

6. Maintaining and Enhancing Brand Value

We fully recognize the considerable importance of Konica Minolta's brands in the course of promoting our business, and are aggressively pushing forward to maintain and enhance the value of those brands.

Further, we aim to protect Konica Minolta's brands and have accordingly filed applications for trademarks and otherwise taken steps to secure our intellectual property rights in approximately 200 countries, and have registered roughly 3,100 trademarks worldwide.

Moreover, we also regard product design as a key element in our efforts to maintain and enhance brand value. In Japan, Konica Minolta won the Japan Institute of Design Promotion's (JDP) Good Design Award 2014*¹⁴ for our SONIMAGE HS1 diagnostic ultrasound system, bizhub PRESS C1100/C1085 digital printing system, and bizhub C3850 A4 color MFP (see photo below).

Outside Japan, our A3 color bizhub C554e/C454e/C364e/C284e/C224e MFPs won the China Red Star Design Award 2014*¹⁵. The same bizhub series of products have gained global recognition for design excellence, with this being its third award after also having been recognized with the Good Design Award 2013 in Japan and the Red Dot Design Award 2014 in Germany.

We also file design applications and pursue efforts to acquire intellectual property rights with respect to such product designs, in view of brand value considerations as well as the need to address the threat of counterfeit goods. As such, we now have approximately 320 designs registered worldwide.

Products recognized with the Good Design Award



7. Conclusion

At Konica Minolta, we fully recognize that our intellectual property constitutes one of our most important business resources, and accordingly engage in initiatives involving our intellectual property on a daily basis. We will continue to aggressively promote efforts to ensure proper creation, protection and effective use of our intellectual property, thereby providing support for enabling "The Creation of New Value," our management philosophy, from an intellectual property perspective.

Information included in this report with regard to the future prospects of Konica Minolta is provided as forecasts based on the business environment at the time of writing. Such information is subject to change according to changes in the business environment.

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*14 For detailed information on the Good Design Award, visit our website:

http://www.konicaminolta.com/about/releases/2014/1017_02_01.html

*15 For detailed information on the China Red Star Design Award, visit our website:

http://www.konicaminolta.com/about/releases/2014/1219_01_01.html

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