



# Responsibility to Our Customers

## Examples of Initiatives

In this section, we will introduce the Sumitomo Chemical Group's initiatives in agriculture and gardening related products that are closely entwined with customers' daily lives.

### Product Development for Sustainable Agriculture

Sumitomo Chemical's AgroSolutions Division-Japan is focusing on developing new sustainable agricultural technologies and products for smart agriculture and new biorational products, with an eye on developing and promoting new formulations with new effects and on the changing structure of agriculture going forward.

#### ● Weedkillers for Rice Paddies

In smart agriculture, to make operations more efficient and less labor intensive, more agricultural drones are being utilized. In the field of herbicide for rice paddies, the Company is working to expand its series of the new formulation called FG (Floating Granule), which is self-diffusing and suitable for being sprayed by drones.



FG formulation product packaging and aerial photos of drone spraying

#### ● Fertilizers

The amount and rate of release of a fertilizer into the soil can be adjusted by coating the surface of the fertilizer particles with resin. The Company helps reduce environmental impact by developing coated fertilizers cloaked in resin films calibrated to degrade in soil.

#### ● Biorationals and Botanicals

The Sumitomo Chemical Group defines biorational products as naturally-derived microbial-based crop protection products, plant growth regulators, and rhizosphere microbial materials, as well as the solutions that use them to protect crops from pests or improve the quality or yield of crops. In addition to biorationals, we vigorously work to research and develop new botanical products. In the field of biorationals and botanicals, we further accelerate the research and development of products that contribute to sustainable agriculture.



## “Natural Products” Designated Symbol



(Registered trademark of Sumitomo Chemical)

Natural Products is the shared symbol used to designate the naturally derived products offered by Sumitomo Chemical and the Group companies Sumitomo Chemical Garden Products Inc., SC Environmental Science Co., Ltd., and Sumika Technoservice Corporation.

Reflecting growing compliance with SDG initiatives and environmental awareness, low environmental impact products are increasingly becoming a requirement in all facets of pest control, encompassing everything from crop protection in farming and plant protection in gardening to insect control at home and public hygiene management. The Sumitomo Chemical Group, a leader in providing a wide range of naturally derived products, including biorational and botanical items, is carrying out unified branding activities to increase public awareness of these goods in Japan.

### ■ Target Areas of Naturally Derived Products Sold by Group Companies

Company name	Target areas of naturally derived products
Sumitomo Chemical Garden Products Inc.	Home and gardening
SC Environmental Science Co., Ltd.,	Household insecticides Insecticides for Termite Control Operation and for Pest Control Operation
Sumika Technoservice Corporation	Natural enemy insects
Sumitomo Chemical Co., Ltd. (AgroSolutions Division - Japan)	Crop protection products for agriculture

Natural Products | Sumitomo Chemical Co., Ltd. (sc-natural-products.com) (Japanese only)

<https://www.sc-natural-products.com>



### Communicating with Customers

#### ● Enhancement of Information Dissemination Tools

In 2002, Sumitomo Chemical's AgroSolutions Division-Japan launched the website i-nouryoku as a means of supporting agricultural producers by providing a variety of relevant agricultural information. In addition to the website, we also provide farmers with simple and easy-to-understand product information through social media platforms like Facebook and YouTube via posts and videos.

The division established a customer support office related to Sumitomo Chemical's crop protection chemical products, fertilizers, and plant growth regulators. The division promotes business operations based on the basic stance of prompt, appropriate, and sincere service provided with an awareness of the customer's perspective and ensuring legal compliance.

Furthermore, we respond to questions about gardening. Consultants strive to closely engage with customers to ensure that they can properly and effectively use the Company's products.

Sumitomo Chemical i-nouryoku (Japanese only)

<https://www.i-nouryoku.com/index.html>

The YouTube channel of Sumitomo Chemical's AgroSolutions Division-Japan (Japanese only)

<https://www.youtube.com/channel/UCh0GEjn4LXD7dxEf9uSfnlw>

The Facebook page of Sumitomo Chemical's AgroSolutions Division-Japan (Japanese only)

<https://www.facebook.com/住友化学アグロ事業部-101167691634705/>

Sumitomo Chemical Garden Products Inc. is working to enhance its websites to ensure the provision of easy-to-understand information to a variety of gardeners. In addition, it began uploading videos to YouTube, with content not only ranging from product information videos to instructions on the preparation of diluents and how to read registration slips, but also including Garden Doctor TV, which covers cultivation methods for tomatoes and roses as well as other topics. As for customer consultations, in addition to answering questions via telephone and email, from April 2020 the company began providing web content via the Garden Doctor™ AI, an AI image diagnostic tool that enables anybody to easily diagnose plant diseases and pests at any time.



Sumitomo Chemical Garden Products Inc. official website (Japanese only)

<https://www.sc-engei.co.jp>

Sumitomo Chemical Garden Products' YouTube channel (Japanese only)

<https://www.youtube.com/c/scengeich/playlists>

Sumitomo Chemical Garden Products' Garden Doctor™ AI (Japanese only)

<https://www.sc-engei.co.jp/gardendoctor.ai>



## Responsibility to Our Customers

### ● Improvement of Usability

To meet the diversifying needs of users who enjoy gardening, Sumitomo Chemical Garden Products Inc. constantly works to upgrade its offerings, for example, via improved product containers, as well as to enhance services related to information dissemination and customer consultation.

#### BENICA X NEXT™ Spray

Sumitomo Chemical Garden Products is researching customer concerns through marketing surveys and working to develop products to solve those issues. The company developed a longer trigger for BENICA X NEXT™ Spray that is more comfortable and easier to pull even when spraying continuously.

Sumitomo Chemical Garden Products' BENICA X NEXT™ Spray (Japanese only)

[https://www.sc-engei.co.jp/sp\\_contents/en/201902/benicaXnext](https://www.sc-engei.co.jp/sp_contents/en/201902/benicaXnext)



#### Grass Killer Mega Long Shower GT

The company is working hard to increase the usability of Grass Killer Mega Long Shower GT by developing its bottle through cooperative research with ergonomic experts in order to lighten users' burden, especially by enabling people without much physical strength to scatter the product easily.

Sumitomo Chemical Garden Products' Grass Killer Mega Long Shower GT (Japanese only)

<https://www.sc-engei.co.jp/guide/detail/5318.html>



### ● Provision of safe Agricultural Products

Sumika Agrotech Co., Ltd., a JGAP\* certified farm, strives to encourage sustainable agriculture through the production and sale of safe and secure agricultural goods to consumers.

\* JGAP stands for Japan Good Agricultural Practice.

#### ■ List of JGAP Certified Farms

Farm Name	Registration No.	Location	ASIAGAP/JGAP version	Item	Certification Expiration Date
Farm Nagano, Sumika Agrotech Co., Ltd.	200000045	Nagano Prefecture	JGAP Fruits and Vegetables 2016	(Cultivation, harvest, handling) Strawberries	Mar. 21, 2024
Farm Oita, Sales Operation Department, Sales Division, Sumika Agrotech Co., Ltd.	440000052	Oita Prefecture	JGAP Fruits and Vegetables 2016	(Cultivation, harvesting, handling) Tomatoes, mini-tomatoes	Apr. 23, 2024