

## 8. Maintaining and Enhancing Brand Value

Konica Minolta is committed proactively to improving and refining product design which we regard to be a key element in our efforts to maintain and enhance brand value. As a result of these activities, Konica Minolta won the Good Design Award 2016, awarded by the Japan Institute of Design Promotion (JDP) for the three product groups presented below. To protect the designs of these and other products of Konica Minolta, we also file design applications and pursue efforts to acquire intellectual property rights in Japan and overseas, from the perspective of heightening brand value and addressing threats posed by counterfeit goods. As such, we have holdings of approximately 340 design rights worldwide as of the end of fiscal 2016.



bizhub PRO 1100

NASSenger SP-1

CS-150 and  
CS-160 Light and  
Color Meters  
LS-150 and LS-160  
Luminance Meters

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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