



KONICA MINOLTA

## News Release

### Konica Minolta Receives Grand Prize in NIKKEI Smart Work Awards 2018

**Winning the accolade out of over 600 companies confirms the company  
excelling at Human Resources, Innovation, Marketing and Management**

Tokyo (January 29, 2018) – Konica Minolta, Inc. (Konica Minolta) is pleased to announce that the company won the Grand Prize in the NIKKEI Smart Work Awards 2018.



The NIKKEI Smart Work Awards 2018 are designed to recognize excellent companies that can serve as future leaders. The award winners were selected by an external jury that comprehensively evaluated the results of the first NIKKEI Smart Work Management Survey, which Nikkei Inc. started in 2017.

Out of 602 companies covered by the survey, the Grand Prize was awarded to one company and the Special Jury Prize to three companies, while one company was commended in each of the categories of Human-Resources, Innovation, Marketing, and Use of Technology.

#### **Smart Work Management defined by the Nikkei Group**

Smart Work Management is defined as a management strategy for making optimal use of human resources by introducing diverse and flexible workstyles, encouraging innovation, and creating a virtuous cycle of continuously developing new markets, thereby maximizing the productivity and other performance parameters of the organization.

The NIKKEI Smart Work Management Survey examines four areas, namely, corporate competence in three areas – Human Resources, Innovation, and Marketing – plus Management Fundamentals, which is deemed critical for sustainable corporate development. Companies were evaluated based on 18 indicators drawn from the results of surveys of companies, consumer surveys, and publicly available data.

Konica Minolta has been striving to transform itself in order to offer products and services from its customers' viewpoint, and places innovation at the core of SHINKA 2019, the company's current medium-term business plan for sustainable corporate growth. Under this plan, the company is accelerating efforts to evolve into a digital company with insight into implicit challenges. Winning the Grand Prize indicates that Konica Minolta's actions

are in line with the concept of Smart Work Management and the company is delighted to receive this recognition of its efforts.

**Konica Minolta's Actions**

**1. Advancing Personnel Diversity to Drive Innovation**

Recognizing that the personnel diversity is the source of innovation, Konica Minolta is rapidly reforming workstyles and creating a corporate culture in which members with diverse backgrounds can use their skills to the fullest.

Evaluation indicator	Actions taken by Konica Minolta
Implementation and use of technology	<ul style="list-style-type: none"> <li>Effectively sharing knowledge by using cutting-edge systems and improving human work efficiency by Robotic Process Automation (RPA)</li> <li>Building a security-focused remote-work environment covering all members of the company</li> </ul>
Promotion of diversity	<ul style="list-style-type: none"> <li>Encouraging mid-career and international recruiting</li> <li>Hiring diverse personnel and acquiring technologies by facilitating M&amp;A</li> </ul>
Diverse and flexible workstyles	<ul style="list-style-type: none"> <li>Permitting members to take on a second job or work concurrently and introducing the Job Return System to encourage members to apply their external work experience to their work at Konica Minolta</li> </ul>
Investment in human resources	<ul style="list-style-type: none"> <li>Implementing a short-term overseas training program for young members</li> </ul>

**2. Encouraging Innovation for Sustainable Business Growth**

Konica Minolta is encouraging innovation in all aspects of its transformation into a company that offers solutions from its customers' viewpoint by raising the level of its digital imaging technologies and acquiring new technologies through M&A to combine with IoT and AI.

Evaluation indicator	Actions taken by Konica Minolta
Development of new business	<ul style="list-style-type: none"> <li>Opening a Business Innovation Center (BIC) in five locations around the world to develop and offer new businesses tailored to local needs and markets</li> </ul>
Structure for promoting innovation	<ul style="list-style-type: none"> <li>Educating members on the KM-Way methodology, which specifies the concept, process and mechanisms for promoting digital innovation, and applying the methodology</li> <li>Implementing the TRANSFORM AWARD program to share best practices in transformation efforts</li> </ul>
Collaboration with external parties	<ul style="list-style-type: none"> <li>Opening Konica Minolta Hachioji SKT, R&amp;D labs for collaboration with external organizations</li> </ul>

**3. Developing Markets by Offering New Value**

Konica Minolta is striving to create new value to contribute to the evolution of business and society under SHINKA 2019, its medium-term business plan for sustainable growth.

Evaluation indicator	Actions taken by Konica Minolta
Implementation and use of technology	<ul style="list-style-type: none"> <li>Promoting the implementation of digital marketing as a management policy</li> </ul>

Brand prowess	<ul style="list-style-type: none"> <li>• Posting centralized information on the top pages of Konica Minolta's websites in 104 countries around the world</li> <li>• Placing advertisements globally on unified themes, such as new business</li> </ul>
Market expansion	<ul style="list-style-type: none"> <li>• Introducing the design-thinking principle to continue to create valuable society- and human-centric concepts</li> </ul>

#### 4. Management Base Highly Recognized for ESG

Konica Minolta is actively promoting various measures to become a world leader in ESG practices.

Evaluation indicator	Actions taken by Konica Minolta
Comprehensive evaluation of governance, social contribution and information disclosure	<ul style="list-style-type: none"> <li>• Adopting the system of a company with a nominating committee, etc. since 2003</li> <li>• Designating the environment and social innovation as priority issues and promoting efforts to solve social problems while ensuring business growth to achieve the SDGs</li> <li>• Providing information to investors through briefings on ESG efforts and actively disclosing information on the IR website</li> </ul>

Encouraged by winning the Grand Prize, Konica Minolta remains committed to innovation to become a company that continues to create new value to advance business and human society.

■ Four areas covered by the NIKKEI Smart Work Management Survey and evaluation indicators (Source: The Nikkei (Nihon Keizai Shimbun); the largest business daily newspaper in Japan , December 18, 2017)

Human-Resources (7 indicators)	Corporate policy/plan and responsibility structure; implementation and use of technology; promotion of diversity; diverse and flexible workstyles; investment in human resources; enhancement of engagement and motivation; recruitment and retention of human resources
Innovation (5 indicators)	Corporate policy/plan and responsibility structure; implementation and use of technology; development of new business; structure for promotion of innovation; collaboration with external parties
Marketing (5 indicators)	Corporate policy/plan and responsibility structure; implementation and use of technology; brand prowess; market penetration; market expansion
Management fundamentals (1 indicator)	Comprehensive evaluation of governance, social contribution and information disclosure

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