



















# Summary of CSR Activities in 2011

## The Relationship between Konica Minolta and Stakeholders

\*Details on all activities can be found in this CSR Report as well as on the Group's website.

	Stakeholders	Major Responsibilities (page in this CSR Report)	Tools and Opportunities for Communication
<p><b>Customers</b></p>  <p>P. 25</p>	<p>Konica Minolta does business around the world. Each of its various business operations are handled by separate business companies that serve different customers. The major customers of Konica Minolta's main business operations are corporations, government agencies, and hospitals.</p>	<ul style="list-style-type: none"> <li>● Ensuring product safety  P. 26</li> <li>● Preventing problems with quality  P. 26</li> <li>● Providing appropriate product information in a timely fashion</li> <li>● Providing environmentally responsible products  P. 21</li> <li>● Improving customer satisfaction  P. 28</li> <li>● Realizing customers' overt and latent needs</li> </ul>	<ul style="list-style-type: none"> <li>● Providing customer service via websites and call centers</li> <li>● Providing product information via websites and newsletters</li> <li>● Conducting customer satisfaction surveys</li> <li>● Exchanging information via visits to customers</li> <li>● Exchanging information at showrooms and trade shows</li> <li>● Holding seminars</li> </ul>
<p><b>Business Partners</b></p>  <p>P. 31</p>	<p>Konica Minolta procures raw materials, parts and components from different companies depending on the type of business. Over 90% of these suppliers are located in Japan, China, and elsewhere in Asia.</p>	<ul style="list-style-type: none"> <li>● Ensuring transparent and fair business practices</li> <li>● Implementing CSR throughout the global supply chain (human rights, labor, environment, etc.)  P. 32</li> </ul>	<ul style="list-style-type: none"> <li>● Holding suppliers' meetings</li> <li>● Conducting CSR surveys (self-assessment questionnaires)</li> </ul>
<p><b>Shareholders and Investors</b></p>  <p>WEB</p>	<p>Konica Minolta has 31,067 shareholders. The breakdown highlights relatively high ownership by institutional and foreign shareholders; foreign shareholders own a combined stake of 43.3%, while Japanese financial institutions own 39.9% (as of March 31, 2012).</p>	<ul style="list-style-type: none"> <li>● Ensuring fair and proper returns</li> <li>● Respecting shareholder voting rights</li> <li>● Implementing fair and proper disclosure of financial information</li> <li>● Implementing global IR activities</li> </ul>	<ul style="list-style-type: none"> <li>● Shareholders' meetings</li> <li>● Briefings for investors</li> <li>● Visits to investors</li> <li>● Annual reports</li> </ul>
<p><b>Employees</b></p>  <p>P. 33</p>	<p>Konica Minolta employs 38,206 people worldwide. Of those, 32% are in Japan, 29% are in China and elsewhere in the Asia-Pacific region, 20% are in North and South America, and 19% are in Europe (Figures are based on total regular employees of consolidated companies, as of March 31, 2012).</p>	<ul style="list-style-type: none"> <li>● Ensuring workplace safety and health  P. 34</li> <li>● Respecting human rights and eliminating discrimination</li> <li>● Respecting diversity  P. 35</li> <li>● Fostering and making the most of personnel  P. 36</li> </ul>	<ul style="list-style-type: none"> <li>● Interactive intranet</li> <li>● Group journal</li> <li>● Employee attitude surveys</li> <li>● Dialogue with labor unions</li> <li>● Offering internal help line systems</li> <li>● Exchanging opinions during inspection tours of production sites by senior staff</li> </ul>
<p><b>Local and Global Communities</b></p>  <p>P. 37</p>	<p>Konica Minolta operates in some 40 countries across the globe, and acts as a responsible member of every community where it operates.</p>	<ul style="list-style-type: none"> <li>● Developing social contribution programs that make the most of the group's business expertise</li> <li>● Implementing activities that address local needs</li> </ul>	<ul style="list-style-type: none"> <li>● Activities that contribute to local communities</li> <li>● Community briefings and invitational events</li> <li>● Sending speakers to lectures and places of education</li> <li>● Industry group activities</li> </ul>
<p><b>Global Environment</b></p>  <p>P. 15</p>	<p>As a manufacturer, Konica Minolta engages in various operations that impact the environment, for instance generating CO<sub>2</sub> emissions, which contribute to climate change, using materials derived from petroleum, which is a dwindling natural resource, and affecting ecosystems in various ways.</p>	<ul style="list-style-type: none"> <li>● Contributing to the prevention of global warming  P. 17</li> <li>● Supporting a recycle-oriented society  P. 18</li> <li>● Reducing the risks posed by chemicals  P. 18</li> <li>● Restoring and preserving biodiversity  P. 19</li> </ul>	<ul style="list-style-type: none"> <li>● CSR reports, environmental reports, and websites</li> <li>● Community briefings and explanatory meetings</li> <li>● Collaboration with research institutions</li> </ul>