

Feedback for *Konica Minolta CSR Report 2006*

Feedback (comments and opinions)

From individual shareholders

- Konica Minolta should raise awareness of the utility and safety of its products, further develop sales channels, increase profits, and give shareholders better returns. At the same time, it must remember to maintain good relations with local communities.
- Rather than just emphasizing environmental efforts and philanthropy, the companies nowadays should take concrete action and link these efforts to benefits.
- In addition to reviewing past activities, Konica Minolta should explain its future plans in more detail.

From employees of Group companies

Germany

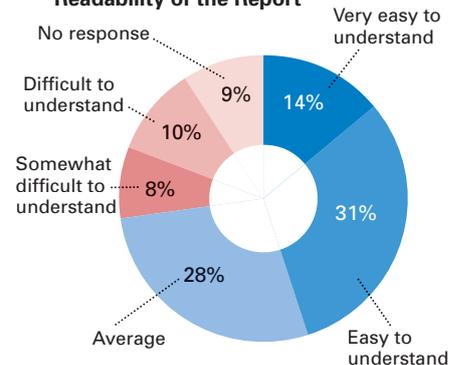
- I had never heard of the *CSR Report* before. This was my first time to read it, and it was very informative.
- The content was dry and difficult to read. It should be more interesting and emotionally provoking.

United States

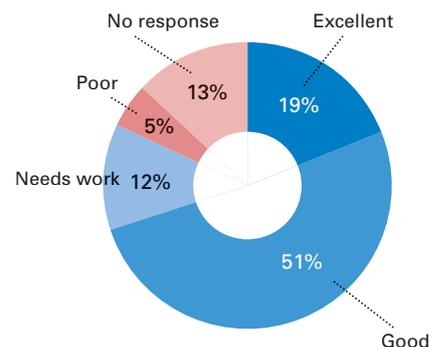
- The local personnel department attached a message outlining the report before sending it out. This helped us feel interested in reading it.
- In Michigan, where a new plant has just been built, it was an effective tool for explaining Konica Minolta to the local governmental agency, the banks, and accountants.
- There is a wealth of information about China and Japan, but not enough about activities in the United States.

Results of the *CSR Report 2006* Questionnaire (Japan survey)

Readability of the Report



Konica Minolta's CSR Activities



Response to Feedback

Konica Minolta's responses to comments featured in "Giving Feedback to Konica Minolta" (*CSR Report 2006*)

- Dr. Morita of Chunichi Hospital said that the company should raise awareness among female employees for breast cancer screening. In response, breast cancer posters were put up in the workplace, announcements were placed on the intranet¹, and pamphlets were distributed explaining the cancer screening process. (See page 26)
- In reference to the feature article on the plant in China, Ms. Kawaguchi of the Daiwa Institute of Research gave the opinion that focusing more on employees would make the significance of CSR activities clearer. In response, topics regarding employees in China have been covered in greater detail in the "Special Feature" and "Respect for Employees" sections of the 2007 report.
- A shareholder noted that progress made on specific commitments should be published in the 2007 report. Thus, in this year's report, the results achieved for fiscal 2006 targets are shown in chart form. (See page 6)
- In response to numerous shareholder comments about the print being too small, this year's report features a larger font.

Response to other comments or opinions

- Employees in Germany commented that it was encouraging to see someone they knew in the *CSR Report*. Therefore, this year we have featured different employees from various countries.

¹ An internal information network for a company or department that operates based on Internet technology.