

## Coexistence with Society and Communities

Along with its business activities, Konica Minolta engages in a variety of social contribution activities as a member of society.

### Basic stance on social contribution

#### Konica Minolta seeks distinctive social contribution activities.

The Konica Minolta Group believes that it is important to establish, maintain and improve cooperative relationships with society through a variety of activities. In fiscal 2004, the Konica Minolta Group reviewed its past social contribution activities from three viewpoints: "trust and empathy of stakeholders," "planned implementation" and "employees' sentiment, pleasure and sense of accomplishment." The Konica Minolta Group pursues activities that arouse extensive empathy from and give satisfaction to society, as well as people and groups involved and our employees who participated in these activities.

Currently, the Konica Minolta Group is categorizing these activities into a global, regional and local program according to the areas and contents of the activities, along with making efforts to make them more effective.

#### Konica Minolta Group Policy on Social Contribution Activities

The Konica Minolta Group engages in continuous social contribution activities that are widely welcomed by society and receive wide empathy from communities, and is an enterprise that engages in the imaging business globally.

### Global program

#### Konica Minolta makes Group-wide efforts to resolve common issues for all humanity.

There are a large number of common issues for all humanity in various fields, such as the environmental problem of global warming. The Konica Minolta Group's global social contribution activities have yet to be fully developed in further contributing to this area

of concern. However, the Group thinks that sharing things in common and taking Group-wide actions regarding common issues not only serves this purpose in a wider range of social areas but also provides the Group's employees with great pride.



#### Support for Pink Ribbon Campaigns

Together with colon and gastric cancers, breast cancer is a form of cancer most frequently affecting females. The Konica Minolta Group is supporting campaigns to eliminate tragedies caused by breast cancer in many parts of the world. In the U.S. and Lithuania, the Konica Minolta Group made a donation to and voluntarily participated in campaigns against breast cancer. In Japan, the Konica Minolta Group is supporting the "Pink Ribbon Campaign" that underscores the importance of early detection of breast cancer.

#### ★Supporting Sumatra Tsunami Recovery Projects

The earthquake and tsunami that took place off Sumatra, Indonesia, on December 26, 2004 was a catastrophic disaster involving not only Indonesia but also surrounding areas, including Thailand, Sri Lanka and southern India. In relation, three Konica Minolta sales companies in Germany jointly organized a charity drive, responding to calls from employees. Together with contributions from the three companies, the collected money was donated to Action Deutschland Hilft, an organization formed by nine German NGOs to support post-disaster relief efforts. In addition, affiliate companies in the U.S., Spain, Singapore, China and Japan organized charity drives and made donations for restoration efforts through affiliated Red Cross organizations and NGOs in respective countries.

### Regional program

#### The Konica Minolta Group engages in activities that match accumulated management resources and social needs.

Categorizing activity areas into North America, Europe, China, Japan and Other, the Konica Minolta Group engages in activities that comply with regional characteristics

and are welcomed by each region as well as those that effectively are able to utilize management resources accumulated in the field of imaging.



#### Japan

##### Mobile Planetarium

The Konica Minolta Group offers a small mobile planetarium. Its computer graphics provide viewers with the reality of outer space and space-related stories. Since 2001, Konica Minolta has participated in the "All Japan Lifelong Learning Festival" co-organized by the Ministry of Education, Culture, Sports, Science and Technology and a hosting prefecture. People in Yamagata, Ishikawa, and Okinawa prefectures enjoyed the stary sky and the movements of celestial bodies. In fiscal 2004, Konica Minolta co-sponsored and participated in the festival held in Matsuyama city and also visited various places in Japan to offer the mobile planetarium to a total of 12,500 viewers. The mobile planetarium was enthusiastically received and truly appreciated by viewers.



#### Japan

##### Konica Minolta Plaza

The Konica Minolta Group holds a large number of photo exhibitions, such as the Foto Premio program designed to support the works of young photographers, and contributes to the cultural development of photography. In fiscal 2004, about 200,000 people visited the plaza and enjoyed our exhibitions.



#### Europe

##### Class Held by Konica Minolta

In Lithuania, the Konica Minolta Group has been operating the Konica Minolta Class at Kaunas Technical College since 2001. The Group has been promoting understanding and dissemination of the latest precision science as well as the technology incorporated in Konica Minolta's new products among students through classroom lectures and exchanges such as visits to Konica Minolta sites.

### Local program

#### The Konica Minolta Group engages in active operations to realize the betterment of communities.

The Konica Minolta Group is a member of respective communities around the world in which the Group operates. The Group participates in a variety of activities and engages in active exchanges, contributing to

the realization of the betterment of communities through the promotion of mutual understanding and trust in areas where Konica Minolta sites are located.



#### Europe

##### Support for the 40-foot Container Donation Campaign

In the Netherlands, the Konica Minolta Group is participating as a transportation sponsor in a campaign of delivering commodities in 40-foot containers, which are donated to help street children and the disabled, as well as disadvantaged children, in Argentina.



#### Japan

##### Support for Shingen-kou Festival

The Konica Minolta Group's 10 affiliate companies in Yamanashi prefecture co-sponsor the "Shingen-kou Festival," the largest event in the prefecture held in every spring. As many as 40 employees selected from the Group organize and outfit the Konica Minolta unit with traditional costumes from about 450 years ago and participate in the festival.



#### North America Support for the Mentally Challenged

In the U.S., the Konica Minolta Group is dispatching volunteer employees and making a donation to local groups engaging in activities aimed at promoting the health of the mentally challenged and providing them with enjoyable sports and game experiences.



#### China

##### Commemorative Graduation Photographs

In China, in cooperation with local agencies, the Konica Minolta Group presents all graduating elementary and junior high and high school students (approximately 7,000 graduates) in Qingzhou city, Shandong Province, with commemorative graduation photographs every year.