

## CORPORATE SOCIAL RESPONSIBILITY (CSR)

### Basic Philosophy

The Company believes that managing a corporation in a socially responsible manner is the essence of management itself. The underlying philosophy of the Konica Minolta Group is embodied in the management principles that were created when Konica and Minolta integrated their managements, which are the pursuit of “New Value Creation” and the practice of the “Konica Minolta Group Charter of Corporate Behavior”, and these form the two cornerstones of Konica Minolta’s CSR.

In the Group’s “FORWARD08” medium-term management plan which was created to pave the way for a new growth phase, one basic philosophy is the “promotion of world-class CSR management”. Within this philosophy, particular emphasis is on the slogan “to be a trusted corporation through the continual enhancement of corporate value by strengthening the Group’s global development not only economically, but socially and environmentally as well”. In order to achieve this, the Group is working to strengthen mutually trusting relationships across a broad spectrum of stakeholders, to strengthen product quality and environmental management, to practice Group governance and to strive for continuous improvement.

In strengthening the mutual trust relationships across a wide spectrum of stakeholders, the Group intends to continuously build trust through two-way communications with its stakeholders.

In terms of strengthening product quality and environmental management, we aim, through the provision of socially valuable products and services, to continuously enhance customer satisfaction while at the same time lowering the environmental burden.

In realizing and continually improving Group governance by strengthening the Group’s internal control system including compliance, we aim to realize highly transparent management (for further details, please refer to page 26).

### Environmental Activities

The Group places special emphasis on “prevention of global warming”, “initiative towards a sound material-cycle society”, and “minimization of chemical risks” in its environmental activities.

#### *Prevention of Global Warming*

Konica Minolta has established a goal to reduce total carbon dioxide emissions from all of its business activities and at the time of usage of products to 20% below fiscal 2000 levels by 2010.

#### *Initiative Toward a Sound Material-Cycle Society*

We believe that internal recycling is especially important. We aim to reduce the loss of global resources, reduce waste materials and reduce costs by repeatedly re-using trimmed waste materials and solvents used for production processes in the same plant.

#### *Minimization of Chemical Risks*

From the standpoints of environmental preservation, occupational safety and health, the Group comprehensively manages chemical substances. For harmful substances whose use is unavoidable at production sites, we have consistently planned for reductions in volumes used and emitted into the atmosphere, and we have achieved a 75% reduction in the volume of such air emission between fiscal years ended March 2000 and March 2005. In terms of products, we have completed the needed changes in order to become compliant with the European RoHS Directive (the Restriction of the use of certain Hazardous Substances in electrical and electronic equipment).

## Social Contribution

Konica Minolta is working as a corporate citizen to “contribute to society through environmental consideration and cultural development”, with the goal of realizing an abundant, healthy society. In order to accomplish this, Konica Minolta is actively making a social contribution through the support of culture and arts activities and the promotion of healthy lifestyles as well as environmental preservation.

### *Pink Ribbon Awareness Campaign*

An increasing number of women are suffering and dying from breast cancer even in Japan. A major reason for this is limited knowledge about breast cancer and limited recognition of the potential risk. Breast cancer can be prevented through broader knowledge and awareness, and the Pink Ribbon Awareness Campaign is an effort to

promote the importance of the early detection, diagnosis and treatment of breast cancer. As the Group also seeks the eradication of breast cancer, it supports the Pink Ribbon Awareness Campaign.

### *Mobile Planetarium*

Planetariums allow people to enjoy the starry array of a clear night sky which is seldom visible in big cities. Since we completed the first planetarium in 1958, the Group has provided “a dream world of starry skies and outer space” to many people throughout the world for approximately half a century.

In addition, by using Konica Minolta’s mobile planetariums, events can be held in various regions to Japan that provide the experience of star viewing. In the fiscal year ended March 2006, approximately 10,000 people were able to enjoy this experience.



### **Support for Pink Ribbon Awareness Campaign**

Konica Minolta supports the global movement to eliminate the tragedy of breast cancer, and in Japan supports the Pink Ribbon Awareness Campaign to raise awareness of the importance of early detection, diagnosis and treatment of breast cancer



### **Mobile Planetarium**

Small, mobile planetariums with computer graphics provide exciting outer space visual displays and space-related stories

