

# Konica Minolta and the Society

Konica Minolta's business success involves the participation and support of our stakeholders across the globe. We are firmly committed to earning their long-standing trust by keeping in close dialogue, while we strive to fulfill our responsibilities as a corporate member of society.

## Customer Relations

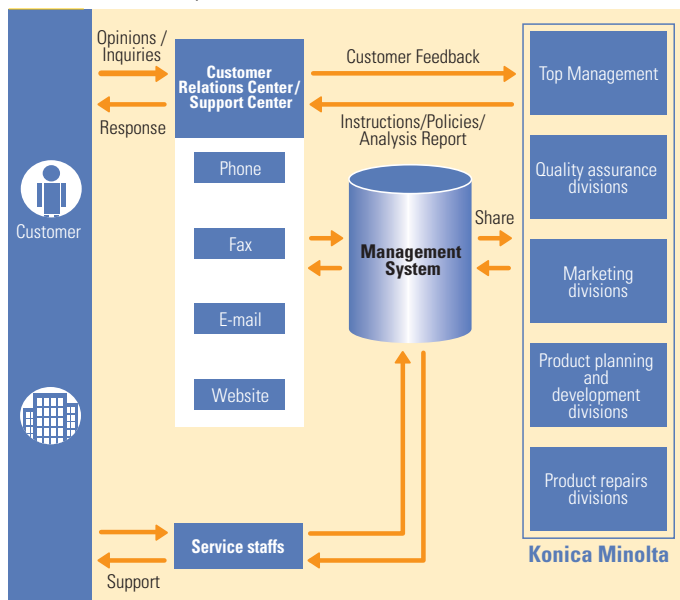
At Konica Minolta, we believe that providing customers with excellent products and services enriches society, and see this as one of our social responsibilities. Our attention to society is evidenced by our many efforts in this area, including close communication with customers, a strong quality management system, and the promotion of universal design.

### Working to Raise the Level of Customer Satisfaction

## Using customer feedback to provide better products

The feedback from our customers about Konica Minolta Group and our products and services is both valuable and necessary as we strive to develop and provide better products to customers. Customers' opinions and comments are received through variety of methods including our Customer Relations Center, Support Center, the company website and e-mail contact. This feedback is then passed along quickly to the Repair, Quality Assurance, Marketing, and Product Planning and Development divisions where it becomes a valuable resource in our efforts to build better products. Customer satisfaction survey results are likewise incorporated into efforts to enhance our products and services.

#### Customer Feedback System



### Working to Raise the Level of Customer Satisfaction

## Careful management of customers' personal information

At Konica Minolta, we have taken exhaustive steps to strengthen our management of customer information and carefully protect personal information. Customers' personal information is often received in the course of responding to inquiries, handling requests for company literature, and when registering product users in order to provide support information. Our Compliance Manual stipulates that when customers provide us with personal information they must be informed of how it will be used, that this information is only to be used for said purposes, and that this information may not be disclosed or otherwise provided to any third parties. These rules ensure that personal information is carefully managed and that information leaks are avoided.

## Quality Management

## Ensuring the quality of our products

The "Quality Management Policy of Konica Minolta" has been established to ensure the satisfaction and trust of our customers. All of Konica Minolta's production sites worldwide operate quality management based on ISO 9001 standards. The Quality Committee, which oversees quality management for the Group, has promoted a uniform quality system in all Group companies and subsidiaries worldwide. This system involves the design and production of safe products as well as accurate and clear product labeling on safety and use.

## ■ 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 life cycle
5. Continuous enhancement of quality assurance processes
6. Minimizing product quality risks
7. Disclosure of product safety information

## Addressing Quality Problems

Quality-related problems are quickly addressed and corrected in line with Konica Minolta's "customer first" philosophy. Any product quality-related problem that occurs anywhere in the world is swiftly reported to business companies in Japan where the cause is studied and an effective program to fix the problem is put in place. We work hard for strong coordination among Group companies, to constantly improve product quality and safety.

## Universal Design

## Promoting universal design concepts in products.

Konica Minolta actively incorporates "universal design" in order to provide products that are user-friendly for everyone, including the elderly and people with disabilities. The principles of universal design are being used in many industries, and we have developed our own guidelines for information technology equipment that is often shared by a wide range of people in office environments.

## Information Technology Equipment

Universal design assessment is conducted repeatedly by having users operate the equipment, after which we then make fine adjustments to improve product handling. The end-results are products that are easier to operate (see below).



Paper tray can be easily held from either a sitting or standing position



Angle-adjustable control panel for people viewing from a low angle

## Shareholder and Investor Relations

Konica Minolta strives to maximize company value and meet the expectations of shareholders and other investors. Through Investor Relations activities we are proactive in disclosing information in order to maintain a fair and strong relationship with shareholders and investors and to have them better understand the Group's operations.

## Investor Relations

## Maximize corporate value through investor relations activities

Konica Minolta's investor relations activities focus on providing shareholders and other investors with accurate information in a quick and fair manner. The IR site on the Company website contains updated annual reports and business reports. It also contains strategies and financial data in both Japanese and English. With 36% of Konica Minolta's shares held by foreign investors (as of March 31, 2004), teleconferences with foreign investment analysts as well as presentations overseas are integral parts of the investor relations program.

<http://konicaminolta.com/investors>

## ■ IR Information materials



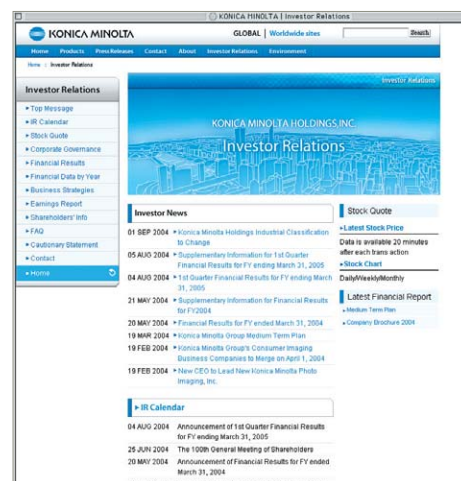
Annual report



Company brochure



Business report



IR section of website



## Meetings with Foreign Investors

During fiscal 2003 I participated in investor conferences held in New York, London, and Hong Kong. We held investor meetings attended by over 100 investment companies, and we are planning for individual visits in fiscal 2004.

(Naomichi Yamada, Investor Relations Department, Corporate Strategy Division, Konica Minolta Holdings, Inc.)