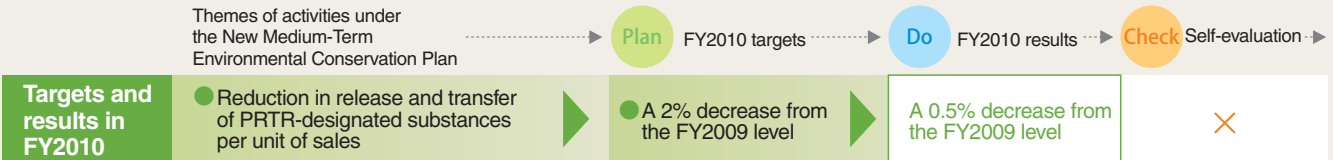


Chemical Substance Controls

The KUBOTA Group has continued concerted efforts to provide appropriate control over chemical substances and achieve the target for reducing them.

Reducing PRTR-designated substances

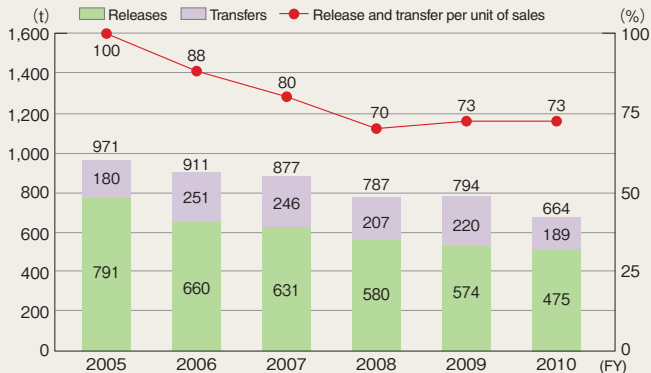
PRTR stands for Pollutant Release and Transfer Register. The PRTR Law, or the Law Concerning Reporting, etc. of Releases to the Environment of Specific Chemical Substances and Promoting Improvements in their Management, is designed to improve management of specific chemical substances by identifying the amount of such substances released to the environment.



Measures taken to reduce PRTR-designated substances

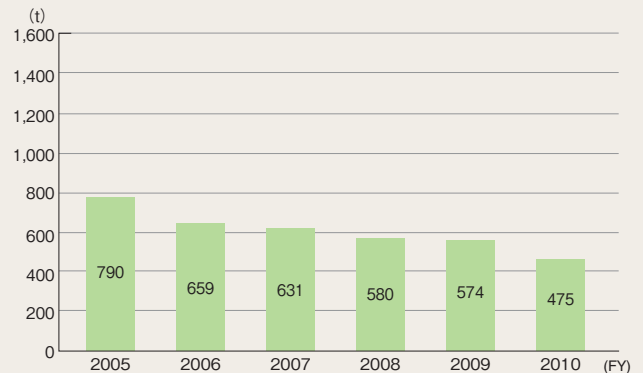
We are working for the reduction of PRTR-designated substances by: replacing conventional products with alternative ones that do not contain these substances, introducing waste thinner recycling units, and improving the production process. In FY2010, we achieved a 16.4% reduction in the amount of PRTR-designated substances released and transferred from the previous year, but the target was not achieved on a per-unit-of-sales basis because sales declined to a greater extent.

Trends in the amounts of PRTR-designated substances released and transferred (Data on business sites in Japan)



* The data shows the total amount of the substances for which the annual handling quantity equaled one ton or more (0.5 tons or more for specific class 1 designations) at each business site and for which reporting is required under the PRTR Law (business sites in Japan only).
 * Release and transfer per unit of sales (FY2005=100)=total release and transfer/consolidated net sales
 * The amount of release and transfer during FY2009 was corrected.

Trends in the amounts of VOC released (Data on business sites in Japan)



* VOC stands for Volatile Organic Compound.
 * The data shows the total amount of VOCs for which reporting is required under the PRTR Law only.

For detailed information on the "Results of PRTR reporting" and "Groundwater management," please visit our website at: <http://www.kubota.co.jp/english/c-data/csr/2010.html>

Reduction of chemical substances in products



Measures taken to reduce RoHS-designated substances

EU's RoHS and ELV Directives and similar regulations of other countries and regions are intended for electrical/electronic equipment and automobiles, and are not applied to most of the industrial machinery offered by the KUBOTA Group. However, we have been taking voluntary measures to reduce the six RoHS-designated substances (lead, mercury, cadmium, hexavalent chromium, PBB, and PBDE) in a well-planned manner. The ratio of KUBOTA models with reduced RoHS-designated substances is 24.2% in FY2010, against the target of 25%.

* The ratio of the value of shipped products that contain RoHS-designated substances (lead, hexavalent chromium, mercury, cadmium, PBB, and PBDE) in an amount equal to or less than the threshold limits (except those products that use RoHS-designated substances for the applications falling under the exemptions specified in the RoHS and ELV Directives) against the total value of shipped products (excluding plants, facilities, work, services, and software development) in FY2010.

Report from the Front Responding to the European REACH Regulations

The REACH regulations* require manufacturers to register chemical substances and provide information on "Substances of Very High Concern" contained in their products. At the KUBOTA Group, the Product Chemical Substances Management Committee was established in October 2009 with a view to building an internal mechanism to collect information on the chemical substances used in our products and provide appropriate control over them, and during FY2010, an information system for chemical substances control was introduced. We will further strengthen measures to meet the REACH regulations by fostering closer cooperative ties with the suppliers of various materials.

*REACH stands for Registration, Evaluation, Authorization and Restriction of Chemicals.