

Helping create a better society—a vital role for Konica Minolta

Konica Minolta is determined to help create a better society through the Group's regular business activities. Accordingly, the Group continually acts in line with the aim of being an excellent corporate citizen and maintains a global perspective, while working to gain a solid understanding of regional values and concerns and ensuring that its activities are in tune with those values and concerns. Through its operations, the Group seeks to show respect for regional cultures, histories, and customs, while taking on regional issues as its own issues and striving to resolve them.

| Contributing to Society through Corporate Activities

● Basic Stance on Social Contribution

Konica Minolta believes that it is important to establish, maintain, and enhance collaborative relationships with society through a variety of activities. The Group approaches this collaboration from three viewpoints: "stakeholders' trust and approval," "planning and implementation," and "employees' awareness, enjoyment and sense of accomplishment." Konica Minolta engages in activities that receive warm approval from society, and from the people, groups and our employees who participated. We hope the activities give everyone involved a great deal of satisfaction.

Konica Minolta Group Policy on Social Contribution Activities

The Konica Minolta Group sees itself as a global provider of imaging solutions and engages in continuous social contribution activities that are of value to society at large and supported in communities around the world.

| Technology to Support the Visually Impaired

● Three-Dimensional Copying System (Japan)

In June 2007, Konica Minolta launched the PartnerVision bizhub 360, a three-dimensional copying system that can reproduce Braille texts and copies of graphic materials in three-dimensional format to help facilitate the communication of information to the visually impaired. The system comprises a customized copier and a developing machine, and makes three-dimensional copies simply by making a copy on capsule paper (a special-purpose paper) with a customized copier and feeding it into the developing machine. Using this system, it is now easy to communicate content that used to be difficult such as graphs, and maps, as well as letters (Braille).

In 2007, Konica Minolta provided support for an art exhibition featuring contemporary Japanese style paintings, which will go on tour around different art museums in Japan until 2010. The Group offered the three-dimensional copying technology for the creation of posters and guide materials that are readable by touch to help the visually impaired enjoy the exhibition, which has some tactile exhibits.



PartnerVision bizhub 360, a three-dimensional copying system

Holding Running Classes

Konica Minolta launched the Konica Minolta Running Project in 2006, and has offered classes at various venues in Japan to inspire people with the fun of running. The Fun Jogging Class in Hino was held in October 2007 in Hino City, Tokyo, attracting 80 participants, who received practical coaching from members of the Konica Minolta Track and Field Club.



Supporting Breast Cancer Awareness Activities

● Early Detection of Breast Cancer

With the aim of using technology to protect as many women as possible from breast cancer, Konica Minolta developed and is offering digital phase contrast mammography (PCM) X-ray systems, which enable the early detection of breast cancer. In conjunction, the entire Group supports the Pink Ribbon campaign, which raises awareness of breast cancer. In 2007, Konica Minolta undertook a variety of activities aimed at the early detection of breast cancer, including providing special support for the Pink Ribbon Festival, an educational event concerned with early detection and early treatment of breast cancer. The company held a Pink Ribbon T-Shirt Design Exhibition at the Konica Minolta Plaza located in Tokyo, and hung banners supporting the Pink Ribbon campaign at Konica Minolta's Hino and Hachioji sites in Tokyo.



Konica Minolta's Pink Ribbon campaign symbol

Advancing the Pink Ribbon Campaign in China

● Pink Ribbon Campaign in China

In China, breast cancer takes the lives of nearly 40,000 women every year. Konica Minolta is therefore helping to expand the Pink Ribbon campaign in China as well. At the end of 2006, Konica Minolta donated digital phase-contrast mammography (PCM) systems to Fudan University Cancer Hospital in Shanghai and Peking University First Hospital.

In October 2007, Konica Minolta started to sponsor the Women's Health Forum, a lecture series on women's health in Shanghai, to help spread the word among Chinese women of the importance of early detection and early treatment of breast cancer through regular examinations. These lectures introduced scientific methods of breast cancer prevention and knowledge of the disease. Attendees asked many questions, reflecting significant interest in the topic.

Year by year, the Pink Ribbon campaign is gaining more momentum around the world, and Konica Minolta will continue supporting it enthusiastically.



Women's Health Forum Sign (Shanghai City)

Staff Voice

Helping early diagnosis of breast cancer in China

Breast cancer has received a lot of attention here in China. In addition to our social contributions made by donating digital phase contrast mammography (PCM) X-ray systems to hospitals in Beijing and Shanghai, we are hoping to help diagnose breast cancer as early as possible by marketing and selling our PCM systems in China.



General Manager
Konica Minolta Medical & Graphic (Shanghai) Co., Ltd.

Koji Yamada

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Protecting Wildlife

● Working for the Protection of the Green Peafowl (China)

Konica Minolta Business Solutions (China) Co., Ltd., an office equipment sales company in China, donated laser printers to the steering committee and regional offices of the China Wildlife Conservation Association (CWCA) to support the protection of the green peafowl, which is listed as Grade I in the Chinese Catalog of Wildlife under Key State Protection.

In addition, the company enthusiastically undertakes a range of other social contribution activities, including, for instance, supporting schools and lending and donating printers and lending MFPs for use in the Special Olympics held in Shanghai for people with intellectual disabilities.



Certificate given from China Wildlife Conservation Association (CWCA) for the donation



Green peafowl, a Grade I species designated for protection by the Chinese Government

Contributing to the Development of Imaging Science

● Konica Minolta Imaging Science Foundation (Japan)

Tracing its origins back to 1966, the Konica Minolta Imaging Science Foundation has pursued ongoing initiatives focusing on the promotion of imaging science by providing support for research projects in this field. Every year the Foundation seeks out research projects based on new ideas in the field of imaging science on the theme of “the quest for new imaging technology,” and it presents the Konica Minolta Imaging Science Award for outstanding research.

In fiscal 2007, the Foundation solicited applications on three important research topics, including “image-related materials and devices.” The five persons listed below won the award.

Fiscal 2007 Award Winners

Yukikazu Takeoka
Associate Professor, Graduate School of Engineering, Nagoya University
Creation of active photonic crystal, exhibiting angle-independent structural color, with the aim of developing an all-reflective display

Daisuke Nagao
Assistant Professor, Department of Chemical Engineering, Tohoku University
Development of a light-emitting dielectric pattern film using laser-induced pyrolysis

Satoshi Nishimura
Researcher, Department of Cardiovascular Medicine, the University of Tokyo
Elucidation of the cell network and function abnormalities in metabolic syndrome using an in vivo molecular imaging technique

Fumiaki Miyamaru
Assistant Professor, Department of Physics, Faculty of Science, Shinshu University
Development of a terahertz light imaging system for cancer diagnosis

Takayuki Yanagida
Assistant Professor, Institute of Multidisciplinary Research for Advanced Materials, Tohoku University
Development of a high resolution gamma camera using an inorganic fiber scintillator

Experience Space Travel with Konica Minolta

● Manabipia Okayama (Japan)

In November 2007, Konica Minolta participated in the 19th National Lifelong Learning Festival, “Manabipia Okayama 2007,” where it provided an opportunity for children as well as older people to develop an interest in space and astronomy.

Konica Minolta has exhibited the Mediaglobe, a small portable digital planetarium, at the Manabipia festival every year since the festival was held in Yamagata in 2001. A full-dome digital planetarium with multimedia projection capabilities, the Mediaglobe lets spectators blast out beyond our solar system and experience interstellar flight by projecting galaxies and other celestial bodies as three-dimensional models. Konica Minolta also supports the spread of knowledge of astronomy by providing many and varied programs created with computer graphics software.

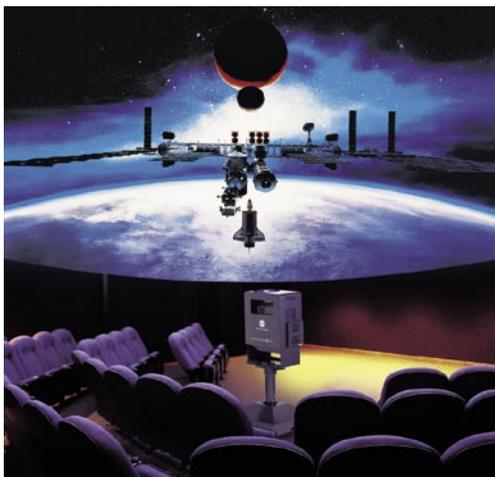


Image projected by the Mediaglobe II

Providing Mobile 110 Emergency Refuges for Children

● Participating in a Community Movement to Protect Children (Japan)

In support of the 110 Child Emergency campaign promoted by the Osaka Prefectural government to ensure the safety of children in the community, Konica Minolta’s Kansai Office joined the campaign in February 2008 with the wholehearted participation of Group employees.

Konica Minolta provides the campaign with approximately 210 sales vehicles in the Kansai region. Child Emergency stickers are put on these vehicles. When a child seeks help, the drivers protect and, depending on the circumstances, contact the emergency services and keep the child safe until police or firefighters arrive. In cooperation with local communities, Konica Minolta will continue putting effort into activities to help raise our children who represent the future.



Child Emergency Sticker



Vehicle with sticker attached

Staff Voice

Protecting children from crime and danger

A broad response to the demands of society is expected of CSR activities today. We will continue contributing to local communities through activities like the Mobile 110 Emergency Refuges for Children campaign, which protects children—society’s future—from crime and danger.



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Staff Voice

Helping the disabled integrate into society

Our support of ONCE (an organization helping visually disabled persons) and other foundations is a natural outcome of our concept of universal design. We go further: taking part in and contributing to the organization's activities and charity events. Through these activities, we help disabled people become integrated into society.



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| Social Contribution in Communities across the U.S.

● Konica Minolta Colorful Tomorrow Foundation (United States)

In February 2007, Konica Minolta Business Solutions U.S.A., Inc., an office equipment sales company in the U.S., established the Konica Minolta Colorful Tomorrow Foundation (CTF), a nonprofit organization, with the goal of expanding its social contribution initiatives.

CTF is run with active assistance from a number of sources such as KIP America, one of the company's business partners, sales dealers and the company's employees, as well as Konica Minolta Holdings, Inc. The fund provides support for the KIPP McDonogh 15 School for the Creative Arts, which offers education to all children, including those from disadvantaged families, in New Orleans. In 2007, CTF began a scholarship program for graduating students from the school. The fund also assisted the school in repairing the school buildings and donated color printers and scanners.

Besides McDonogh 15, CTF also offers assistance for Project Literacy U.S., an NPO in New Jersey, for improving the adult literacy rate, for the Five College Center for East Asian Studies co-operated by Smith College, and another four colleges in the state of Massachusetts, for the International Rett Syndrome Foundation, the world's largest private funder of scientific research seeking a cure for Rett Syndrome, and for other institutions. CTF aims to expand the scope of its activities across the U.S. with the aim of promoting its mission even more vigorously.

| Helping Disadvantaged People around the World

● Donating to NGOs (Spain)

Konica Minolta Business Solutions Spain S.A., an office equipment sales company in Spain, has undertaken global social contribution activities through the support of NGOs that provide help to disadvantaged people. For example, it makes donations and provides other cooperation to ONCE, the largest organization for the visually impaired in Spain and South America, providing care to 67,000 persons with visual impairments. Thus, Konica Minolta Spain's cooperation goes toward helping a lot of people. In addition, Konica Minolta Spain contributes to different charitable undertakings and donates money and equipment to NGOs active around the world, including Colegio La Encina, which provides education to children with learning disabilities, Fundación Vanesa Valtay, which supports children with osteogenesis imperfecta (brittle bone disease), Infancia con Futuro, a project for children living in the Third World, as well as benefit raffles.



Konica Minolta Colorful
Tomorrow Foundation Poster

| Cheering on People, | Overcoming Disabilities

● Supporting Participation in Multi Disabled World Bowls Championship (UK)

In 2007, Bizclub, a social club formed by employees of Konica Minolta Business Solutions (UK) Ltd., raised money to cover the travel expenses for Lea Davis to go to Sydney, Australia to take part in the Multi Disabled World Bowls Championship. In addition to the contributions raised by Bizclub through charity events, Konica Minolta Business Solutions (UK) Ltd. provided donations.

Besides the efforts it made for Lea, Bizclub holds raffles, barn dances, quiz nights, golf days, and other events in order to make donations to a range of local charities and good causes.



Lea Davis and Konica Minolta Group people

| Supporting Art Museums with | Technology that Creates Beauty

● Supporting a Poster Art Museum (Poland)

Konica Minolta Business Solutions Polska Sp. zo.o., an office equipment sales company in Poland, has started supporting the Wilanów Poster Museum with the aim of sponsoring and holding art events. The Wilanów, the world's first poster museum, has an art poster collection currently comprising 55,000 titles, giving it an important worldwide position.

Support of the museum started when Konica Minolta Business Solutions Polska was invited to the opening ceremony of a modern Japanese poster exhibition, held in October 2007, for which it was in charge of printing promotional material. The support provided to the museum takes the form of preparing printed material using Konica Minolta's products and technology. As the next stage, Konica Minolta plans to support the holding of the museum's 40th anniversary event and its 21st International Poster Biennale.



An exhibition at the Wilanów Poster Museum

Staff Voice

Popularization of poster art is an appropriate topic for us

It's no coincidence that we have started supporting the Wilanów Poster Museum, since promotion of poster art is an exceptionally close topic to us, a leading imaging solution provider. We support the museum in creating the publications and other materials for the exhibitions.



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