards 2021 (in the category of Interaction Design, received jointly with USEN CORPORATION, held by International Association of Universal Design)
- 2019 Good Design Award (held by Japan Institute of Design Promotion)
- Digital Utilization Special Award in 5th Japan Tourism Award (held by Japan Travel and Tourism Association, Japan Association of Travel Agents, and Japan National Tourism Organization (JNTO))
- 2020 Good Design Award (held by Japan Institute of Design Promotion)
- Bronze Award of IAUD International Design Awards 2020 (in the category of Service Design, held by International Association of Universal Design)
- Grand Prix in the Digital Transformation (DX) category of CEATEC AWARD 2021



SoundUD™ promotional image



Concept diagram for universal design of sound societal structure

## Resolution of Social Issues with Sound Technologies

### ▶ Music Education Solution Utilizing ICT—Smart Education System Remote Classes Using Online Meeting System

» Education Solutions Utilizing ICT

### ▶ Creation of New Workplaces and Proposal of Teleworking Solutions

The COVID-19 pandemic is transforming the spaces in which we work and learn, giving rise to hybrid workstyles that merge office work and teleworking and HyFlex courses that combine face-to-face and online classes. The needs regarding in-office meeting rooms are also diversifying as companies seek to flexibly change layouts to maintain appropriate distance among participants, to more efficiently utilize meeting rooms based on the number of participants and the purpose of the meetings, and to make the sound environments of meeting rooms, which have traditionally been unsuited to remote meetings due to echoes, more ideal for such meetings.

Amid the resulting rise in remote meeting systems, the Yamaha Group has been turning its attention toward such office sound environment issues, leveraging its accumulated technical and product expertise to propose office sound environments that allow for conversations and remote meetings to be carried out without fear of being overheard or concern for noise from the surrounding area.

One offering used for this purpose is the ADECIA remote meeting sound solution launched in 2021. This audio system is a one-stop solution providing microphones and speakers that are optimized for the rooms in question, whether these rooms need to be used for remote meetings or classes. Our ADECIA system lineup includes the ADECIA Ceiling Solution, which is comprised of ceiling array microphones that allow for flexible adjustments to meeting room layouts and efficient meeting proceedings based on the number of participants; the ADECIA Tabletop Solution, which uses wired tabletop microphones to accommodate compact meetings with few participants; and the ADECIA Wireless Solution, an addition to our wireless microphone system lineup that supports optimal remote meetings during and after the [ COVID-19 ] pandemic. We are constantly expanding our lineup of ADECIA products to flexibly accommodate various remote meeting environments as these environments grow more diverse based on applications.



ADECIA Remote Meeting Sound Solution (in Japanese only)

» Remote Meeting Portal Site (in Japanese only)  
» ADECIA Remote Meeting Sound Solution (in Japanese only)  
» Teleworking Consultation Helpdesk (in Japanese only)

### ▶ Thinking about Hearing Health Website

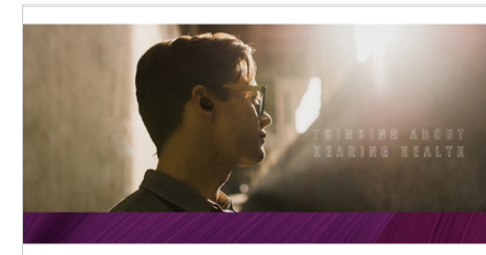
In conjunction with World Hearing Day on March 3, 2022, Yamaha launched its Thinking about Hearing Health website (in Japanese only), which is meant to spread awareness regarding the appropriate volume levels when using audio products and the importance of giving one's ears a break.

A 2019 report by the World Health Organization indicates that around 1.1 billion people aged 12 to 35, or roughly half of this demographic, are at risk of hearing loss, and this number is only expected to increase if steps are not taken to curb this trend. The report also directs attention toward the rising risk of hearing loss as a result of the strain placed on one's ears from extended periods of listening to music at large volumes via headphones or earphones or attending loud indoor or outdoor events.

In order to help address this social issue, Yamaha launched its TW-E and EP-E series of earphones, which are equipped with its proprietary Listening Care\* technology for reducing the strain on listeners' ears, in 2021. The launch of the Thinking about Hearing Health website is meant to complement such efforts through the ongoing provision of information on how to enjoy listening to music and other audio while caring for one's hearing in order to help ensure that people are able to continue to enjoy sound and music for as long as possible. Topics covered will include the appropriate volume levels when listening to music, the importance of giving one's ears a break if they are strained from listening, and how to choose audio products that allow for music to be enjoyed at lower volumes.

Ensuring that people around the world are able to continue to enjoy music throughout their life is an important social mission of a company involved in sound and music. Accordingly, the Yamaha Group will continue to proactively propose headphones, earphones, and other products through its business and product development activities in order to create new value in the home audio field at the intersection between enjoying quality sound and protecting one's hearing.

\* A proprietary Yamaha technology that allows for music to be enjoyed at lower volumes without losing any of the details by adjusting output in line with volume while maintaining the overall balance of low- and high-pitched sound



Thinking about Hearing Health website



TW-E5B truly wireless Bluetooth® earphones

» Thinking about Hearing Health (in Japanese only)

## Solutions Utilizing Sound and New Technologies

Since successfully manufacturing its first piano in 1900, the Yamaha Group has been advancing its technologies to keep up with the changing times while also continuing to develop traditional acoustic musical instruments as well as musical instruments and technologies using the latest electronic technologies. In addition, the Group continues to create better listening environments through research and development regarding sound fields and related control systems while pursuing superior sounds through the manufacture of sound-generating products. We have also been proposing solutions utilizing technologies such as the sensor technologies cultivated through product development and delivering the content that the Yamaha Group proposes under the current “new normal.” In 2021, the Advanced Art Design Laboratory was established jointly between the University of Tokyo’s Research Center for Advanced Science and Technology, Yamaha Corporation, and eight other companies. This laboratory has assembled cross-field research groups consisting of staff from world-leading companies, cutting-edge University of Tokyo researchers, and leading art design professionals. These groups are tasked with swiftly implementing ideas born out of their diverse perspectives and fostering balanced human resources that can address the more complex social issues that will emerge in the future as the development of inclusive societies and social design become increasingly more important, due in part to the push to achieve the targets of the United Nations Sustainable Development Goals (SDGs) put forth for 2030.

» [Music, Discoveries, and New Lifestyles \(in Japanese only\)](#)

### ► SYNCROOM Online Remote Ensemble Performance Service

SYNCROOM is an online remote ensemble performance service that allows users in up to five locations to connect via the internet to enjoy remote ensembles. Standard remote meeting and IP telephony systems are designed for conversations and meetings and thus entail a degree of audio latency that is unacceptable for ensemble performances, which require a high degree of synchronicity. SYNCROOM, meanwhile, uses a proprietary technology to minimize the latency resulted from two-way transmission of audio data via the internet to allow for satisfying ensemble performances to be performed without any sense of irregularity despite members being in remote locations. Moreover, this service can be used free of charge simply by installing the SYNCROOM app and creating an account. As of March 31, 2022, the number of account holders had risen to 150,000, indicating how SYNCROOM is helping users across Japan enjoy performances with colleagues separated by physical distance. The SYNCROOM app was expanded in April 2022 with the addition of a new profile function that enables users to publicly display information such as self-introductions, their favorite music genres, the instruments in which they are interested, and their social media accounts. This profile function is combined with user search and favorite registry functions that make it easy to find users with similar interests and thereby facilitate connections between users. SYNCROOM received the 2020 Nikkei Business Daily Award for Superiority in the Superior Products and Services category in January 2021.

» [Official SYNCROOM website \(in Japanese only\)](#)

» [Official SYNCROOM players website \(in Japanese only\)](#)



SYNCROOM

### ► Distance Viewing Next-Generation Live Viewing Service


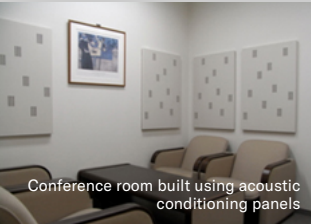



Distance Viewing is a next-generation live viewing service that records the full impact of live performances by artists and faithfully reproduces these performances in a virtual environment. The first Distance Viewing event took place in October 2020. Capitalizing on Yamaha’s musical instrument, audio equipment, and network insight and technologies, this service was developed with the aim of providing a means of mobilizing concert halls, which continue to face a challenging operating environment as a result of the prolongation of the COVID-19 pandemic. Distance Viewing can be used to reproduce performances in a virtual environment by combining faithful live performance audio with life-sized visuals and lightening effects that mimic the actual performance. Moreover, this system can be combined with Yamaha’s Remote Cheerer powered by SoundUD™ remote cheering system to let fans viewing webcasts transmit expressions of support with a tap simply by accessing the dedicated smartphone app. This setup makes it possible for the voices of fans viewing from remote locations to be transmitted to the performance site, giving the impression of a crowded concert hall without any of the health concerns. Going forward, the Yamaha Group will continue to propose means of enjoying music that are suited to the new normal emerging amid the COVID-19 pandemic while delivering solutions that resolve social issues related to sound and music. Distance Viewing received an award in the 2021 Good Design Award program organized by the Japan Institute of Design Promotion.





Distance Viewing next-generation live viewing service

## ► Example Products



### Products for Creating Better Sound Environments

Products	Sustainability features	Related pictures
VSP-2 Speech Privacy System™ (in Japanese only)	Camouflages conversation with an “information masking sound” synthesized from human speech	
Acoustic Conditioning Panel (in Japanese only)	Alters reverberations in rooms and provides clear and comfortable acoustic environments	
Avitecs™ soundproof room (in Japanese only)	Easily realizes a reverberant and soundproof space	
YVC-200 unified communications speakerphone (in Japanese only)	Allows for hassle-free remote communication regardless of time or place	
TW-E3B and TW-E5B truly wireless Bluetooth® earphones (in Japanese only)	Features proprietary Listening Care technology for reducing burden placed on listeners' ears by optimizing sound balance based on volume	
EP-E70A noise cancelling Bluetooth® earphones (in Japanese only)	Features Listening Care, Advanced Active Noise Cancelling for removing interference while faithfully replaying music, and Listening Optimizer for automatically optimizing playback in real time based on listeners' ear shape and usage conditions	

### Sensor Technology Application Proposals

Products	Sustainability features	Related pictures
Thin-film strain sensors	Monitors human motion in real time by mounting sensors on body supports or training wear	
Hydrogen leak detector	Features high-speed response and high sensitivity over a wide, dynamic range and supports various forms and leakage volume	

### Sound Technology Application Proposals

Products	Sustainability features	Related pictures
SilentBrass™ (in Japanese only)	Makes practicing and performing possible anywhere at any time	
TransAcoustic™ piano (in Japanese only)	Enables volume adjustments to be made just like an electric piano	
In-vehicle communication module for automotive emergencies	Enables automatic notification during emergencies and hands-free calling	—

## External Recognition

### ► Daredemo Piano Developed Jointly by Yamaha and Tokyo University of the Arts COI Site Wins Minister of Education, Culture, Sports, Science and Technology Award in 2021 STI for SDGs Program

The Daredemo Piano (The Auto-Accompanied Piano), developed jointly by Yamaha Corporation and the COI Site\*1 of Tokyo University of the Arts won the Minister of Education, Culture, Sports, Science and Technology Award\*2 in the 2021 STI for SDGs program.

The STI for SDGs program was established the Japan Science and Technology Agency in 2019 with the aim of contributing to the accomplishment of the United Nations Sustainable Development Goals (SDGs) by recognizing superior community-based initiatives for addressing social issues through science, technology, and innovation (STI), building upon them, and expanding them to other regions facing similar social issues. The Daredemo Piano initiative was kicked off by the desire of one person, who happened to have a disability, to play music. This initiative was highly evaluated in the STI for SDGs program because of the creativity it exerts to contribute to the accomplishment of the SDGs by combining culture and arts with science and technologies, the widespread applicability it achieves by using the internet to resolve issues surrounding the performance of actual pianos, the potential of the Daredemo Piano as a medical device, and inclusiveness and widespread applicability of having people involved in the initiative serve as instructors for contributing to society. Moreover, the judging committee determined that this initiative deserved the Minister of Education, Culture, Sports, Science and Technology Award as it was based on the underlying philosophy of the SDGs, namely leaving no one behind, and contributes to the accomplishment of several SDG goals, including goals 3, 4, and 10.

\*1 Yamaha Corporation has been involved in the COI Site of Tokyo University of the Arts, a facility that is part of the COI STREAM innovation creation program of the Ministry of Education, Culture, Sports, Science and Technology and the Japan Science and Technology Agency, since October 2015.

\*2 The award was officially presented to the COI Site of Tokyo University of the Arts.

» Please refer to the following press release for more information (in Japanese only).



### ► Receipt of Special Chief Judge's Award in 15th Kids Design Award Program for Make and Play! Instrument Creation Initiative

Yamaha's Make and Play! instrument creation initiative, which gives kids the opportunity to make their own musical instruments from everyday items and then play these instruments, was presented with a special chief judge's award in the 15th Kids Design Award program.

Established in 2007, the Kids Design Award program is organized by the Kids Design Association with the support of the Ministry of Economy, Trade and Industry and the Consumer Affairs Agency. This program aims to honor and communicate to society products, services, spaces, activities, and research projects that contribute to safe living for children, the cultivation of sensitive and creative children, or the development of a society that is conducive to childrearing.

The Make and Play! instrument creation initiative was launched amid the COVID-19 pandemic, when the increased time spent at home was causing uncertainty among parents struggling to get used to the new lifestyle of working at home while raising children while also resulting in a decrease in children's opportunities to engage in physical activity outdoors. The initiative was shaped by our desire to use music to make time at home more fulfilling for children and their families and to provide inspiring experiences that stimulate the senses. As part of this initiative, we provided patterns that could be used to make several musical instruments out of cardboard and rubber bands on our corporate website together with instructions, information regarding key points on how to create and play these instruments, and even background music. In addition, workshops were held for preschools and other facilities. This arts and crafts activity was packed with the fun of musical instruments as the authentic sound produced despite their simple structure meant that kids could enjoy both making and playing instruments.

» [Make and Play! Instrument Creation Initiative](#)

