

5

Contributing to Society through the Global Implementation of Local Programs

Contribution to Society

We shall, with a global perspective, affirmatively make contributions to society while respecting local customs and cultures.

COMMITMENT

Konica Minolta aims to be an excellent corporate citizen everywhere it operates and works to gain a solid understanding of regional values and to ensure its activities are in harmony with those values. Through its operations, the Group seeks to show respect for regional cultures, histories, and customs while helping to overcome regional problems.

APPROACH

We contribute to society in a manner that earns society's trust and understanding. We work to maximize our contribution to society by methodically selecting and tightening our focus on the most successful of the diverse programs we pursue within three categories defined by their geographic scope. We promote social contribution programs that are designed to enable participating employees to enjoy their participation and achieve a sense of concrete accomplishment.



2006 TARGETS

We divide our social contribution programs into three categories—global, regional, and local—and work to select the best programs in each category for emphasis and expansion.

Global Programs—These include Groupwide programs with themes common to all humankind.

Regional Programs—Focusing on such individual regions as North America, Europe, Asia, and Japan, social contributions are carried out in conjunction with business activities.

Local Programs—Individual Group companies and sites throughout the world exercise their own initiative and imagination in devising programs that help them build strong relationships based on mutual trust with local societies.



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.

(From the Konica Minolta Group Policy on Social Contribution Activities)

Global Programs

Responding to Large-Scale Disasters

In August 2005, Konica Minolta established decision-making standards and procedures for defining and responding to various types of disasters in response to the high number of major disasters due to earthquakes and unusual weather in recent years. That same month, southern U.S. states were devastated by hurricane Katrina, and, in November 2005, a major earthquake hit a portion of Pakistan. Thanks to the standards and procedures laid out in August, Group companies throughout the world were able to quickly launch programs to gather financial and product contributions and otherwise respond to the disasters.

A fundraising scheme proposed by employees of Konica Minolta Medical Imaging U.S.A., Inc., was particularly successful, and a certificate of thanks was received from the U.S. Red Cross in honor of that program.

Fighting Breast Cancer and the Pink Ribbon Campaign

Throughout the world, Konica Minolta is participating in campaigns to eliminate the great suffering cause by breast cancer. In the United States and Lithuania, for example, the Group makes financial contributions to anti-breast cancer campaigns and encourages its employees to participate in volunteer activities. In Japan, the Group supports the Pink Ribbon Campaign, which seeks to increase consciousness of the importance of early breast cancer

detection. In 2005, we were a special sponsor of the Pink Ribbon Symposium event held in Japan.

Regional Programs

Elementary School Construction (China)

Regardless of the country or region, Konica Minolta believes that promoting better education for children is the responsibility of adults and demonstrates good corporate citizenship. Accordingly, the Group participates in Xiwang Gongcheng (Hope Process), a program that aims to help children overcome economic disadvantages that make it difficult or impossible for them to attend school. In March 2006, Konica Minolta (China) contributed the entire cost of constructing an elementary school in a location 140 kilometers northeast of Dalian that is scheduled to begin operating in September 2006. Plans call for expanding the geographic scope of such initiatives.

Next-Generation Education (Japan)

Konica Minolta is seeking to help further the education of the next generation, which, along with demographic graying, is a social challenge Japan is now facing.

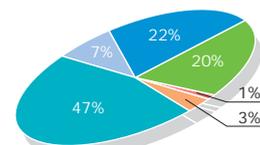
Running Classrooms: Konica Minolta Track & Field Club, which is active in All-Japan Corporate Workers Road Relay Race events, organizes classes for children in various regions of Japan. In these classes, they receive instruction on running and physical fitness. In 2005, classes were held in Hokkaido, Tokyo, Akita Prefecture, and six other locations.

2005 Performance



Total Group spending on social contribution programs

Konica Minolta has conducted surveys of Groupwide spending on social contribution programs for the past three years. In fiscal 2005, the number of such programs implemented by Group companies increased to approximately 700.



Breakdown of total Group spending on social contribution programs

The chart above shows a breakdown of total Group spending on social contribution programs in fiscal 2005. The highest share of spending is on culture and education, followed by next-generation education and health and medical care.



Mobile Planetariums: Using mobile planetariums manufactured by Konica Minolta, astronomy events are organized in various locations in Japan. In fiscal 2005, approximately 10,000 children attended these events.

"Express Your Dreams! What Is a Designer?" Program: Participants in this program—organized by the Japan Industrial Designers Association—commented on what they learned in this program, saying "I think it's important not to give up your dreams" and "I now really want to become a professional designer when I grow up." These comments came from participating children after they viewed the works of leading industrial designers and learned to express their dreams by creating original designs themselves. This workshop, held in Osaka as part of the program, was the first such event in which Konica Minolta designers participated.

Local Programs

Youth Orchestra (Dalian, China)
Ever since the founding of the Zhongshan Youth Orchestra in Dalian City, Konica Minolta Opto (DALIAN) Co., Ltd., has continuously supported the group by contributing instruments, sponsoring concerts, and dispatching employees to give guidance on performance techniques. In December 2005, Konica Minolta was the main sponsor of the 11th Dalian International Music Club Concert, which was attended by approximately 3,000 people.

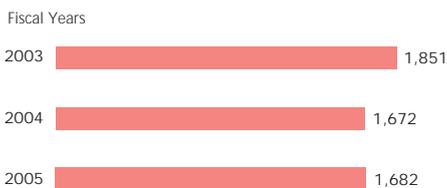
Torino Olympic Gold and Bronze Medals (Norway)

Having won three medals—a gold and two bronze—for ski jumping events at the Torino Winter Olympic Games, Lars Bystoel said, "Please express my thanks to everyone at Konica Minolta." Bystoel works as an employee of Konica Minolta Business Solutions Norway AS, which has been a sponsor of Norway's national ski jumping team since May 2005. As part of its sponsorship, the company hired two athletes and provided support for their training.

Regional Cleanup Campaigns (Japan)

Many Konica Minolta sites throughout Japan maintain ongoing organized local outdoor cleanup campaigns in which their employees participate. In fiscal 2005, Konica Minolta Business Solutions Co., Ltd., organized such campaigns at 128 of its sites, and approximately 50 staff from its Tokyo head office worked for 30 minutes to tidy up and clean up the area lying between the office and the nearest train station. Similar campaigns in other parts of Japan have earned the appreciation of local residents.

-  A certificate of thanks received from the U.S. Red Cross for contributions gathered for Hurricane Katrina relief programs (United States)
-  Groundbreaking ceremony for the construction of an elementary school funded through the Hope Process program (China)
-  Children creating designs in an "Express Your Dreams! What Is a Designer?" Program workshop (Japan)
-  Torino Olympic Medalist Lars Bystoel (Norway)



Number of Group employees contributing blood

Employees at Konica Minolta sites worldwide are encouraged to give blood. Considering this to be an important means of supporting medical care, the Group intends to sustain this program. The graph shows the number of employees giving blood via the Group's program but excludes other employee blood donation initiatives.



Time spent by Group employees on local clean-up campaigns

The graph shows the amount of time spent by Konica Minolta Group employees participating in local clean-up campaigns throughout Japan. In fiscal 2005, approximately 10,000 employees participated in such programs. Many Group sites implement such cleanups periodically on an ongoing basis.

To respond to the general public's growing expectations regarding companies' social contributions, Konica Minolta is further increasing its emphasis on social contribution programs.