

Branding

I Design

Konica Minolta has been creating attractive designs to enhance brand strength and establish competitive advantage. We achieved various awards in Japan and overseas for five products, such as a gas monitoring solution and a biological information monitoring system "VS1" in fiscal 2021*. As for the gas monitoring solution, its design received a "Good Design Award" organized by the Japan Institute of Design Promotion. The design was highly recognized for maximizing customer value of realizing stable operation of industrial plants by visualizing gas leakage.



Fig. 8 Gas Monitoring Solution

To make sure that the results of these creative activities are protected, educational programs for our designers are put in place. In response to the revision of the Design Act in Japan, which newly included graphic images of GUI in the scope of protection by design rights, the Intellectual Property Division developed and distributed on-line educational materials and educated our employees on practical use of such new design rights leading to the creation of customer value. As to an application software provided through a network, acquiring design rights is gaining momentum to protect graphic images with a unique sense of beauty and excellent operability. Toward increasing our corporate value, as well as values of our products and services, designs addressing various needs of customers are being strategically protected and utilized by design rights.

* For related information :
Konica Minolta Design
<https://www.konicaminolta.com/global-en/design/index.html>

I Brand

Our corporate brands, such as "KONICA MINOLTA" and our symbol logo, represent the credit and trust in Konica Minolta Group, and their value is built by all of our corporate activities. For purposes of maintaining and enhancing brand value, we have the basic policy for use and management of the corporate brands in place.

Under such policy, the Intellectual Property Division is in charge of the legal protection of these corporate brands. More specifically, we have secured trademark registrations for the corporate brands in about 180 countries and have been taking actions (e.g., confiscation of third-party products using our corporate brands without permission, and monitoring and invalidation of trademark registration applications filed by third parties for their marks which are confusingly similar to ours). In particular, in China, Konica Minolta is continuously detecting sales of counterfeit toner bottles, and actively filing oppositions against third-party trademark applications which may cause confusion. These result in preventing damage to the brand value. With these efforts, the corporate brands, one of the driving forces for sustained growth of Konica Minolta, is legally protected, and contributes to the maintenance and improvement of trust placed in Konica Minolta Group.

We are promoting the legal protection by trademark for products and services as well. With respect to our own planetarium which opened at Yokohama in March 2022, we are providing visitors with a rich and unique "starry sky" experience under the trademark "PLANETARIA" and its logo mark.



Fig. 9 KONICA MINOLTA PLANETARIA YOKOHAMA trademark

Key Data for Five-Year Period

(Millions of yen)	FY2017	FY2018	FY2019	FY2020	FY2021
Revenue	1,031,256	1,059,120	996,101	863,381	911,426
Operating Profit	53,844	62,444	8,211	-16,266	-22,297
R&D Expenses	77,021	78,395	74,040	65,034	62,678
Number of Patents Owned	21,276	20,235	20,453	19,814	19,737
In Japan	12,926	11,678	11,757	11,083	11,174
Overseas	8,350	8,557	8,696	8,731	8,563
Number of Patents Acquired	2,269	2,053	2,198	1,850	1,602
In Japan	1,473	1,183	1,226	1,234	1,163
Ranking Among Japanese Corporations *1	12	22	19	11	15
Overseas	796	870	972	616	439
Ranking Among Japanese Corporations in Number of Patents Acquired in the US *2	24	21	24	22	33
Rate of Requests for Examination	48.2%	79.3%	64.5%	82.0%	83.7%
Rate of Patent Grants Decided	83.0%	81.1%	83.0%	76.4%	78.6%

*1 Ranking by number of patents acquired based on information in the Japan Patent Office Annual Report 2022 published by the Japan Patent Office.
 *2 Ranking estimated from information in Intellectual Property Owners Association Top 300 Patent Owners.
 - IFRS Standards
 - Number of Patents Acquired: In Japan = Japanese patents; overseas = US and Chinese patents
 - Number Owned: In Japan = Japanese patents; overseas = US and Chinese patents
 - Rate of Requests for Examination: Number of requests for examination / Number of cases with examination request deadline date within the fiscal year
 - Rate of Patent Grants Decided: Number of patent grants decided / (Number of patent grants decided + Number of grants denied + Number of cases withdrawn after first action or abandoned)

Konica Minolta has been constructing patent portfolios in line with each business plan based on the Medium-Term Business Plan. In fiscal 2021, in accordance with our business conditions and changes in business environments, we carefully examined patent acquisitions for businesses facing an urgent need for profit recovery, whereas for businesses being expected to grow, we focused on new applications and acquisitions of patents that support our Growth Strategy. The total number of patents owned and the number of patents acquired have decreased compared to those of fiscal 2020.

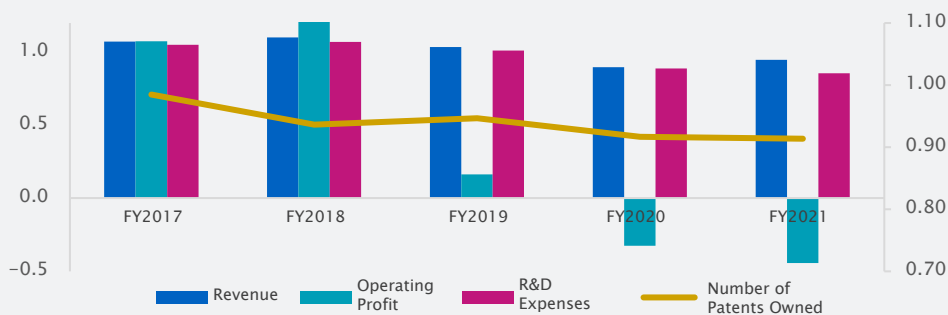


Fig. 10 Key data trends

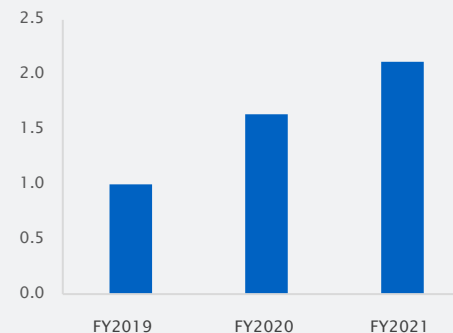


Fig. 11 Trends in index* for filings filed in FY2017 or later with FY2019 as 1

For the patents filed after fiscal 2017, when the "Intellectual Property Strategy 2017-2022" was implemented, the index* obtained by digitizing the degree of attention to such patents has been increasing year by year, and the value of the portfolio of the patents has been improving (Fig. 11). We will continue to evaluate the value of intellectual property and build patent portfolios which contribute to our businesses.

*The value obtained by dividing the right holder score provided by Patent Result Co., Ltd.'s "Biz Cruncher" by the number of active patents.

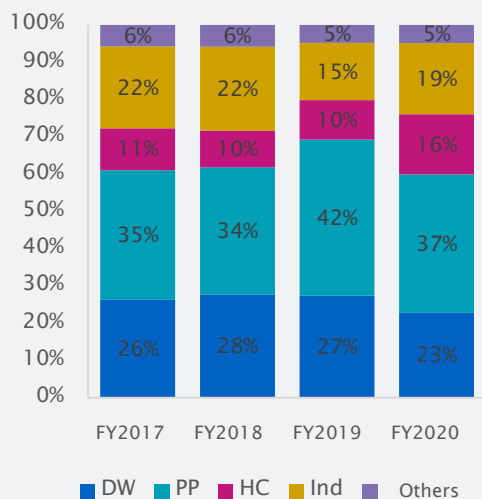
Data Highlights

Transformation of Intellectual Property Portfolios

For the Industry Business, the Healthcare Business, and the Professional Printing Business which are expanding toward growth in the "measurement, inspection, and diagnosis" fields, the allocation of intellectual property investment has increased, and the ratio of the same business in our patent portfolio has expanded (Fig. 12).

Imaging AI for "human behavior, advanced medicine, and product testing"* is our strong area of imaging IoT technology which supports business growth. In this area, the number of patent applications has increased by 38 points compared to that of the calendar year 2020 (Fig. 13).

* For related information :
Imaging IoT technology
<https://research.konicaminolta.com/en/technology/overview/>



*Ratios may change due to reorganization and portfolio restructuring between business divisions, including past figures.

Fig. 12 Component ratio of patent applications by business segment

Patent portfolio related to Imaging AI (indexed on CY2016 as 1)

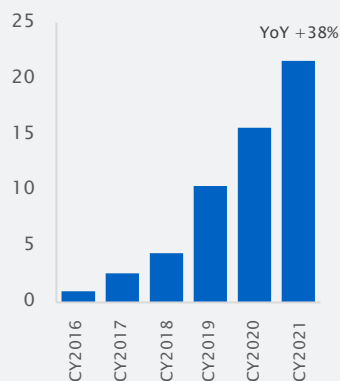


Fig. 13 Changes in the number of patent applications related to Imaging AI

Outside Evaluations of FY2021

<Election to Clarivate Top 100 Global Innovators 2022>

Konica Minolta was elected as one of the "Clarivate Top100 Global Innovator 2022" by Clarivate Plc, a UK-based company providing Information services on a global basis. The top 100 innovative companies and organizations in the world are elected based on data held by Clarivate concerning intellectual property and patents, from among companies and organizations which have filed more than 500 patent applications since 2000 and have obtained more than 100 registered patents in the last 5 years, evaluating by 4 factors—influence, success, globalization, and technical distinctiveness. It seems that our patent portfolio was evaluated as a valuable intellectual property which creates innovation, leading to this election.



* For details: <https://www.konicaminolta.com/global-en/newsroom/2022/0316-01-01.html>

<Election to a good example of descriptive information disclosure>

The Japanese Financial Services Agency has been releasing good examples of information disclosure in securities reports of corporations to encourage sufficient information disclosure which promote a constructive dialogue with investors. Our disclosure about business risk has been introduced in the "Collection of Good Examples of Descriptive Information Disclosure 2021" issued on February 4, 2022. It was evaluated that our securities report was specifically mentioning, with respect to possible risk concerning intellectual property rights, not only use of our intellectual property rights by third-parties and infringement of third-party intellectual property rights, but also promotion of SDGs and countermeasures against COVID-19.

* For details (External link, only in Japanese): <https://www.fsa.go.jp/news/r3/singi/20220204.html>

<Received encouragement prize for invention>

At the Local Commendations for Invention of fiscal 2021 by Japanese Institute of Invention and Innovation, the Encouragement Prize for Invention was awarded for our Japanese Patent No. 6428621 (Invention Title: Optical Film for Liquid Crystal Display Device Resistant to Humidity Variation) and our employee was recognized as the inventor who created an excellent and highly effective technology.

* For details (External link, only in Japanese): http://koueki.jiil.or.jp/hyosho/chi hatsu/R3/jusho_kanto/index.html