

Message from the President

Becoming a Corporate Group that Plays an Essential Role in Society



The Konica Minolta Group is increasing its business worldwide with the aim of becoming an essential corporate group in the field of imaging. This drive is underpinned by the aspiration to win the trust of the world and become an essential corporate group in society; it is also the embodiment of our corporate social responsibility (CSR)¹ activities. As I mentioned in last year's *CSR Report*, we have put world-class CSR programs in our "Forward 08" medium-term business plan. All this is for the purpose of allowing ourselves to advance with our united effort as a Group to achieve this aspiration, while meeting every one of our stakeholders'² economic, social, and environmental expectations.

At Konica Minolta, we create our CSR activities by drawing on the Group's distinctive strengths, and move forward with each of them with real commitment. It is by doing so that we can earn the trust of stakeholders and gain respect as an essential company in society. Therefore, we have made the following measures our top priorities and have earnestly put them into practice:

1. Konica Minolta's CSR activities shall be promoted globally and driven forward Group-wide.
2. Aiming to be an essential corporate group in the field of imaging, the Group shall win trust through unceasing efforts in ensuring quality and environmental safety, as a provider of products and services.

Management Philosophy
The creation of new value

Management Visions
An innovative corporation that continues to create inspiring products and services in the field of imaging
A global corporation that leads the market by advanced technologies and reliability

Corporate Message

The essentials of imaging

The message represents our wish to be acknowledged as an essential company, by offering essential products, services and solutions to our customers in the world of imaging.



Our symbol mark, "Globe Mark," resembling a globe, represents the limitless expansion of Konica Minolta and the new values it offers to customers around the world.

3. The Group shall strengthen its communication with diverse stakeholders, including shareholders, customers, suppliers, members of local communities, and employees, and shall strive to reflect society's opinions in its management practices.
4. The Group shall strive to practice highly transparent management by strengthening internal controls in compliance and other areas.

Konica Minolta always takes a worldwide perspective and has put forward a global operational presence. This strength manifests itself in the Group's ability to create regional businesses worldwide that are each grounded in local society and culture. Capitalizing on this strength, I will spare no effort to continually raise Konica Minolta's corporate value and to cement society's trust in the Group. I believe that the Group's continued success depends on its being a company that is trusted by society and by all its stakeholders.

CSR activities thus fulfill a major role in our group. Konica Minolta is determined to continue Group-wide CSR activities that reflect its earnest mindset and unique approach.

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Yoshikatsu Ota

President and CEO
Konica Minolta Holdings, Inc.

¹ Whereas corporate governance and information disclosure are generally regarded as the major responsibilities that a company has to society, there are many other interpretations of CSR. Konica Minolta believes that CSR means obtaining society's trust.

² Includes shareholders, customers, suppliers, employees, members of local communities with whom the Group carries out business activities, and all other parties concerned.

