



# PROFILE

From its origins dealing in photographic supplies more than 125 years ago, Konica has grown into a leading company in the global photographic and imaging industries that is recognized for the excellence and innovation of its products.

Emphasizing a “customer first” policy, Konica aims to synthesize advanced technologies in its development of environmentally sound products that respond accurately to diverse customer needs. The Company’s product range includes photographic film and paper, photo-related industrial equipment, business machines, cameras, optical products, digital still cameras, and magnetic products.

Konica has reorganized its organization to create an internal company system that delineates spheres of management responsibility and facilitates faster decision making. This system strengthens the Company’s competitiveness in a fast-paced operating environment.

In March 2000, Konica embarked on a new medium-term management plan, SAN 2003, with the goals of promoting the transition to an internal company system and transferring management resources to new high-growth business fields.

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