

Enhancing Corporate Value Through Quality Management

The Konica Minolta Group is always endeavoring to realize customer satisfaction by providing valued products and services.

Quality policy of Konica Minolta

The Konica Minolta Group is endeavoring to thoroughly carry out the customer first and quality first philosophies.

The Konica Minolta Group believes that the key to customer satisfaction and reliability is "quality" and is endeavoring to thoroughly carry out our customer first and quality first philosophies as part of the Konica Minolta Group's quality policy.

Based on ISO 9001 certification obtained by the entire Group in the mid 1990s, Konica Minolta is establishing a unified quality assurance system, including affiliate companies and all Group companies in Japan and overseas. Since the corporate integration of Konica and Minolta in 2003, Konica Minolta has focused on strengthening quality management capabilities and on-site abilities and has been promoting "quality management" with the aim of enhancing corporate value.

As a result of these efforts, Konica Minolta was ranked number two in terms of overall evaluation in the 2004 Nikkei Quality Management Survey.

Quality Management Policy of Konica Minolta

The Konica Minolta Group strives for the highest degree of customer satisfaction and trust by putting the customer first and giving a high priority to the quality of products and services.

Our basic approach is to make continuous quality improvements, based on quantitative measurement and analysis of accurate data.

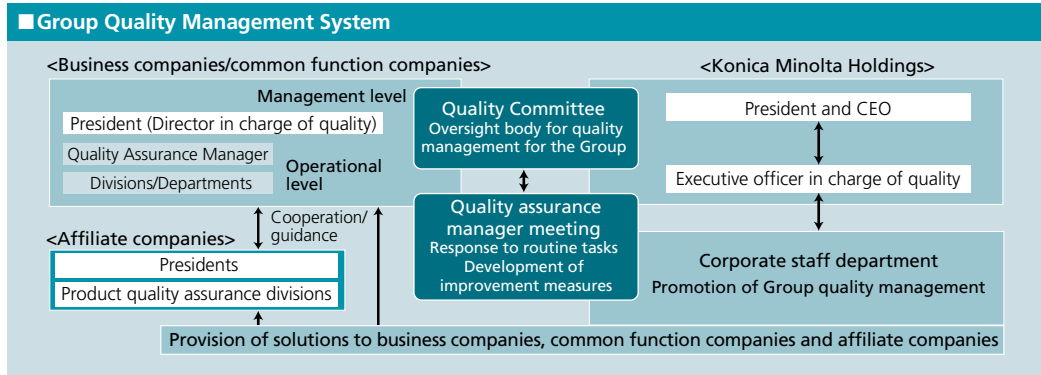
1. Seeking the best customer satisfaction in our industry
2. Anticipating customer needs
3. Global quality system
4. Quality management of products and services throughout the lifecycle
5. Continuous enhancement of quality assurance processes
6. Minimizing product quality risks
7. Disclosure of product safety information

Quality management efforts 1

Konica Minolta is promoting quality management chiefly through the Quality Committee.

The Konica Minolta Group is promoting Group-wide quality management chiefly through the Quality Committee, which oversees quality management for the Group. The Group started conducting "quality inspec-

tion tours by top management," an effort that was strengthened in fiscal 2004, in which the President and CEO visits business sites to engage in direct dialogue with employees.



Quality management efforts 2

We are working to enhance individual employees' abilities and the Group's vitality.

The Konica Minolta Group is integrating improvement activities, including small groups, QC circles and TPM, and deploying these efforts worldwide as "Process Improvement Activities" aimed at enhancing individual employees' abilities and the Group's vitality. Many circles are taking an active role, and the President and CEO recognizes competent circles at the Quality Conference held every year in November. In fiscal 2004, our two circles in Japan participated in the All Japan QC Circle Conference.

Meanwhile, the Konica Minolta Group is promoting "quality engineering (Taguchi method)" to promote quality improvements at development sites. As a result, a large number of successful cases in which development productivity was substantially enhanced have been reported. In addition, we received the gold and the silver prizes at the 2004 Quality Engineering Conference (held by the Quality Engineering Society) in Japan.

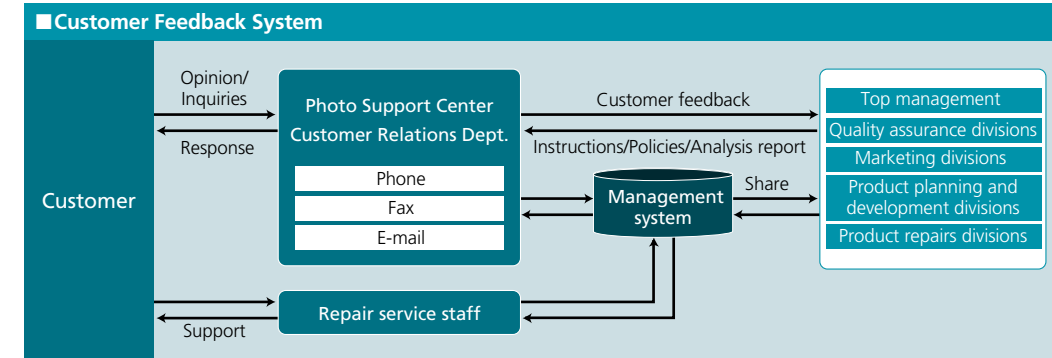
Customer feedback

Konica Minolta is developing an internal feedback system.

We regard customers' opinions received via mail, telephone and e-mail as valuable advice for us to offer products and services that further satisfy our customers. We are developing a system to give feedback throughout the Group.

In relation, in fiscal 2004, in the field of photo imaging, Konica Minolta integrated its Photo Support Center (Call Center), Customer Relations Dept. and Repair

Center, all of which serve as contact points with customers, together at one site in Japan and strengthened its system to quickly analyze and assess opinions sent from over 100,000 customers annually. Based on this system, Konica Minolta made efforts to enhance its response skills so that we can handle points that customers "want us to listen to" and answer questions that customers "want to ask" promptly and accurately.



Reducing quality risks

The Konica Minolta Group is operating its "critical accident information database" worldwide.

The Konica Minolta Group is endeavoring to respond promptly and accurately, take corrective measures and carry out thorough preventive steps when quality-related problems occur in line with its major principle, the customer first philosophy. In an emergency, in particular,

Konica Minolta uses its "critical accident information database," which is operated worldwide, and endeavors to reduce customer risks by grasping an emergency situation within 24 hours no matter where the accident occurs in the world and responding immediately.

Universal design

The Konica Minolta Group pursues comfortable designs for customers.

IT equipment is used frequently by a wide range of people in office environments. The Konica Minolta Group is incorporating "universal designs," which are comfortable, desirable designs for customers, regardless of their age, gender or physical disability. Our development departments are implementing a broad range of design upgrades and conducting continuous assessments and improvements in cooperation with the elderly and people with physical disabilities.



Tilt function of control panels of copiers and multi-functional devices

Angle of control panel can be adjusted to suit individual conditions. By adjusting the angle, persons of different stature or people in wheelchairs can operate it smoothly.

Information security

Konica Minolta prevents confidential information leaks via information equipment.

Recently, copiers and printers are evolving as a network information station, with the increasing need for measures to prevent confidential information leaks.

All of Konica Minolta's copiers and multi-functional devices* launched after the bizhub 7145 which was released in December 2002, obtained ISO 15408 certification, an international certification for information

security. These models are the only products with a security mode in the standard specification (optional for some models), plus their high-level, confidential functions are easy to use.

*Includes products awaiting certification.