



KYOCERA MITA Corporation

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[Editing, Plate Making and Plates]

By using CTP (Computer to Plate), use of polyester acetate film is eliminated from the Plate Making process, also eliminating the use of alkaline developing fluids and acid fixing solutions for developing films and plates.

[Printing]

Paper: Sourced from forests approved by the Forest Stewardship Council, which monitors and approves the paper's transportation, manufacture and printing processes.

Ink: 100% vegetable-based W2 (non-VOC) ink is used, which is free of VOCs harmful to humans and the atmosphere. By using water-soluble washup solution, release of VOCs from press washups is minimized. ("W2" stands for "Water Washable")

Printing: Waterless printing is used, eliminating the use of fountain solution that produces liquid waste. This significantly reduces VOCs.

[Processing and binding]

Polyurethane adhesives, which are easier to remove from the paper when recycling the paper, are used. Paper trimmings are used as feedstock for making recycled paper.

This report was printed at an ISO 14001 certified printing firm, using materials (paper, ink, plates, adhesives) manufactured at ISO 14001 certified firms and factories.

KYOCERA MITA GROUP CSR Report 2009. Published in October 2009.

By pursuing CSR management, we will contribute to the realization of a sustainable society, and the protection of the global environment.



Living Together

Kyocera Mita's business activities are based on the management philosophies of "living together with society," "living together with the world," and "living together with nature."

Guided by the simple and honest idea of being "good for society," "good for the world," and "good for nature," we want to remain a company where all employees give their utmost commitment to their responsibilities, and dedicate themselves to producing outstanding products. By repeating the cycle of providing products to customers and accumulating improvements, Kyocera Mita aspires to remain a company that gains the recognition of customers, employees, the local community and business partners, and sustains growth.

The ECOSYS Concept

The information equipment we manufacture and sell includes printers, copiers and multifunctional products, which all are required to contribute to the customer's business solution by providing various functions at the office.

As a manufacturer of such information equipment, we have a significant responsibility toward society, particularly toward the global environment.

Reducing our load on the global environment has long been an important concern for us, and in 1992 we launched our first cartridge-free ECOSYS Printer, the FS-1500. Since then, the ECOSYS concept has become the basic principle of the products we manufacture.

The ECOSYS concept involves maximizing the lifespan of consumable components, such as the photoconductor drum and developing unit that constitute the heart of an imaging device. At the same time, the lifespan of peripheral units and components are also extended, eliminating the need to replace most of the components throughout the product's

life. This unique long-life technology has enabled Kyocera Mita to provide customers with products with environmental and cost benefits, such as significant reduction of waste and reduction of parts replacement costs.

A product which imposes minimum environmental load throughout its life cycle of production, sales, collection and recycling represents our goal in product manufacturing.

The TASKalfa Brand of Multifunction Products

The global economic downturn triggered by last year's financial crisis in the United States threatened the survival of many companies. Subsequently, as a result of government initiatives, corporate efforts and other measures, the economy has slowly begun to show signs of recovery. The outbreak of novel H1N1 flu was another new occurrence that shook society, since its spread could seriously harm sustained corporate activity.

Businesses face demands as never before to respond quickly to such changes in the social environment, and to act swiftly to solve problems. Keeping up with ever-changing information, and communicating information accurately and expeditiously have become crucial elements of corporate management.

Consequently, tasks related to office documents are becoming more and more complex, and the importance of carrying out such tasks efficiently is increasing. To respond to these needs in the corporate environment, we have launched TASKalfa, a new series of multifunction products (MFPs), in January 2009. With low-environmental-load ECOSYS-based hardware and software that optimizes office-task efficiency demanded by today's information-oriented society, TASKalfa delivers the document environment that serves the customer's business in the best way possible. The brand name, which combining the words "task" and "alpha," was chosen to express that the series is not solely about adding more functions, but is about providing the best solutions to individual customer's tasks.

Up to now, solutions were customized by the manufacturer or specialist staff. With the launch

of TASKalfa, however, an environment is being achieved that will enable business partners, who provide services by working closely with the customer, to set up operating procedures and operation panel designs best suited to the customer's business. TASKalfa is a line of multifunction products that support business management through the provision of products and services most useful to the customer.

Deepening Our CSR Management

Kyocera Mita positioned 2008 as its "first year of CSR" and actively implemented environmental management and social contribution. In 2009 we emphasize deepening our commitment to CSR management, which for us means to "listen carefully to customers and business partners, and make serving their needs our corporate activity," as the goal of the TASKalfa concept indicates.

In addition to continuing our basic CSR activities, such as reducing environmental load at our plants and business facilities, we will engage, with a global outlook and clear goals, in work that contributes to the social and natural environments. In fiscal 2009, our focus is on the following four areas of activities:

1. Taking on the challenge of innovating environmental technology, and developing outstanding eco-friendly products.
2. Thoroughly reducing environmental load at all of our plants.
3. Reducing environmental load by expanding recycling.
4. Expanding our social contribution activities to include support for the development of children, who represent the next generation.

I hope that this CSR report will help readers gain a better understanding of our activities, and I also look forward to receiving honest opinions toward improving what we do.

President **Katsumi Komaguchi**,

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Editorial Policy

This report was published to introduce the social and environmental programs of Kyocera Mita Corporation and its domestic and overseas affiliates to customers, the local community, employees and other stakeholders for the purpose of communication and for further enhancement of the programs.

The report' s main sections cover CSR Management, a Social Report and an Environmental Report, with the Social Report divided into further sections by stakeholder.

In fiscal 2008 significant effort went into the launch of the TASKalfa multifunction products. The social value of the TASKalfa series, as well as a report on one of our social contribution activities, specifically our participation in elementary school science class programs, are included as special features.

We would be very happy to receive your comments and opinions about this report. Please complete and return to us the enclosed questionnaire.

* Stakeholders include customers, shareholders, business partners, employees, the local community, the global community, and all other individuals and parties relevant to the company.

Entities Covered by this Report

This report covers Kyocera Mita Corporation and its consolidated subsidiaries. Some of the articles and topics also relate to overseas companies affiliated to our consolidated subsidiaries. In the case of Triumph-Adler AG (Germany), which became Kyocera Mita' s consolidated subsidiary as of January 21, 2009, we have included its sales and number of employees only.

This report covers the period from April 1, 2008 to March 31, 2009.

Issued in October 2009.

The *Environmental Reporting Guidelines* (2007 edition) by the Japanese Ministry of Environment was referenced in the preparation of this report.

Produced by CSR Promotion Department, Corporate CSR Promotion Division, Kyocera Mita Corporation.

Special Feature

The Social Value of the TASKalfa Series of Multifunction Products

Introducing Our New MFP Brand TASKalfa, which Reflects the Customer-Oriented Commitment of All Kyocera Mita Employees



A new brand of Kyocera Mita multifunction products has been launched. The brand name is TASKalfa.

Kyocera Mita printers have been known by the name "ECOSYS." The term "ECOSYS" combines "ecology," "economy" and "system," representing the product line' s concept of environmental friendliness and low running cost, achieved by our technology for designing long-life products with minimum need for component replacement. Kyocera Mita' s ECOSYS printers have served customers through their superior environmental and economic values.

Built upon this ECOSYS concept, the new TASKalfa range was developed with the idea of pursuing customer usability to the utmost, in multifunction products capable of providing diverse functions and services.

The first product in the range is the TASKalfa 500ci, which is packed with useful functions for the customer. This section outlines the making of the TASKalfa brand, and reveals what kind of aspirations Kyocera Mita employees put into the new brand and the TASKalfa 500ci series.



The Social Value of the TASKalfa Series of Multifunction Products

Manufacturing that Focuses on Usefulness to the Customer

What should Kyocera Mita MFPs be like? Following numerous discussions we arrived at the basic idea of “manufacturing products that are as useful as possible to the customer.” Every Kyocera Mita employee is constantly pursuing “what the customer wants most” as well as “quality that warrants customer satisfaction.”



An anechoic chamber

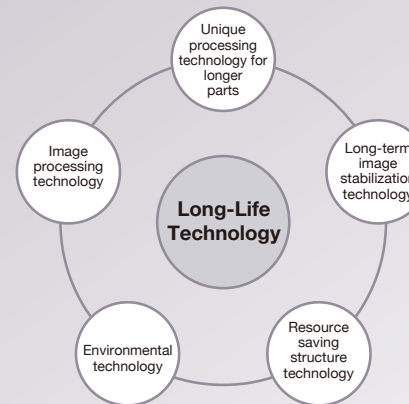
TASKalfa

An MFP series adopting the ECOSYS concept, a development philosophy that forms the basis of Kyocera Mita

As a company providing information equipment to the market, Kyocera Mita considers addressing global environmental problems to be its social responsibility. The ECOSYS concept was introduced to Kyocera Mita's manufacturing activities to fulfill this responsibility.

The ECOSYS concept involves minimizing waste generation and reducing impact on the global environment through Kyocera Mita's long-life technology. The concept is also adopted in the TASKalfa series of MFPs.

A key technology based on the ECOSYS concept is the amorphous silicon drum. Conventional photoconductor drums required frequent replacement due to wear of moving parts and points of contact. The amorphous silicon drum developed by Kyocera Mita has an extremely durable surface, enabling it to last up to 30 to 50 times longer than conventional OPC drums.



Amorphous silicon drums

What does the new brand “TASKalfa” stand for?



Kyocera Mita MFPs are equipped with numerous functions necessary for office document production and management. However, such functions are recognized by the customer only if the customer finds them useful.

TASKalfa stands for MFPs that are the *most* (“alpha”) useful for improving the efficiency of all “tasks” related to office documents. The brand name also evokes the image of a user-friendly MFP because of its sound, which is close to “*tasukaruwa*,” meaning “that’s very helpful” in colloquial feminine speech or Osaka dialect.

TASKalfa does not stand only for the products themselves. It is also a motto embraced by Kyocera Mita employees who are committed to improving the quality of everything Kyocera Mita provides to customers, including sales methods and maintenance services.

TASK + **alfa**
 [Task (activity or work item)] [Alpha (the first letter of the Greek alphabet)]

Employee discussions determined the direction of the new brand and led to new product manufacturing

To develop this new brand of MFPs, members of diverse parts of the company, including R&D, quality control and sales departments, held numerous discussions on the kind of MFP Kyocera Mita should be making.

These discussions led to the basic direction of the new brand, which was “to make MFPs that are as useful as possible to the customer.” This seems obvious and only to be expected as a manufacturer, but its achievement in fact required all employees to be customer-focused, and required the accumulation of various improvements and innovations. Originating the new brand prompted Kyocera Mita employees to start activities to review their work from the customer’s point of view. To share these ideas with the rest of the company, the TASKalfa *Brand Starter Book* was made and distributed to employees. Although activities resulting from the development of TASKalfa are still in their early stages, various departments are now working with new initiatives.



The Brand Starter Book



TASKalfa 221



TASKalfa 500ci



TASKalfa 820

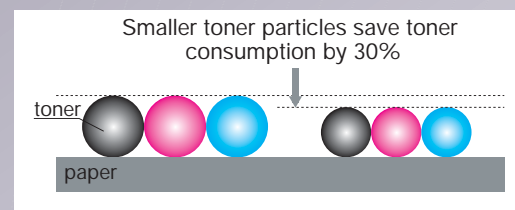
Useful Functions Realized Through Customer Feedback

TASKalfa's development concept was the "improvement of product value and services thoroughly based on the customer's perspective." TASKalfa was developed by pursuing user-friendliness, usefulness of functions, and upgraded services. This page will introduce the functions of TASKalfa 500ci series.

Higher image quality with less toner

High resolution color images were made possible by reducing toner particle size. Smaller particle size also means that color can be reproduced with less toner per unit area compared to conventional models. Furthermore, to prevent the unnecessary consumption of color toners during monochrome print jobs, we have incorporated a technology for canceling the use of magenta, cyan and yellow by the developing unit.*1 [Effect: resource saving]

*1: When printing in black, the magenta, cyan and yellow drum and developing units separate from the transfer belt to prevent unit wear.



Less energy consumption

The newly-developed small-particle toner adheres at lower temperatures than conventional models, realizing shorter warm-up time and lower energy consumption when printing. [Effect: energy saving]

Automatically adjusts the setting to the user

The machine automatically detects the rate of color versus mono prints, coverage rate and average pages printed per day, and automatically optimizes the setting to reflect the customer's style of use, enabling daily tasks to be carried out smoothly. [Effect: higher productivity]



Incorporates years of expertise in long-life technology

The series incorporates Kyocera Mita's many years of expertise in unique long-life technology, such as the long-lasting amorphous silicon drum. [Effect: energy saving]

Handles a wide range of paper and media

The series can handle many types of paper including the heavier paper stocks used for covers. This is made possible by adopting the "rotary guide change" *2 which adjusts the angle of the paper guide to accommodate the paper while the paper is being fed.

*2: Mechanism for optimizing the paper feeding route by rotating the guide that controls paper ejection.

Adopts universal design

The universal design features adopted by the series include the "color wide touch panel" which can be tilted, the LED display that shows the status of document feed and the machine's operating status, the "universal grip" which makes the cassette easier to pull out, and the "toner container" which makes toner replacement easier. [Effect: greater user-friendliness and productivity]

"Color wide touch panel" that is easy to see and operate

The 8.5 inch color touch screen control panel is easy to see and operate. For instance, scanned documents can be previewed on the control panel, reducing the chance of transmitting (outputting) wrong data. [Effect: greater user-friendliness and productivity]

Outputs image data directly from USB drives

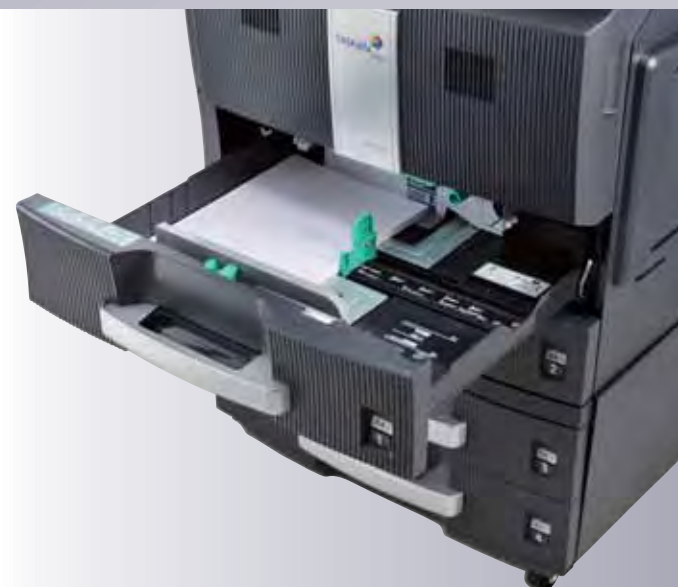
Outputs data directly from USB drives, and stores scanned image data directly to USB drives, enabling output and input without computers. [Effect: greater user-friendliness and productivity]

Heightened security features

The series enables the user to adopt heightened security measures, by supporting the latest SSL, IPv6 and IPsec encryption technologies, as well as individual user authentication with IC cards. [Effect: risk management]

Remote-monitors usage by customers

The series comes with a "maintenance mail" function, which remote-monitors customer usage. Maintenance mail automatically transmits toner level and error information in the event of problems, expediting the provision of necessary services. [Effect: better maintainability]



Comments from our sales people (U.S.)



Danielle Wolowitz,
Product and Solutions
Marketing Manager, Color
MFPs, Kyocera Mita America.

The launch of the TASKalfa 500ci series is having an impact on the increasingly competitive MFP market. At Kyocera Mita America, an interdepartmental project team was formed, led by the marketing department and comprising members from the technical, sales and training departments to conduct sales activities at a larger scale than ever.

During the sales training sessions, the team members demonstrated how to communicate the product value to customers by showing technical evidence, and many dealers have commented that the "image quality is good" and that they "like the sophisticated design." We have received favorable dealer and customer response since the launch, and the team members were gratified by the good start. However, instead of being over-satisfied with the positive response, team members are continuing to follow up with training programs that utilize web conference systems. The training programs focus on how to communicate the strengths of TASKalfa to our dealers. It turned out that the programs attracted a great deal of interest, with 350 applications received for the six training sessions. I feel that there is rising dealer interest toward the market potential of the TASKalfa series.

TASKalfa color MFPs awarded highest-ranking five-star rating by "BERTL's Best 2009."



In June 2009, the four models of Kyocera Mita TASKalfa color MFPs, TASKalfa 500ci, 400ci, 300ci and 250ci received the BERTL Exceptional (five-star) rating, the highest product rating given by BERTL, Inc., an independent U.S. evaluation organization.

At the same time, the series won "BERTL'S Best 2009" awards in 10 categories in the BERTL'S Best Awards 2009.

BERTL is trusted worldwide for its rigorous assessments of digital imaging devices based on user perspectives.

The TASKalfa color MFPs received high marks from BERTL for their ease of use, reliability, and image quality. We are confident that this recognition is the culmination of all Kyocera Mita employees' commitment to creating products that are useful to the customer, which drove the development of the TASKalfa series.

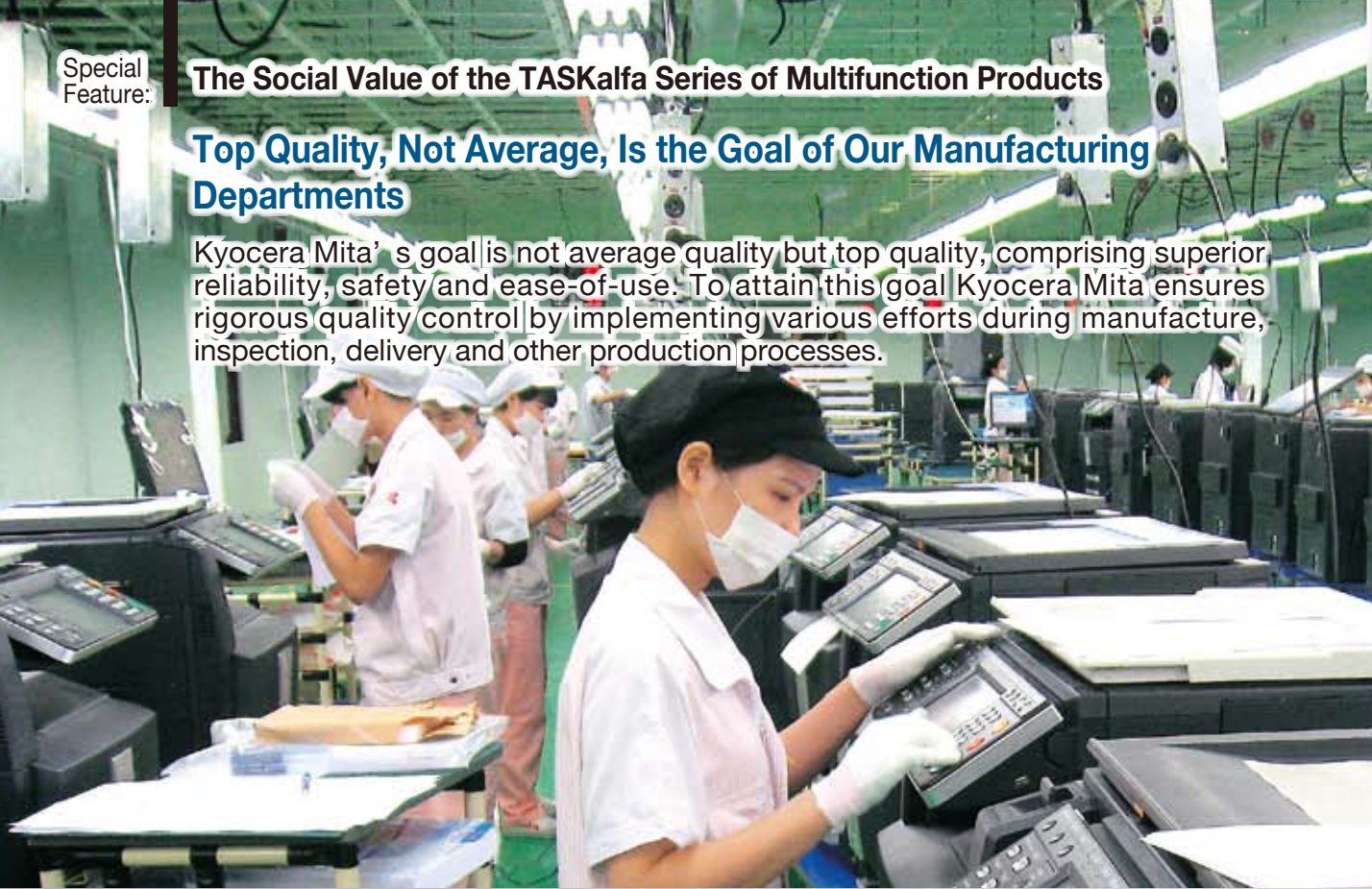


BERTL Five Star (highest-ranking) certificate

The Social Value of the TASKalfa Series of Multifunction Products

Top Quality, Not Average, Is the Goal of Our Manufacturing Departments

Kyocera Mita's goal is not average quality but top quality, comprising superior reliability, safety and ease-of-use. To attain this goal Kyocera Mita ensures rigorous quality control by implementing various efforts during manufacture, inspection, delivery and other production processes.



Meisters,
Equipment Production
Department 2,
Shilong Plant

All Workers Joined Forces to Solve Many Challenges

TASKalfa is one of the most important series produced at Shilong Plant. For this reason, not only those of us responsible for the manufacturing technology but all colleagues contributed their efforts. By striving to meet the required technical standards, we believe that our personal manufacturing skills have also improved substantially. After learning about the mechanism of color MFPs and their working processes, we identified and solved the various challenges posed by their mass-production, in collaboration with Japanese staff members. Because of all these efforts, we were very moved and felt that our hard work was rewarded when we saw the first TASKalfa machines hit the market.

Sharing the Process Design and Production Challenges with the Shilong Plant

When it was decided that the newly-developed color MFPs were to be marketed under the new brand name TASKalfa, our Corporate Production Division launched a project for working in close cooperation with the Shilong Plant. From the very early stages of test production we shared the process design and production challenges with our production colleagues in Shilong.



Yoshiaki Mitsuo,
Production Engineering
Department,
Tamaki Plant

Through this China-Japan collaboration we were able to identify, rectify and countermeasure challenges early, and achieve the superior quality required of TASKalfa. During the mass production tests at the Shilong Plant, we took apart and examined numerous prototypes to verify the quality of assembly. The results of these tests were reflected in the work instruction manuals and in the improvements and upgrading of production tools. All members of staff gave their commitment to a *monozukuri* that is capable of assuring better quality and is more productive.

Realizing the Standard of Quality Kyocera Mita Aspires to

Kyocera Mita considers listening closely to customers and creating products developed from the customer's point of view to be its most important duties. To fulfill these responsibilities, Kyocera Mita implements the following reliability and safety assessments.

- **Realizing Reliability:** To ensure that our products work consistently in the customer's environment, we conduct various types of tests under harsh environments ranging from the extremely hot and humid to the extremely cold and dry. The wide-ranging tests cover approximately 1,000 test items. We also conducted joint assessments with product support staff from our domestic and overseas dealers at an early stage of development. The purpose of these joint assessments is to identify and correct problems caused by environments and usage unique to respective markets before the products are launched.
- **Assuring Safety:** In addition to meeting safety standards in countries around the world, we have created our company's own PL (Product Liability) Product Safety Standards to remove potential risks beforehand. As part of our product development process, we also tested actual equipment units for serviceability and maintainability, and subjected the test results to a classification assessment to identify structural issues.



Koji Sawamoto,
Corporate Quality
Assurance Division,
Project Planning
Division



Testing under simulated harsh environments

Training and Education Activities for Fostering a Corporate Culture Conducive to *Monozukuri*



Yoshimitsu Nakabayashi,
Deputy Chief
Executive Officer,
Shilong Plant

Greeting exercise: To foster a corporate culture conducive to *monozukuri*, we are promoting the practice of exchanging greetings among employees in China, where it has not been customary for employees to greet each other unless they are acquainted. Workplace managers greet their staff as they arrive on Monday mornings, and this practice is gradually taking hold among employees.

Student training: This is a novel form of new-employee education that we provide. We have created connections with schools to provide job-seeking students with training that we normally provide to our new employees. Our training is provided as part of the school Curriculum. This innovative program enables students to try out the company before they decide to enter employment, and provides them with the valuable opportunity to experience the seriousness of the professional world.

Publication of corporate newsletters: This year we have started to issue a corporate newsletter, titled *YUAN YE*. The title represents our aspiration to create a new culture, and our hope that a culture of excellence will take root at our Shilong Plant.



Soichi Uehara,
Production Division
General Manager,
Shilong Plant

Adopting the Group Cell Production System*

We introduced the group cell production system for producing the TASKalfa series. Unlike conventional line production systems, where processes are aligned sequentially, group cell production bundles several processes into a "cell." A single worker carries out tasks equivalent to multiple processes in a production line, and works on multiple products simultaneously, thereby eliminating redundant work and minimizing quality inconsistency. This production system calls for the superior skills of experienced workers, and was consequently regarded as inappropriate for production in China, where employee turnover is generally higher than in Japan.

However, when it came to the production of TASKalfa, the strong commitment to this product shared by our entire workforce prevailed over such stereotypical thinking, and group cell production became our method of choice for attaining top quality, as opposed to average quality. Workers and supervisors joined force: work methods were scrutinized and numerous uncompromising work trainings were held, and eventually, Kyocera Mita Shilong Plant's distinct style of group cell production took shape.

The introduction of group cell production has resulted in quality and performance far exceeding our conventional standards: counting from the very first TASKalfa MFP ever produced at our plant, we are continuing to achieve 100% delivery inspection pass rates.

* Group Cell Production System : System that producing a product by an individual or a small group of skilled workers

Group Cell Production Invigorated the Workplace and Made Us Aware of Skill Improvement

The most important factor for work is concentration. You will always complete defect-free products if you concentrate. Diligent daily training enabled us to become full-fledged workers, capable of newly joining group cell production work. Mastering work-related skills is not easy; it has been trying, but by taking on these challenges we have been able to grow and acquire many kinds of knowledge.

We also became more close-knit as a team, and we tend to help each other more. Our workplace has become much livelier than before, and the team is really like one big family. There is a genuine sense of solidarity among team members, and a real sense that skills are improving daily. We are hoping to serve as examples to our juniors and influence them positively, so that everyone in the team can become "Meisters."*

* Kyocera Mita's "Meister System" awards seven different titles according to levels of individual skill.



Chen Xiao Ping (left) and Zhang Chun Yan (right),
Meisters, Equipment
Production Department 2,
Shilong Plant

The Social Value of the TASKalfa Series of Multifunction Products

The Sense of Accomplishment Gained by Overcoming New Challenges

Members of the TASKalfa development team held a reunion to talk about the pains and joys of taking an unprecedented approach to new product development

Participants: Chisato Hatakeyama, Naoki Yamane, Kazuhisa Edahiro, Koji Minamoto and Tsukasa Sugiyama, Corporate R&D Division; Yuki Shibahara, Takayoshi Furukawa and Takaya Akiyama, Corporate Strategy Planning Division



Credo and policies

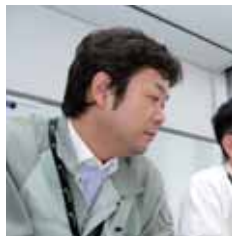
Regarding TASKalfa as a product that could “make or break” our company, we attached greater importance to customer opinion than anything else, and repeated trial and error to incorporate in-demand features like networking and internet capabilities.

Because this was a new series, we worked to include new functions and new technologies. There were high expectations from both within and outside the company, so we strived to develop a trouble-free machine that customers would truly appreciate.

In conventional machines, the functions tended to dictate usage. We reoriented our way of thinking 180 degrees for this new series, and gave top priority to ease-of-use and productivity for the customer, so that the machines remain true to their name, TASKalfa.

In response to customer requests, I placed importance on improving the user-friendliness of the control panel.

The silver-and-black body design was chosen for its suitability for the new brand. To make sure that the design will be accepted by our global customers, we conducted surveys in the U.S. The result was in favor of the design, and enabled us to move on with the development with confidence.



Difficulties

Considering total optimization was a challenge. Because I had no previous experience in what I was attempting, it took time.

We reduced energy consumption by lowering the melting point of the toner. But the low melting point toner caused various problems, and solving them was a challenge. Aiming for high image quality also drew attention to previously unnoticed issues, and correcting them involved hard work.

The color wide touch panel was offshore-developed* in India for the very first time. Since this was the first time I had worked with Indian partners, we sometimes had communication difficulties. On the technical side, making the panel capable of directly conveying the customer’s touch involved a great deal of work.

To develop this series, we gathered customer feedback from around the world. However, because of the difference in the types and scales of businesses, and consequently the way in which business is conducted in each country, deciding which feedback or requests to incorporate in our product was difficult. There were also ingrained habits that many people seemed reluctant to give up, so creating a machine that involved breaking such habits posed a challenge.

* Offshore development: commissioning of systems development and operation to overseas vendors and subsidiaries.



High points and rewarding moments

I feel satisfied in the fact that we achieved technical advancement by incorporating new functions into the TASKalfa series. I am also happy that the series is receiving favorable reviews from our dealers and sales companies.

Because of the shared consensus that this was a “make or break” product for our company, there was a high degree of interdepartmental cooperation, which improved interdepartmental communication, which in turn created an environment conducive to future projects.

We were able to incorporate all of the functions that we had originally envisioned. I also believe that by achieving high image quality through the process, color MFPs have become an option for a wider customer base.

TASKalfa made us more aware of the fact that we are marketing the product in tandem with our overseas sales companies. I am happy that we were able to devise new sales methods. I am also satisfied with the fact that the substantial amount of feedback we received from sales companies helped to dismantle any walls that existed between us, facilitating collaboration.



CSR Management

Kyocera Mita manages its corporate activities on the basis of the Kyocera Philosophy—a universal philosophy based on the question “What is the right thing to do, as a human being?”



CSR Management

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- 18 Compliance and Risk Management
- 19 Intellectual Property-Related Activities

Kyocera Mita's Basic Management Philosophy

Corporate Motto

敬天愛人

Respect the Divine and Love People

Preserve the spirit to work fairly and honorably, respecting people, our work, our company and our global community.

Management Rationale

To provide opportunities for the material and intellectual growth of all our employees, and through our joint efforts, contribute to the advancement of society and humankind.

Management Philosophy

To coexist harmoniously with our society, our global community, and nature. Harmonious coexistence is the underlying foundation of all our business activities as we work to create a world of prosperity and peace.

Business Management in Accord with the Kyocera Philosophy

In order to realize the management rationale of the Kyocera Group, Kyocera Mita has always managed its business activities in accord with the Kyocera Philosophy. The Kyocera Philosophy is a corporate philosophy that is rooted in the real-life experiences and empirical rules of the founder of the Kyocera Group, Kazuo Inamori, and emphasizes the significance of commitment to fair management and operation, while upholding "doing what is right as a human being" as the principal criterion for business decisions. We distribute the Kyocera Philosophy Handbook and the Kyocera Employee Action Guidelines to all employees, to encourage them to voluntarily learn the Kyocera Philosophy and act responsibly as a member of the company. In the execution of business activities, we employ the two principal management tools—the Amoeba Management System (a small group (amoeba)-based management method) and Kyocera Accountancy (Kyocera Group's accounting principles), both of which have been developed to realize the Kyocera Philosophy.

The Kyocera Philosophy Handbook

This handbook explains the following four items:
 The core of management
 To lead a wonderful life
 At Kyocera, everyone is a manager
 In performing our daily work



The Kyocera Employee Action Guidelines

This handbook describes the following nine items:
 Basic attitude
 Work attitude
 Pleasant and comfortable working environment
 Community activities
 How to associate with business customers and organizations
 Legal compliance
 Handling information
 Behavior abroad
 Global environment preservation activities



The Kyocera Accounting Handbook

This handbook outlines the following seven principles:
 One-to-one correspondence
 Double check
 Perfectionism
 Stiff management
 Profitability improvement
 Cash-basis management
 Transparent management



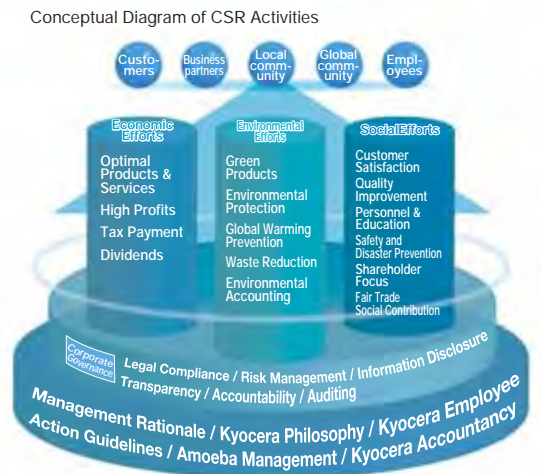
Kyocera Mita Group's CSR Principles

Kyocera Mita Group's CSR is the practice of "the spirit of benefiting self and benefiting others" in accord with the Kyocera Philosophy.

CSR management is nothing other than practicing the management rationale.

Under the corporate motto "Respect the Divine and Love People," the Kyocera Mita Group has managed its business activities adhering to the management rationale: "To provide opportunities for the material and intellectual growth of all our employees, and through our joint efforts, contribute to the advancement of society and humankind." In keeping with the Kyocera Philosophy, which values the bonds between human minds, we have always strived to "serve society and people," in accord with the fundamental ethical and moral values—fairness, sincerity, philanthropy and industry, while always asking the question: "What is the right thing to do, as a human being?" Hence, for the Kyocera Mita Group, CSR is nothing more than putting the Kyocera Philosophy into action. We believe that CSR is to continuing providing better products and services that adequately respond to the needs and demands of the society and to continue pursuing transparent corporate management with a strong sense of ethics, so that we will remain a company trusted by all stakeholders. By systematically implementing CSR activities from

the three major perspectives—economic, social and environmental, we will strive to build mutual trust with stakeholders and to strengthen corporate governance, ultimately contributing to the sustainable development of society.



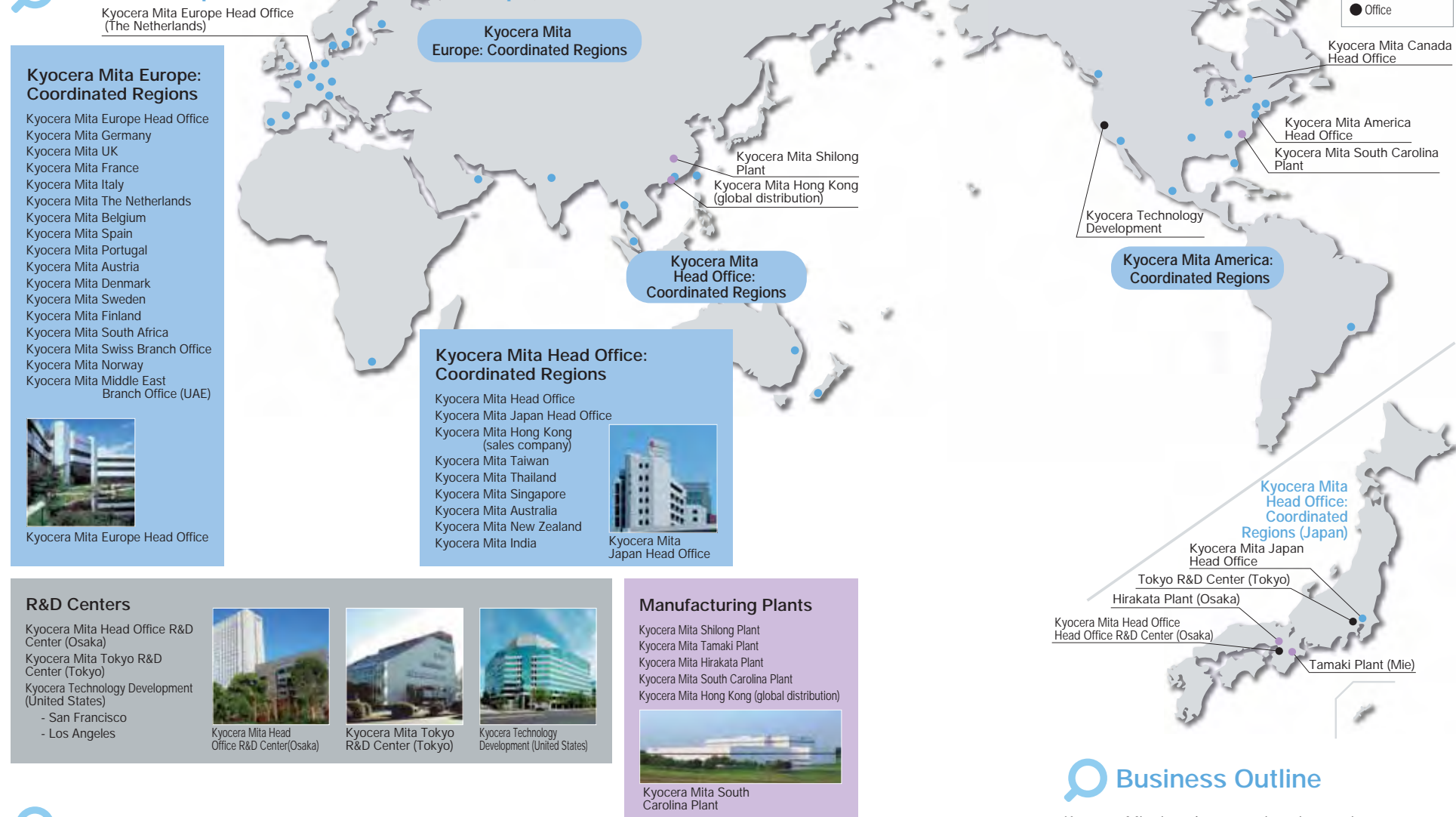
CSR Action Policies

To meet various expectations from society, Kyocera Mita makes decisions based on the three perspectives: economic, social and environmental. We have established the three basic policies for CSR activities and will implement them.

CSR Action Policy	Theme	Item
1. Promote environmental management	Develop eco-friendly products	Attempt to develop innovative environmental technology
	Promote environmental activities at plants and offices	Promote acquisition of ISO14001 certification at the global level (including overseas business sites) Comply with the Kyoto Protocol
	Promote resources recycling	Expand reuse and recycling Promote zero-emission activities at the global level
2. Strengthen corporate governance	Strengthen risk management	Promote compliance activities Strengthen the response to emergency situations (disasters, diseases, etc.)
	Strengthen internal control	Strengthen the audit system
3. Respect relationships with stakeholders	Customer-oriented	Promote the production of safer, more user-friendly and higher quality products Promote sincere customer responses (improvement of customer complaint responses and information disclosure)
	Business partner-oriented	Promote CSR procurement
	Shareholder-oriented	Strengthen the company's financial standing
	Local community-oriented	Promote social contribution activities (support for the projects for nurturing children who will lead the next generation)
	Employee-oriented	Promote human resources development (improvement of employee education system) Promote workplace safety and employee health (promotion of OHSAS18001 activities, strengthening of health management including mental health, strengthening of power/sexual harassment prevention measures)

Business Operations and Social Responsibilities

Business Operations and Social Responsibilities



Corporate Profile

Name: KYOCERA MITA Corporation
Head Office: 1-2-28 Tamatsukuri, Chuo-ku, Osaka 540-8585
 TEL: 81-6-6764-3555 (Main switchboard)
Representative: President Katsumi Komaguchi
Founded: November 1934
Incorporated: July 1948 (Mita Industrial Co., Ltd.)
 Renamed Kyocera Mita Corporation on January 18, 2000.
Capital: JPY 12 billion (Kyocera Co., Ltd. 100%)
Annual sales: JPY 228.2 billion (consolidated sales of the Kyocera Mita Group reported in March 2009)
Number of employees: 12,374 (as of March 31, 2009 for all companies in the Kyocera Mita Group)
 Japan: 1 sales company, 1 production company
 Overseas: 25 sales companies, 2 production companies, 1 distribution company
 And 49 affiliated companies
 ** Capital and annual sales amounts are rounded to the nearest hundred million.

Business offices in Japan: Tokyo R&D Center
 2-14-9 Tamagawadai, Setagaya-ku, Tokyo
 158-8610
 TEL: 81-3-3708-3851

Plants in Japan: Tamaki Plant
 704-19 Nojinozamatabe, Tamaki-cho, Watarai-gun, Mie 519-0497
 TEL: 81-596-58-4111
 Hirakata Plant
 1-38-12 Tsudakita-cho, Hirakata-shi, Osaka 573-0121
 TEL: 81-72-858-1231

Affiliates in Japan: Kyocera Mita Japan Corporation
 1-9-15 Nihonbashi Honcho, Chuo-ku Tokyo 103-0023, Japan
 TEL: 81-3-3279-2120
 Daiken Co., Ltd.
 1304-33 Eigashima Tengumatsu, Okubo-cho, Akashi-shi, Hyogo Pref. 674-0064
 TEL: 81-78-935-5035

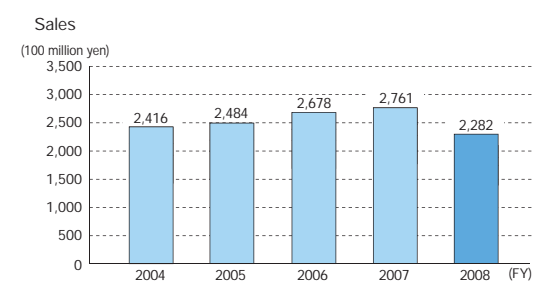
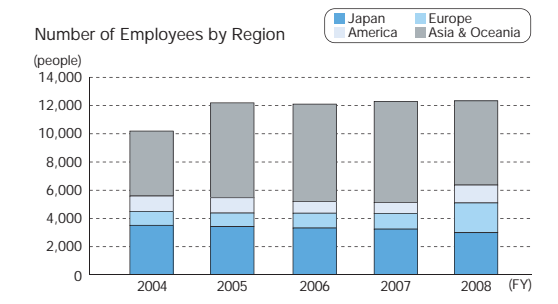
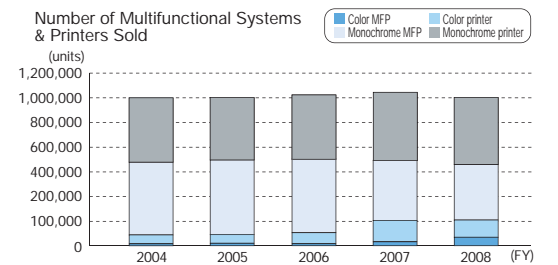
Kyocera Mita America: Coordinated Regions

- Kyocera Mita America Head Office
- Kyocera Mita America New Jersey Branch Office
- Kyocera Mita America Atlanta Branch Office
- Kyocera Mita America Chicago Branch Office
- Kyocera Mita America Dallas Branch Office
- Kyocera Mita America New York Branch Office
- Kyocera Mita America Miami Branch Office
- Kyocera Mita America Los Angeles Branch Office
- Kyocera Mita Canada Head Office
- Kyocera Mita Canada Vancouver Branch Office
- Kyocera Mita Mexico
- Kyocera Mita Brazil

Kyocera Mita America Head Office

Number of Employees and Regional Composition

Kyocera Mita Group employees worldwide totaled approximately 12,374 as of the end of March 2009. Looking at the number of employees by region, the Asia & Oceania region - where the Shilong Plant(Guangzhou) is located, one of the key plants of Kyocera Mita - has the largest number of employees with approximately 6,088 (49%), followed by Japan with approximately 3,138 (25%), Europe with 2,470 (20%) and America with approximately 678 (6%). The number of employees by year is shown in the graph.



Business Outline

Kyocera Mita is a document imaging equipment manufacturer that develops and manufactures monochrome and color printers, multifunctional products (MFPs), wide-format MFPs and supplies. The Kyocera Mita Group operates globally, with a worldwide network of 26 sales and service companies. With such an extensive global network, we can meet the needs and trust of our customers, from product development to customer support.



Corporate Governance

Corporate Governance System

As a member company of the Kyocera Group, the Kyocera Mita Group seeks to realize fair, equitable and highly transparent corporate governance, in keeping with the Kyocera Philosophy. In order to ensure that business activities of directors comply with laws and articles of incorporation, the Kyocera Mita Group has established a corporate governance system.

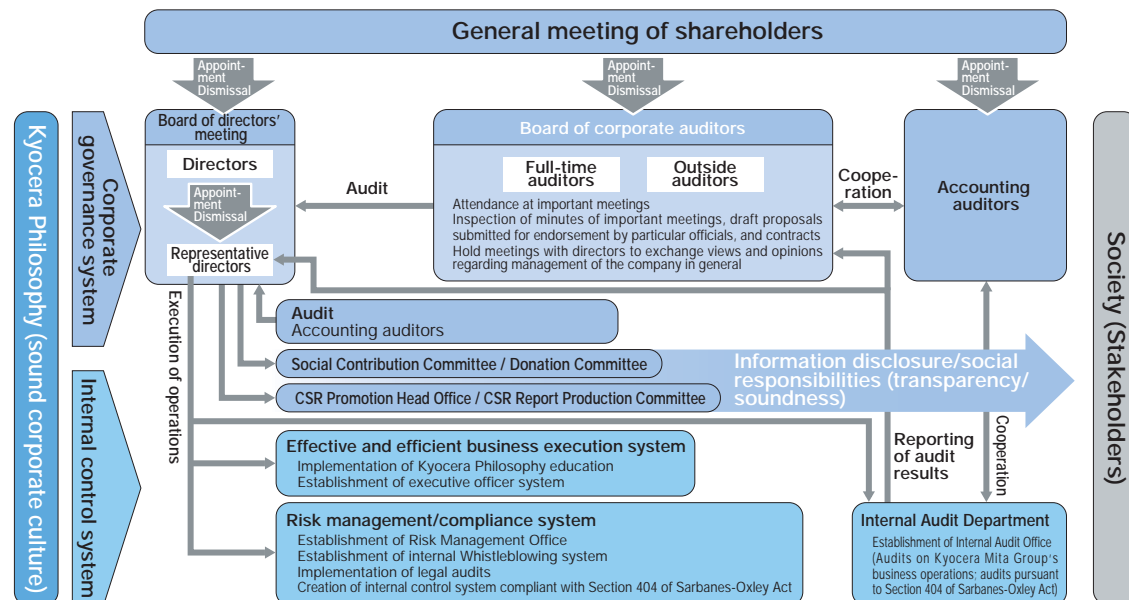
Corporate Governance Organs

The Kyocera Mita Group has established the Corporate Auditors and the Board of Corporate Auditors as the organs of corporate governance. The Directors shall report to Corporate Auditors or the Board of Corporate Auditors, when requested. Furthermore, in the event that a Director becomes aware of any matter that breaches or may breach any law or regulation or the Articles of Incorporation, or in the event that a Director becomes aware of any matter that may cause substantial damage to the Kyocera Mita Group, he or she shall immediately report thereon to the Board of Corporate Auditors. In addition, to ensure effective auditing by the Corporate Auditors, the Directors shall comply with requests made by Corporate Auditors.

Internal Control System

In order to realize the management rationale of the Kyocera Group and to achieve management policies and master plan objectives, the Kyocera Mita Group has established an internal control system.

Corporate Governance System



Executive Officer System

To ensure that business is executed effectively and efficiently, we have introduced an executive officer system, whereby each executive officer is delegated the authority and responsibility to conduct specific business operations. Executive officers shall regularly report to the Board of Directors on the status of execution of their duties.

Kyocera Mita Group Management Committee

To ensure the appropriate conduct of business at the Kyocera Mita Group, important matters relating to the Group shall be discussed by the Kyocera Mita Group Management Committee, which comprises the Directors and the Executive Officers in charge of the relevant matters.

Sarbanes-Oxley Act

Since April 2006, the Kyocera Mita Group has been subject to the Sarbanes-Oxley Act (U.S. Public Company Accounting Reform and Investor Protection Act), since the Group's parent company, Kyocera, lists its stock in the U.S. Accordingly, we have established the Internal Audit Office, which conducts regular evaluations of the design and actual operation of the internal control system, so as to continuously improve the internal control system. We also undergo annual internal control audits by external auditors.

Public Interest Whistleblowing System

To ensure that the execution of duties by directors and employees conforms to laws and regulations, we have established a Public Interest Whistleblowing System, in accordance with the Whistleblower Protection Act.

Compliance and Risk Management

Compliance System

As a member company of the Kyocera Group, to ensure that the Kyocera Philosophy is reflected in every aspect of our corporate activities, we at Kyocera Mita Group have adopted the Kyocera Employee Action Guidelines. The Guidelines not only serve as a basic guide for our employees in conducting their day-to-day business activities, but also as the basis of compliance. To respond appropriately to increasingly diverse and complex internal and external risks associated with business operations, we have established a Risk Management Office, which implements risk prediction and prevention programs and promotes employee understanding of relevant legal requirements through compliance training. The Risk Management Committee, which comprises general managers of business divisions/sites and representatives of affiliated companies, and persons in charge of risk management in these organizations are working collaboratively to strengthen compliance management and to ensure strict compliance with applicable laws and regulations. Thus, we have established an effective risk management and compliance system.



Compliance Audits

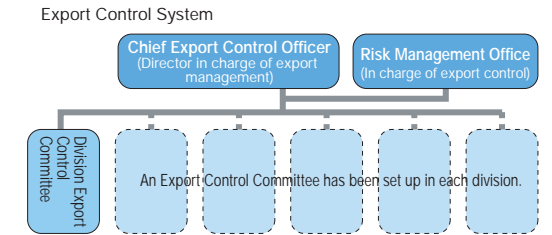
A self-evaluation is conducted in each division to determine its compliance status with laws and regulations applicable to its operations. This self-evaluation is performed by voluntary auditors belonging to the division to be audited, using a relevant checklist. After closely analyzing the self-evaluation results of each division, the Risk Management Office, which is in charge of compliance audits, conducts a general compliance audit covering all divisions and business sites. By conducting compliance audits in stages, we seek to enhance knowledge and awareness of compliance among the staff of the divisions audited. The plan for FY2009 is to divide the Kyocera Mita Group into 19 business divisions/sites and affiliates, and to conduct audits to evaluate the compliance status of those divisions/sites and affiliates regarding 103 relevant laws and regulations.



General Compliance Audit

Export Control System

As a global corporation that operates throughout the world, the Kyocera Mita Group has established the "Kyocera Mita Export Control Rules" in accordance with relevant laws and regulations regarding security and export control. The Group has also established the Export Control Committee to strengthen the Group's export control system.



Compliance Program

Kyocera Mita has promoted the establishment of an export control system, as required by the Ministry of International Trade and Industry. In 2009, we submitted a Compliance Program, which is a prerequisite to the acquisition of a comprehensive export permit.

Information Risk Management

The Kyocera Mita Group has established an Information Security Committee. In August 2006, we established the Information Security-Related Rules, which specify our group's security policy.

Personal Information Protection

The Kyocera Mita Group has established a Basic Personal Information Protection Policy. Under the supervision of the Information Security Committee, we have implemented various security measures to ensure proper handling and management of personal information data.

Acquisition of Privacy Mark certification (Kyocera Mita Japan)

Kyocera Mita Japan (domestic sales company) handles and stores important personal information of customers. To ensure proper use and management of personal information, the Company has established its Basic Personal Information Protection Policy. In 2006, the Company was granted Privacy Mark certification by the Japan Information Processing Development Corporation (JIPDEC), in recognition of the Company's efforts to take adequate measures to protect personal information. We have been working vigorously to develop a system for ensuring effective implementation of personal information protection activities.



Intellectual Property-Related Activities

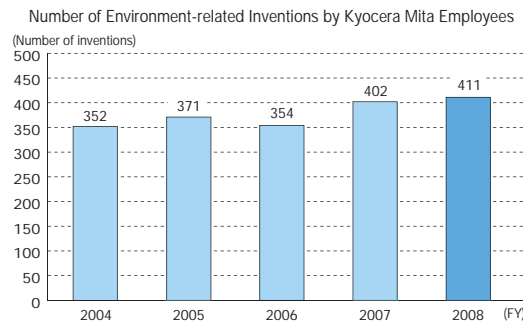
Intellectual Property Management System

To promote the acquisition of intellectual property rights, the Intellectual Property Division maintains effective communication with the R&D Division. Moreover, a system has been introduced that enables centralized management of the Company's intellectual property rights, as well as the company-wide sharing of intellectual rights-related information (rights held by the Company, examination status and details of innovations). To respect intellectual property owned by others and reduce the risk of infringing others' rights, the Intellectual Property Division, in cooperation with the R&D Division, conducts periodical surveys as well as investigations before launching product development. We promote the following activities with the aim not only of increasing the number of patents and other intellectual property rights, but also of increasing the number of environment-related patents obtained and protecting our proprietary products.

Promoting environment-related inventions

Kyocera Mita vigorously promotes the innovation of "long life" technologies, based on the ECOSYS concept. We also seek to discover innovative energy-saving and environmentally friendly technologies, putting emphasis on ideas and technologies proposed in the product development stage.

Our intellectual property rights activities are intended not only to enhance user convenience, but also to respond to the growing consumer demand for environmentally friendly products.



Efforts against counterfeit

In recent years, we have received a number of reports of product malfunctions suspected of having been due to counterfeit toner containers, sales of which have been detected in various markets around the world. Manufacturing and selling counterfeit products are the illegal acts that will not only damage customers' trust in our company, but also violate our company's intellectual property rights. To protect our customers from counterfeit products and to ensure that our customers feel safe when using our products, we are taking various measures to eliminate counterfeit products.

Prosecution of counterfeit manufacturers

We are approaching administrative authorities to investigate and prosecute counterfeit manufacturers, mainly in China, and ensure that counterfeit products and molds are confiscated and destroyed and that counterfeit manufacturers are held criminally responsible. We are working vigorously on an independent basis, as well as in cooperation with other companies in the industry, to eliminate counterfeit products.

Warnings to counterfeit distributors

To prevent the spread of counterfeit products, we issue warnings to distributors selling counterfeit products and make them pledge never to sell counterfeit products in the future. We also demand that they destroy stored counterfeit products and disclose the names of the suppliers from whom they have purchased counterfeit products.

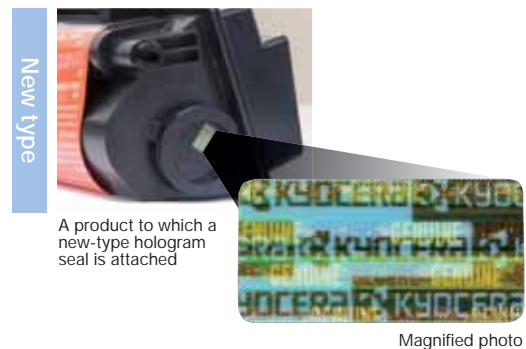
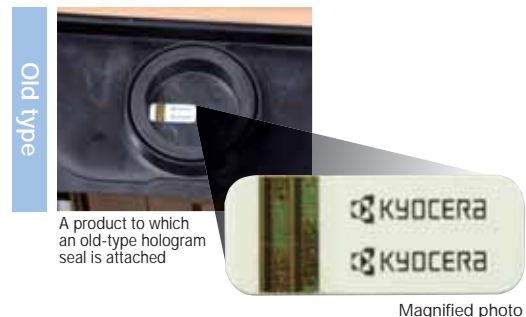
Border control of counterfeit products

We are working hard to convince customs authorities to stop the import and export of counterfeits at the borders. To increase the effectiveness of the crackdown on counterfeit products, we provide explanations to customs officials regarding how to determine whether a toner container is genuine or counterfeit.

Adoption of hologram seals for identification of genuine products

We have attached hologram seals to our toner containers to help distinguish between genuine and counterfeit products.

Hologram seals have been improved so that they are not easily forged.



Social Report

It is crucial for us to gain the trust and satisfaction of the many stakeholders who support our business activities. To fulfill our responsibility to society and to contribute to society, we are implementing many activities that take advantage of our strengths.



Activities included in the Social Report

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Educational Support for the Next Generation



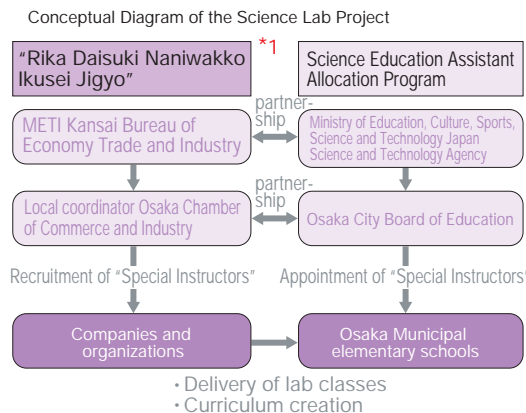
Highlights

Elementary School Science Laboratory Classes

Kyocera Mita's Social Contribution Committee believes that companies are members of the civic population that make up society, and regards activities focusing on the growth and education of children and other activities concerning children, on whom the future of society depends, as its core activities.

Last fiscal year Kyocera Mita took part in "Rika Daisuki Naniwakko Ikusei Jigyo" (Project to Promote Love of Science among Children in Osaka) under the "Project to Provide Educational Support by Appointing Industry Professionals as Instructors," a joint project by the Ministry of Education, Culture, Sports, Science and Technology, which is concerned about elementary school children moving away from the sciences, and the Ministry of Economy, Trade and Industry, which is trying to develop future human resources who are adept in the sciences. The goal was the provision of "live" science lab classes that would increase motivation for learning through the realization that much of what is featured in science classes is actually utilized in everyday products.

Kyocera Mita delivered classes to a total of 478 children at 6 elementary schools in Osaka City. The classes were taught by Kyocera Mita employees who volunteered to become instructors. Using the photocopier as an example, the classes demonstrated how electric energy is converted into static electricity, light, heat and kinetic energy, and conducted experiments using handmade simulators to let children experience the electrophotographic process. Many children commented that they enjoyed the classes. Kyocera Mita intends to take part in this project again next fiscal year.



*1: "Rika Daisuki Naniwakko Ikusei Jigyo" (Project to Promote Love of Science among Children in Osaka) under the Ministry of Economy, Trade and Industry's "Project to Provide Educational Support by Appointing Industry Professionals as Instructors": A project by the Osaka Chamber of Commerce and Industry, which appoints industry professionals, such as engineers and employees, both current and former, of local companies to deliver science laboratory classes with relevance to the real world, in order to improve motivation for learning science and other subjects, and to foster interest in society.

*2: "Science Education Assistant Allocation Program" by the Ministry of Education, Culture, Sports, Science and Technology: A program in which the Osaka City Board of Education allocates outside personnel as "science education assistants" and "special instructors" for 5th and 6th year elementary school science classes, and utilizes their expertise to increase observation projects and experiments in science classes, and to improve the skills of teachers.

The class conveyed the true meaning of studying science



Tetsuya Yabuta,
Teacher, Abeno Elementary School

On the day the special class took place, the copier installed in the science lab became a link between science lessons and everyday life. After all, even copiers equipped with the most advanced technologies are based on what children learn at school, such as how electricity and electromagnets work. The children realized this fact through this experience. The special class conveyed to the children the true meaning of studying science. The instructors developed the teaching materials, gave careful thought to the sequence of activities in the class, and spoke to the children gently, using easy-to-understand vocabulary. I am grateful to Kyocera Mita staff for their efforts and enthusiasm.

The classes provided a good opportunity to promote interest in science and *monozukuri*



Masami Hirota,
Personnel Training Section, Human Resources Development Division, Osaka Chamber of Commerce and Industry

Experts who are developing the most state-of-the-art copiers gave a laboratory class infused with team spirit and enthusiasm. The lab class given by Kyocera Mita this year provided a valuable opportunity for children to learn how the subjects they learn at school relate to technologies and products found in everyday life. The goal of the "Rika Daisuki Naniwakko Ikusei Jigyo" (Project to Increase Science-Loving Osaka Kids) is to make these classes available to as many children as possible, in order to foster their interest in science and *monozukuri*. I sincerely look forward to Kyocera Mita's continued involvement in this project.

It was a valuable opportunity with many revelations



Yoshiko Harada,
MFP1 R&D Division, Corporate R&D Division

When the project kicked off, we were grappling with how to make materials and practice methods, but in the end we managed to create the classes by exchanging opinions and ideas about how to make them fun and easy to understand. During the classes I was delighted that the children took part enthusiastically in the experiments. In addition to the valuable experience of teaching elementary school classes, I gained much from this project, such as meeting great people and communicating the mechanism of copiers to others. I wish to turn this experience into a springboard for further personal growth.

I was moved to see the children enjoying the experiments



Emi Matsuda,
Controller R&D Division, Corporate R&D Division

Through this project, I had the pleasure of meeting people from other departments that I would not have met in the course of my normal duties, was able to appreciate the importance and joys of working as a team, and was able to feel a great sense of achievement. I was moved to see the children gazing at the copier we brought in with sparkles in their eyes and conducting the experiments repeatedly and excitedly. We delivered the science lab classes during our normal working hours, and I wish to thank my supervisors and colleagues for their support, which enabled me to take part in this project.

Educational Support Activities for the Next Generation

Work Experience for Junior High School Students

On November 17 and 18, Kyocera Mita accepted five students from Osaka Municipal Higashi Junior High School for two day work experience program. The work experience program is held to develop awareness for careers and the meaning of having a job, so that students can conduct future studies relevant to their ideas about careers and work, and become capable of carving out their own future.

On day one, the students learned about the company's organizational structure, and were given a tour of the Head Office R&D Center and other parts of the company. On day two, they experienced actual work at various departments. At the Corporate Sales Division the students learned the importance of English communication ability by taking part in an international teleconference in English. At the reception, the students experienced dealing with visitors to the company; at the Corporate Purchasing Division they experienced responding to phone calls; at the Corporate Quality Assurance Division they assisted plate life tests; and at the Corporate R&D Division they assisted sample making using an electron microscope, spending the two days experiencing workplaces that most junior high school students rarely get a glimpse of.



Instruction for responding to phone calls



Comments from Second-Year Students from Osaka Municipal Higashi Junior High School

I was cautioned for being late for an assembly, and learned that even a 5 or 10minute delay is unacceptable at the workplace. It was also a fresh surprise that producing a single copier involved so many processes.

I enjoyed working with an electron microscope of a grade used in university science courses. I wish to utilize this experience for finding my future dreams.

I came across many unfamiliar words during the English teleconference that I took part in, and realized how useful it is to be able to speak English.

I am still undecided about what to do in the future, but when I saw how samples are observed with electron microscopes, I felt that I wanted to do similar work.

I learned that a company consists of many people responsibly carrying out their respective duties, such as people who answer the phone and people who test products.

Continuing the "Kids' ISO" Program

The Tamaki Plant carries on with the "Kids' ISO" initiative in partnership with the Board of Education of Tamaki Town in Mie Prefecture. Designed to make local elementary school children more aware of environmental issues, "Kids' ISO" is a social contribution activity that helps children gain a new awareness for the environment, and helps them contribute to environmental conservation. This year, 6th-year pupils from two local elementary schools took part in the program led by three Kyocera Mita employees who are certified as instructors.

The environmental classes had one instructor per group of about 15 students. After being shown how to read electricity and gas meters, the children discussed strategies for saving energy and water use, took their ideas home for discussion with family members, and implemented the strategies at home in collaboration with their families. The children then compared how energy and water use changed after implementing the strategies.

The Tamaki Plant is planning to add two more certified instructors this fiscal year, and will continue to promote social contribution activities in the local community.



An employee instructor teaching an environmental class

Comments from an Instructor Kazuhiko Fujikawa, Parts Engineering Department, Tamaki Plant



When asked for energy saving ideas, children were able to give practical suggestions, like "not keeping the TV on" or "not keeping the tap running," revealing that they are very keen observers of adult behavior. During the one-week program some children reported that their "electricity use went down," while there

was also the case where a child objectively analyzed that "water use was not reduced much because father always kept the water running." I felt very happy as an instructor for being able to help energy conservation initiated by children to spread to their families.

Social Contribution Activities in Japan

Social Welfare Activities

Employment Training Support for Students at Welfare Institutions

Kyocera Mita supported a training program for prospective high school and junior high school graduates who are planning to enter employment. Held by Osaka City Federation of Child Welfare Institutions on March 7, 2009, the objective of the training program was to foster sociability and independence in prospective graduates seeking to enter employment. On the day of the training event, a member of staff from Kyocera Mita's Human Resources Development Department delivered a one-hour-long, easy-to-understand and entertaining lecture on the attitude required for entering professional life, and presented participants with supplies for starting their independent lives. The participants, although not without anxieties about becoming independent members of society, listened attentively to the lecture with beaming expressions.



Comments from Participating Students

The day's program reminded us that we are always living the present moment due to somebody else's support.

The lecture was very valuable for me as I am becoming a new, full-fledged member of society this spring.

Comments from Participating Students

Kyocera Mita invited 30 children from child welfare institutions in Osaka City to watch a professional baseball match held at Kyocera Dome Osaka on July 26. Wearing the baseball caps presented by Kyocera Dome Osaka, the children enjoyed photo sessions with team mascots, watched the players practice, took lunch at the restaurant, and rooted for the players from the first-base side infield stands. After the match, the children had the opportunity to directly experience the ground by entering the bench areas where the players had been until moments ago, and by even lying on the ground. The children seemed to enjoy their "once in a lifetime" experience very much. Kyocera Mita will continue activities for providing enjoyment to as many children as possible.



Children have fun touching and feeling the ground after the match

Supporting the "Shinshun Kodomo Taikai"

Starting from this year, Kyocera Mita is supporting the "Shinshun Kodomo Taikai" (New Year Children's Performance) held on a holiday during January each year by the Osaka City Federation of Child Welfare Institutions. The event showcases theatrical and musical performances resulting from days of hard work by the children. In this year's event held on January 25, members of Kyocera Mita's light music club gave performances, and the company also supported part of the cost for purchasing the commemorative gifts presented to the children who gave theatrical and musical performances, and exhibited artworks.



Humanitarian and Disaster Relief

Blood Donation Campaign

On November 14 a blood donation campaign was held at the Kyocera Mita Head Office, where a total of 116 employees gave blood. Blood donors can choose to donate either 200 ml or 400 ml. The majority of Kyocera Mita donors opted for the 400 ml donation, and this year's campaign achieved a total of 43 L, exceeding the amount achieved last year. The Japanese Red Cross Society expressed appreciation to the donors, saying that 43 L in a single day is a remarkable achievement.

Blood donation campaigns were held at the Tamaki Plant in June, at the Hirakata Plant in October, and at the Kyocera Mita Head Office in November. A total of 218 Kyocera Mita employees donated blood during these campaigns. We are looking to hold blood donation campaigns during the winter months, when the number of blood donors decline, and also intend to increase the number of blood donation campaigns held per year.



Charitable Donations to Communities Hit by the Sichuan Earthquake

Kyocera Mita Group raised a total of 2,361,548 yen from its employees for donation to earthquake victims in Sichuan, China. A representative of Kyocera Mita went to the Japan Red Cross Society's Osaka Branch Office in person, and handed over the total amount on June 2. Through the Red Cross, the donated money will be spent for reconstruction assistance, including procuring and delivering relief supplies, supporting the provision of medical services, and rebuilding schools and clinics.



Social Contribution Activities Overseas

Kyocera Mita Germany

Support for "CAPE2CAPE" AIDS Awareness Expeditions

The "CAPE2CAPE" mountaineering expeditions were begun to spread the message of HIV/AIDS eradication from the world. Over a nine-week period, CAPE2CAPE conquered 18 mountains from North Cape in Norway to South Cape in South Africa, conducting HIV/AIDS awareness campaigns along the way. Kyocera Mita Germany provided financial support to this expedition team, as well as a color printer for printing necessary documents. Kyocera Mita subsidiaries in European countries along the route also supported the project in various ways.



The campaign flag being hoisted at the summit

Kyocera Mita United Kingdom

Charity Futsal Tournament

The first "Kyocera Mita Charity Futsal Tournament" hosted by Kyocera Mita UK was held in April 2008, in which 16 teams from across the UK competed fiercely for the championship.

The winning team received a championship trophy and the honor of deciding which organization receives the funds raised through tournament participation fees, program sales and raffle ticket sales.

Members of the Image Through Quality team, who became the first tournament champion, chose to make the donation to Aspire, a charity that supports people with spinal cord injuries.



Hosting the charity futsal tournament

Kyocera Mita Australia

Fundraising to Support Cancer Patients

Kyocera Mita Australia participated in "Australia's Biggest Morning Tea," and "Daffodil Day," two nationwide fundraising events hosted by Cancer Council Australia. Cancer is the leading cause of death in Australia, where more than 39,000 people die from cancer every year. These events are held to raise funds toward cancer patient treatment, patient family support, and cancer treatment research.

Kyocera Mita Australia took part in these fundraisings, and donated a total sum of 565.45 AU\$ to Cancer Council Australia.



Fundraising to support cancer patients

Kyocera Mita South Africa

One Tree Donated for Every Printer Sold

In partnership with Food & Trees for Africa (FTFA), Kyocera Mita South Africa has donated more than 5,000 trees to date. During "Arbor Week" (September 1 to 7, 2008) Kyocera Mita planted a further 675 trees in and around schools and houses in Mogale City.

Kyocera Mita South Africa is also continuing its program, which was started in April 2008, to plant one tree for every MFP or printer sold. The customers also have the option of sponsoring an additional tree.

Donated trees are planted in underdeveloped areas within Gauteng Province and Western Cape Province, and are also providing local residents with opportunities to learn about the necessity of conserving trees.



Trees are donated in partnership with FTFA

Two-Year Summary of the Social Contribution Committee's Activities



Masami Inoko,
General Manager,
CSR Promotion Department,
Corporate CSR Promotion Division

Many Happy Discoveries Were Made through the Activities

Kyocera Mita cannot continue to exist in society without the warm support of customers, business partners and the local community. We deeply appreciate everyone's support.

We have developed our social contribution activities in order to remain thankful, and to sow the "seeds" for returning our gratitude to society.

The seeds are sprouting little by little, and in 2007, on the occasion of establishing the Social Contribution Committee, activities for interacting with the local community, such as cleanup activities and social and environmental briefings, which were formerly organized separately by each of our business sites, were expanded to become corporate-wide activities. We are currently continuing activities to strengthen our partnership with the community through contact with a greater number of people. Children in particular, who represent the future, are considered important stakeholders, and our basic policy includes implementing long-term social contribution activities aimed to help children.

Our corporate credo includes the provision of opportunities for the material and intellectual growth of all our employees. Through the Social Contribution Committee's activities over two years, we were able to make many small yet happy discoveries. The smiles and laughter born out of our activities energized and motivated many of our employees who took part, as well as our business activities.

I look forward to many more of our employees sharing the experience of making their lives richer through participation in these activities.

The Social Contribution Committee is resolved to strengthen its activities, believing that by having all Kyocera Mita employees share the principles of "being content with what one has" and "benefiting self and benefiting others," and by actively contributing to society in various ways, we can return the warm support we have received from our stakeholders.

Major Activities in FY2007-2008

	Activity	Description
Social Welfare	In-house sale of sheltered workshop products	In-house sale of bread and cookies
	Donation to year-end charity drive	Donations to the Council of Social Welfare, NHK and newspapers
	Donation to United Way	Donation to US-wide charity organization United Way
	Donation to Thai Red Cross	Donations toward agricultural reform and support for the poor
Humanitarian and Disaster Relief	Donation to the Fujitsu Pro-Am Charity Golf Tournament	Donation to the National Federation of UNESCO Associations in Japan. The tournament is a charity event to support conservation of UNESCO World Heritage Sites
	Donations to Sichuan Earthquake Disaster Relief	Donation to the Red Cross Society at Shilong, Dongwan City, Guangdong, China
	Condolences notice for the Iwate-Miyagi Nairiku Earthquake Victims	Publication of a condolences notice in the Nihon Keizai Shimbun. The publishing cost was donated by the newspaper to the Japanese Red Cross Society to support victims
	Fund Raising for Sichuan Earthquake Relief	Donation of funds raised from employees to the Japan Red Cross society
Partnership with the Community	Blood donation campaigns	Annual blood donation campaigns at the Head Office, Tamaki Plant and Hirakata Plant
	Neighborhood cleanup campaign	Voluntary cleanup of sidewalks and parks near the Head Office, Tokyo R&D Center, and plants
	Noryosai (Summer Festival)	The Head Office, Tokyo R&D Center, Tamaki Plant and Hirakata Plant hosted summer festivals for interacting with local residents
	Posting of crime prevention slogans	Installation of notice boards carrying crime prevention slogans for elementary school children around Tamaki Plant
Educational Support for the Next Generation	Participation in "Genki-desu Tamaki Matsuri" festival	Participation as exhibitor in the "Genki-desu Tamaki Matsuri" festival hosted by the Social Welfare Council of Tamaki Town, Mie Prefecture
	Kids' ISO environmental classes	Delivery of Kids' ISO environmental classes at elementary schools in Tamaki Town, Mie Prefecture
	Donations to ONLUS and CIAI	Donations to causes for saving children around the world who are deprived of educational opportunities and suffer under forced labor or prostitution
	Donation to Sophia Children's Hospital in Rotterdam	Donation of funds to support research and development of medication for children
	Donation to the Darunee Scholarship	Donation to the Education for Development Foundation, which provides scholarships to fund the schooling of deprived children in northeast Thailand.
	Donation to Computer Aid International	Donation to Computer Aid International through the Queen Elizabeth School, a client of a Kyocera Mita UK sales company
	Support of "Shinshun Kodomo Taikai"	Support of a cultural event held by children at child welfare institutions in Osaka City
	FY2008 Training for junior high school and high school students taking up employment	Delivery of a lecture on the attitude required for entering professional life, and financial support toward purchasing supplies for starting new lives for students at welfare institutions expecting to enter employment
Acceptance of students for work experience programs	Acceptance of junior high school students from Osaka City and Hirakata City for work experience programs.	
Educational Support for the Next Generation	Delivery of science lab classes for "Rika Daisuki Naniwakko Ikusei Jigyo"	Delivery of science classes by Kyocera Mita employees at 7 municipal elementary schools in Osaka
	Delivery of environmental classes	Delivery of environmental classes by Kyocera Mita employees at 2 junior high schools in Hirakata City, Osaka Prefecture
	Invitation of children to baseball games at Kyocera Dome Osaka	Invitation of children from child welfare institutions in Osaka City to baseball games at Kyocera Dome Osaka

For Customers

Efforts to Improve Customer Satisfaction

Kyocera Mita Japan is Kyocera Mita's domestic sales subsidiary. Its service network includes a contact center, which handles customer inquiries and requests for product support, over 80 service centers throughout Japan, and approximately 600 sales partners. This service network consistently provides swift and accurate services to attain customer satisfaction. To gain customer trust and to allow customers to use Kyocera Mita products with confidence, Kyocera Mita Japan places value on communication with customers.

Efforts of the Contact Center

The contact center responds swiftly and accurately to customer inquiries, and at the same time communicates customer opinions to relevant departments so that they can be utilized for product development. In order to respond swiftly and accurately, minor problems are supported extensively by telephone. Depending on the nature of the inquiry or the severity of the problem, the operator relays the case to technical staff, and by doing so reduces the downtime of the customer's machine. Inquiries are compiled in a database and used by relevant departments as feedback to improve response capabilities and to develop products reflecting customer needs. The contact center is also working on improving communication with customers, for instance by calling them back at a later date to check on subsequent developments.



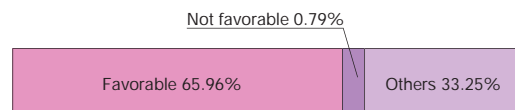
The contact center

Example of an activity for improving communication:
Improving customer satisfaction through the use of "communication sheets"

In order to improve customer satisfaction, Kyocera Mita Japan conducts customer surveys twice a year using "communication sheets" to find out how customers feel about the contact center's response, the sales and customer engineers' responses, and Kyocera Mita products.

When a Kyocera Mita Japan staff member visits a customer to provide services, the customer receives a "Service Report" at the end of the visit. This "Service Report" was recently revised to make it easier to understand. Kyocera Mita Japan conducted a customer survey using its "Communication Sheet" to find out how customers liked the revision. Below is part of the survey:

Q. Was your impression of the Service Report favorable?



We will continue incorporating customer opinions to make improvements on a daily basis, and strengthen our activities for enhancing communication, not only at the contact center but also at all departments of the company.

Efforts of Customer Engineers

To improve the value they can provide to customers through their services, our customer engineers promote the standardization of their service activities, and promote actions based on the customer's perspective. They also acquire communication skills for understanding customer requests accurately, solution skills for proposing appropriate solutions, and technical skills for maintaining the stability of products. To promote actions based on the customer's perspective, the customer engineers give prior notice before they visit, and before commencing any work at a customer's premises they tell customers how long the work is expected to take. In order to propose a solution based on a correct understanding of the customer's concerns, customer engineers take time to communicate with customers in addition to providing customers with a Service Report after the service activities. To further implement these activities so as to improve the quality of service the customer engineers provide, and to improve their capabilities to respond to customers, Kyocera Mita Japan holds a "Service Contest CS Masters" in which customer engineers compete in the communication, solution and technical skills and response capabilities they use in their daily service activities.



The "Service Contest CS Masters" competition, held to improve services

Providing Functions Useful to Customers

Kyocera Mita goes through an untiring process of trial and error every day in search of values that can delight and be useful to the customer.

"Taskguard ID Printing" (see photo) is an example. This solution achieves both an enhanced level of security and cost efficiency at the same time. When printing documents from a personal computer, Taskguard ID Printing verifies the user with IC cards and other means of identification, prevents the user from forgetting to collect the printouts, and provides a printing environment that is reassuring and reliable in terms of security. Taskguard ID Printing can carry out the same ID verification for copying and fax jobs as well. This not only makes it possible to restrict output depending on user, but also enables a wide range of settings, such as banning color outputs, or restricting the number of copies a user can make. This feature is highly commended by customers for its ability to reduce unnecessary printouts and achieve cost efficiency and environmental soundness.

"Hazard Master" helps create document management systems necessary for food manufacturing plants to provide safe food products. "Privacy Safer" powerfully supports the acquisition of the Privacy Mark certification. "Panel Template" (see photo) displays frequently-used functions on the control panel, so that they can be selected at a glance. As demonstrated by these functions, we constantly search for aspects that customers find problematic, and strive to provide wide-ranging solutions.



TASKGUARD ID Printing

TASKkalfa
The TASKkalfa 500ci series



The Panel Template

Kyocera Mita's Quality Assurance System

In addition to complying with safety standards, laws and regulations in each country, Kyocera Mita incorporates customer opinion, such as inquiries, complaints and requests, into its product planning stage, and constantly strives for improvement and higher quality in order to provide products that meet customer needs. The various steps involved in the commercialization of a product are subjected to quality management activities under ISO 9001 requirements.

Kyocera Mita is working toward better quality by constantly repeating checks and improvements based on the customer perspective, and implementing the PDCA cycle (Plan-Do-Check-Act). Before completing one step and moving on to another, each step is subjected to rigorous reviews and verifications. A product is released only after it is approved by a product release approval committee and top management.

Maintenance and Improvement of Market Quality

In the event that a quality issue arises in a product on the market, the information is communicated from the sales company's quality support department to the Corporate Quality Assurance Division at the Head Office. Depending on the nature of the issue, the sales company's quality support staff and Head Office staff visit the scene of the problem together, to grasp the facts accurately and to solve the issues quickly, based on actual information obtained at the scene of the problem.

The cause of the problem is extracted by using a system diagram, the problem is reproduced and verified thoroughly, and then a genuine investigation of the cause takes place and countermeasures are implemented, to ensure that recurrence is prevented. The results are also reflected in future products to prevent similar quality issues from occurring.

Product Liability Management

In addition to the safety standards designated by each country, Kyocera Mita has its own "Kyocera Mita PL Management Rules" in place, which specifies the steps for securing product safety and the roles assigned to each department in order to prevent accidents. Our product safety standards are subject to constant change, for instance to reflect customer needs, or to establish new technologies. It is therefore necessary to review safety assessment criteria from time to time, so that customers can always use our products safely.

A recent example is the revision we made to the criteria for the handle of our small color printers. Small color printers that can be lifted by just one person may tend to be accidentally dropped unless they maintain a stable balance when lifted. The safety criteria were revised to prevent such accidents from affecting to products on the market.

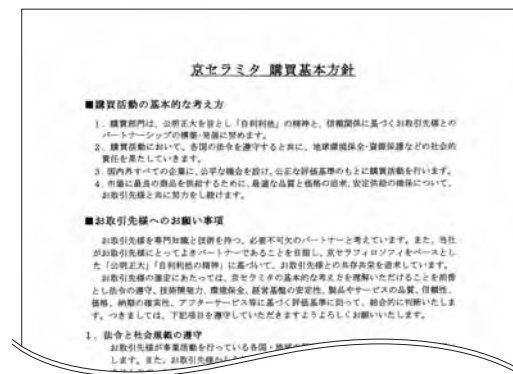
By carrying out such revisions to safety design criteria and assessment criteria from time to time, and securing the safety of our products, Kyocera Mita continues to advance its accident prevention activities.

Together with Business Partners

Basic Purchasing Policies

1. Kyocera Mita's procurement departments seek to establish and develop a partnership with suppliers that is based on fairness, trust and a spirit of benefiting self and benefiting others.
2. Kyocera Mita conducts procurement activities in compliance with all applicable laws and regulations of the countries in which it operates, and fulfills its social responsibilities - including global environmental protection and resource conservation - through its procurement activities.
3. Kyocera Mita carries out procurement activities through fair evaluation, ensuring that all companies in and outside Japan are provided with equal opportunities.
4. Kyocera Mita continues to cooperate with its suppliers to ensure a stable supply of products in the market at optimal quality and price.

Kyocera Mita has set forth the basic policies of its purchasing activities in the Kyocera Mita Basic Purchasing Policy. We distribute to all our suppliers the Kyocera Mita Basic Purchasing Policy, which also includes our requests to our suppliers regarding compliance with applicable laws and regulations and promotion of environmental conservation activities.

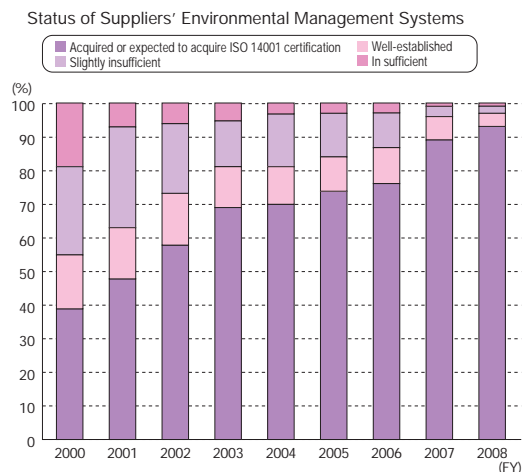


Fair and Equitable Transactions

We consider all suppliers to be our essential business partners, who have specialized knowledge and technologies. We aim to become a good partner for each of our suppliers and to achieve coexistence and co-prosperity with them, in a spirit of fairness and of benefiting self and benefiting others, in accord with the Kyocera Philosophy. In selecting suppliers, we evaluate suppliers comprehensively against pre-established criteria, such as: demonstrated understanding of the fundamental thinking of the Kyocera Group, compliance with applicable laws and regulations, technological development ability, environmental performance, financial stability, product and service quality, reliability, price, delivery reliability, and after-sales service.

Status of Suppliers' Environmental Management Systems

As part of our efforts to improve our suppliers' environmental management systems, since fiscal 2000 we have conducted surveys to assess the status of suppliers' environmental management systems. Survey results for fiscal 2008 show that more than 90% of our suppliers had either acquired or were expected to acquire ISO 14001 certification. When combined with the number of suppliers that have not acquired ISO 14001 certification but have internal environmental management systems, the percentage of suppliers that have either acquired or are expected to acquire ISO 14001 certification, or have internal environmental management systems has exceeded 95% since 2007. To fulfill more extensive social responsibilities - without being limited to environmental protection, we will expand the scope of surveys to include suppliers' CSR management systems and work on improving the quality of the status survey and management system in conjunction with our business partners.



Compliance with Subcontract Act

To ensure full compliance with the Subcontract Act, each department conducts regular inspections to determine whether any legal violation has occurred in daily operations. We also conduct internal audits at affiliated companies in Japan and provide in-house training for the purchasing staff at each business site. In regard to internal auditing of affiliated companies in Japan, since FY2005 the Corporate Purchasing Division has conducted on-site audits at the Hirakata and Tamaki Plants, Kyocera Mita Japan (domestic sales company) and Daiken (affiliated production company). For purchasing staff and subcontract management staff at each business site, we have also provided training sessions on the Subcontract Act, to raise their level of knowledge of the Subcontract Act. In future, we plan to enhance in-house training on the Subcontract Act, for example by introducing e-learning.

Promoting CSR Procurement in Collaboration with Our Business Partners

Amid the globally growing interest in corporate social responsibility (CSR) in recent years, Kyocera Mita launched CSR procurement efforts in FY2008. To raise suppliers' understanding of Kyocera Mita's CSR policies, we have established the Kyocera Mita Supply Chain CSR Promotion Guidebook ("Guidebook") on the basis of the Supply Chain CSR Promotion Guidebook published by the Japan Electronics and Information Technology Industries Association (JEITA), and distributed the Guidebooks to our major suppliers (approx. 450) in Japan. We also distributed to these suppliers Kyocera Mita Supply Chain CSR Promotion Check Sheets ("Check Sheets") and asked them to self-assess their implementation status of CSR activities. This is because we believe that to promote CSR among suppliers, it is important for suppliers themselves to accurately understand the current status of their CSR implementation. It is a requirement that all self-check results are reported to Kyocera Mita, to enable us to understand each supplier's CSR implementation status. After reviewing the self-check results, we provide necessary feedback to each supplier and ask them to make necessary improvements. We will continue promoting CSR in collaboration with our business partners. As part of our effort to promote CSR procurement globally, in May 2009 we also distributed the Guidebooks to business partners in Hong Kong and China. We have established a rule that the Guidebooks and Check Sheets should be submitted to Kyocera Mita. To further promote CSR procurement, we will develop specific measures to take from next year onward.



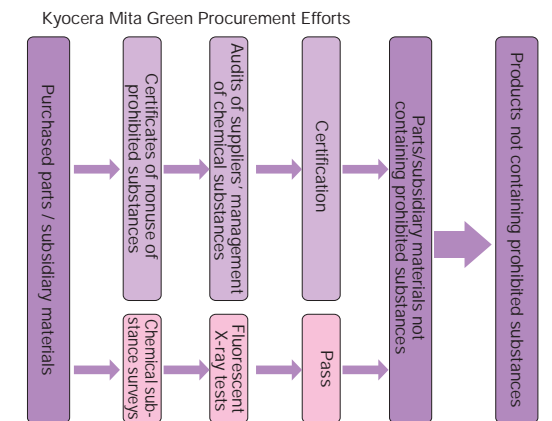
- Contents of Kyocera Mita Supply Chain CSR Promotion Guidebook
- Human rights and Labor
 - Occupational Health and Safety
 - Environment
 - Fair Trade and Ethics
 - Product Quality and Safety
 - Information Security
 - Social Contribution
 - CSR Promotion Activities toward Your Business Partners

Chemical Substance Surveys

In accordance with the "Kyocera Mita Chemical Substance Management Standards," established in 2003, we have conducted chemical substance surveys on all parts and materials procured from our suppliers. In FY2008, to comply with the REACH Regulation*1, which took effect in June 2007, in addition to usual chemical substance content surveys, we inspected all procured parts and materials to determine whether they contain any REACH-regulated substances. In November 2008 we completed pre-registration of all relevant substances. In March 2009 we commenced the SVHC*2 (Substances of Very High Concern) survey to all suppliers. In the future we will make necessary registration and notification of SVHC contained in articles.

*1: REACH Regulation: REACH stands for Registration, Evaluation, Authorization and Restriction of Chemicals. REACH is the European Union's chemical regulation, which requires registration and evaluation of all chemicals produced in or imported into the EU, and authorization of substances of very high concern, and imposes restrictions, including prohibition, on substances that pose unacceptable risks to human health or the environment.

*2: SVHC: Chemicals identified as hazardous to human health Substances of Very High Concern in the REACH Regulation as to human health, e.g. carcinogenic, toxic to reproduction.



- History of Kyocera Mita's Green Procurement Efforts
- December 2003:** Kyocera Mita Chemical Substance Management Standards (Ver. 1.0) issued.
 - January 2004:** Supplier Briefing Session held. Chemical substance management survey commenced.
 - May 2004:** Fluorescent X-ray analysis machines installed in all plants.
 - 2004:** New models released in 2004 and after are RoHS Directive compliant (for all destinations).
 - November 2005:** Chemical substance management audit for suppliers commenced.
 - February 2006:** Hand-held fluorescent X-ray analysis machines introduced in Shilong Plant, China.
 - March 2006:** All models marketed in EU countries are RoHS Directive compliant.
 - March 2007:** KMGPS*3 commenced operation. Kyocera Mita Chemical Substance Management Standards (Ver. 2.0) issued.
 - April 2008:** Kyocera Mita Chemical Substance Management Standards (Ver. 3.0) issued.
 - June 2008:** Upgraded KMGPS commenced operation.

*3: KMGPS stands for Kyocera Mita Green Procurement System.

Together with Employees

Personnel Measures

Basic Policy

As stated in the management rationale, "To provide opportunities for the material and intellectual growth of all our employees," the Kyocera Mita Group aims to ensure that every employee not only achieves financial stability and affluence, but also finds purpose in life and cultivates an enriched mind by pursuing self-realization through his or her work. In an effort to promote this rationale, we implement personnel measures around these three themes: around these three themes:

1. Appropriate response to social environment changes, such as diversification of values and aging population;
2. Appropriate response to work environment changes, such as increasing mobility in the labor market and globalization of corporate activities; and
3. Establishment of a personnel system capable of appropriate and prompt response to the characteristics, culture and lifestyles of individual countries.

Furthermore, at the Kyocera Mita Group all personnel systems and measures are designed and implemented in line with the policy of "preserving the spirit to work fairly and honorably," as embodied in the corporate motto "Respect the Divine and Love People, " and the corporate principle, "Coexistence."

In accordance with this policy, and with the aim of creating a pleasant workplace full of vitality, the Kyocera Mita Group works vigorously to maintain a corporate culture that respects the human rights of all employees and does not tolerate human rights abuses. Each Group company works to teach its employees not to

commit any acts of discrimination against any person on the grounds of gender, age, belief, nationality etc., as well as to prevent harassment in the workplace, a phenomenon that in recent years has been increasingly recognized as a serious social problem.

Creating an Organization that Makes Full Use of Diverse Human Resources

Kyocera Mita strives to create a good working environment and systems of work that allow employees to work comfortably and productively, while providing opportunities for motivated employees with diverse talents and skills to fully demonstrate their abilities.

We have introduced the self-declaration system, which is conducted once a year. The introduction of this system is part of our efforts to understand the current status of the workplace culture and to create a more vibrant and dynamic workplace.

We have also introduced the management by objectives (MBO) system, under which all employees set their own objectives, and their performance is evaluated to determine whether those objectives have been attained by the target date. This system is aimed at improving individual employees' ability to perform their tasks and attain their set objectives, by ensuring that their progress is monitored and that appropriate guidance and advice is given by their supervisors. The MBO system also plays an important role in fostering an open corporate culture that allows employees to freely express their opinions.

Employment of Disabled Persons

Kyocera Mita is committed to promoting the recruitment and retention of disabled persons. We always seek to create an environment that is easy and comfortable for disabled employees to work in by ensuring that each individual is assigned to an appropriate workplace according to his/her aptitude and abilities. We have many disabled staff working in our company; they contribute to the development of the company as well as society through their work by maximizing their skills and strengths.

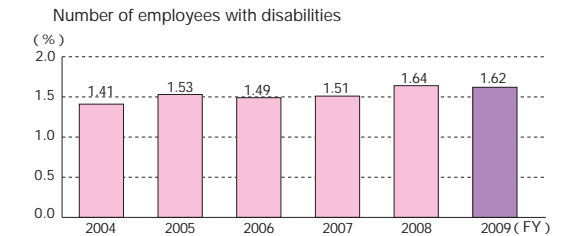
The R&D Center Building, which was completed in May 2008 on the premises of the Head Offices, is equipped with special facilities for the disabled staff, so that they can work comfortably and safely.

Such facilities include Braille plates installed on main locations to assist visually impaired persons, and a wheelchair-accessible elevator and toilet. Moreover, some floors are barrier-free.

We strive to improve the working environment for disabled staff, by improving not only the hardware aspect (facilities and equipment), but also the software aspect such as provision of health support by industrial physicians and workplace and duty assignment that takes each individual's aptitude into account.

Through vigorous implementation of these measures, the ratio of employment of people with disabilities has increased steadily since FY2004. However, the ratio has not yet reached the statutory level of 1.8%.

We will continue our efforts to promote the employment of disabled people, as well as to create a workplace in which disabled persons can work comfortably.



Prevention of Sexual and Power Harassment

Sexual and power harassment in the workplace are serious human rights violations that unjustly harm the dignity of employees, and are socially unacceptable forms of behavior.

As part of its human rights awareness efforts, the Kyocera Mita Group has clearly defined prohibited harassing behaviors. To prevent sexual and power harassment, since October 2008 the Group has also implemented an in-house e-learning program for all employees.

As in the last year, we will establish a harassment consultation desk in every office and plant, to ensure that employees with concerns about sexual or power harassment matters can consult with the staff at any time. We intend to continue with efforts to enhance employee's moral and ethical standards, and create a workplace free from harassment.

Operation of the Senior Employee System

In response to the rapidly aging society and reform of the public pension system, we introduced the Senior Employee System (re-employment system) in FY2006 to provide employment opportunities to employees who have reached the retirement age of 60 and still have a strong desire to work.

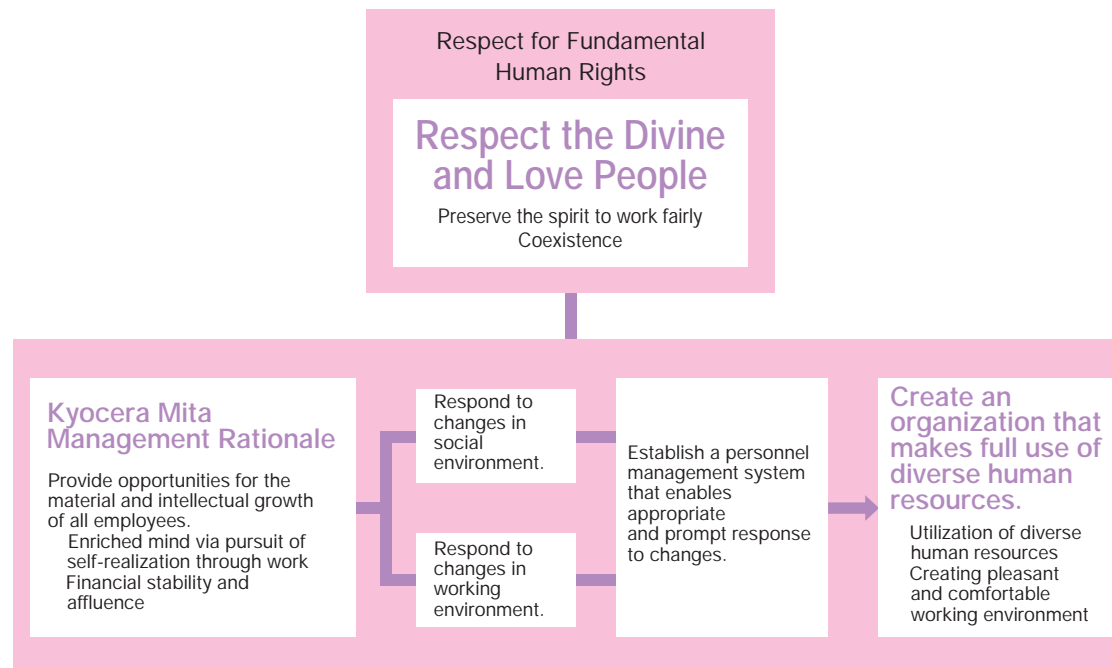
This system has twofold merits. From the employee side, employees can utilize their skills and knowledge, accumulated over long years, to lead a financially stable and meaningful post-retirement life. From the company side, the company can make use of the talents of retired workers to ensure continual improvement of its performance and continuation of the corporate culture.

In FY2007, we introduced the Second Life Support System, to help retired employees lead stimulating and fulfilling second lives based around their individual values and desires. Retirees can receive various support services for reemployment, social participation and country living.

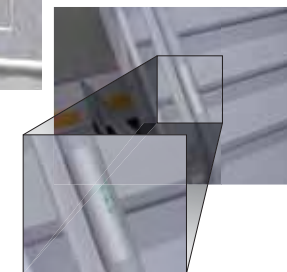
In FY2008, 21 out of 38 retirees were re-employed through the Second Life Support System.

In future, we will continue implementing the senior employee system, making necessary revisions in accordance with changes in relevant laws and regulations.

Basic Personnel Policy—Conceptual Diagram



Elevator for disabled persons



Braille on stair handrails



Toilet for disabled persons

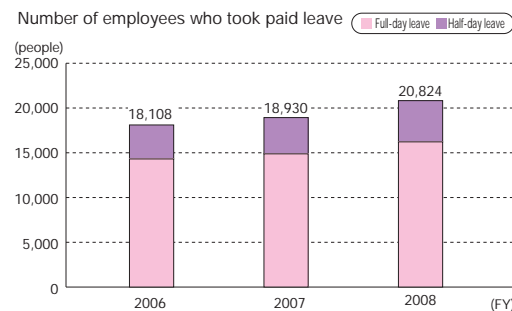
Work-Life Balance

To Help Employees Lead a Lively and Fulfilling Work Life

To lead a productive and worthwhile life as a full-fledged member of society, it is very important to realize well-balanced work and family life. Based on this idea, we have established various leave systems to help employees work cheerfully and energetically and lead meaningful lives as members of society.

Specifically, to enable employees to take their paid leave in a planned way, in April 2006 we introduced a nine-day consecutive leave system, which allows employees to take nine consecutive days off. In addition, other new leave systems were introduced, such as 'refreshing leave' and 'multipurpose leave.' The annual number of official working days of Kyocera Mita is 244, of which three days are simultaneous paid holidays on which all employees take paid holidays. We have introduced this system to promote the use of paid holidays. Thanks to this system, the number of annual paid holidays taken by employees is increasing year by year. To further increase the rate of use of our leave systems, we intend to continue developing and implementing various measures, while improving the existing systems.

As part of its efforts to reduce total annual working hours of its employees, Kyocera Mita has concluded a written agreement with the labor union to reduce working hours within the framework of internal regulations. Our efforts to reduce total annual working hours of employees have helped employees relax and refresh both body and mind, leading to increased motivation to work.

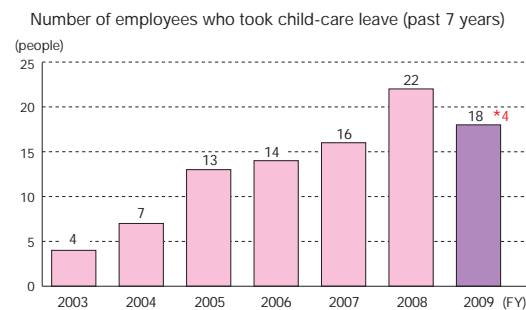


To Create a Comfortable Working Environment for Women

To support employees who are balancing work and family responsibilities, we introduced the child-care leave system in FY1992 for employees with children under one year of age. In April FY2005, some improvements were made to the system; fixed-term employees became eligible for child-care leave, and it became possible to extend the leave up to six months, in addition to the specified leave period. In April 2002, the family-care leave system was introduced to allow employees who need to care for family members to take leave for a maximum of one year.

In April 2007, the short-time work system was introduced so that pregnant employees and those

with children in the third grade or younger can shorten their regular working hours to enable them to ease their commuting difficulties, or to take their children to and from school. To increase the use of this system, we made some improvements in FY2008. Positive comments have been made about these systems, such as "our company's working conditions have been improved." Especially, the short-time work system has been very popular among female employees who have small children; many favorable comments have been received, such as "I am happy because I have more time to spend with my children" and "the system is very helpful; I can take my child to nursery school and do a pick-up after school." Aiming at creating a workplace environment in which women can find it easy and comfortable to work, we will continue efforts to develop and implement measures to improve employees' work-life balance.



*4 Figures presented for FY 2009 are data as of May 2009.

Comment from an employee who took child-care leave
Yumi Awazu
 Corporate Production Division



I took a child-care leave from April 2007 to April 2008. Since I had always wanted to continue working after having children, the company's child-care leave system was very helpful to me. After returning to my work, I had trouble taking time to transport my child to and from a child-care facility.

However, I also could solve this problem by using the short-time work system, which was introduced in FY2007.

I think I caused a lot of trouble to my co-workers around that time, but thanks to their kind and heartwarming support, I could manage to handle both work and child-rearing. What is wonderful about our company is that not only does the Company provide excellent child-care and family-care leave systems, but also employees cover for each other through empathetic consideration when one is on leave or uses the short-time work system. At the moment, I am again on child-care leave for my second child, but I am scheduled to get back to work in August this year. I am preparing myself to return to work recharged with even more energy in August.

Employee Education

Education Rationale, Education Objectives and Education System

Education Rationale

Kyocera Mita cultivates highly capable human resources who acquire the Kyocera Philosophy and contribute to the advancement and development of humankind and society, while pursuing the global development of Kyocera and the happiness of all employees through earnest efforts and a focus on creativity.

Education Objectives

1. To disseminate the Kyocera Philosophy among all employees
2. To cultivate executives with high-level management skills
3. To cultivate professional human resources with highly specialized knowledge and high technological skills
4. To cultivate human resources with the basic knowledge and skills needed to perform duties and responsibilities successfully

Kyocera Mita believes it is essential that the Kyocera Philosophy (see p. 13), which has served as a basis for management of the Company, be correctly understood and practiced by its employees. In accordance with Kyocera Mita's Education Rationale, developed on the basis of its Management Rationale, we have focused our efforts on Philosophy Education, through which employees learn the essence, fundamental ideas and values of the Kyocera Philosophy. In addition to Philosophy Education, we also conduct Management Education and Engineering and Technical Education Programs in cooperation with Kyocera, to cultivate human resources who can contribute to the growth of Kyocera Mita.

To realize the Education Rationale, we have set four education objectives. To achieve these objectives, an education system has been established that corresponds to each of four objectives, i.e., Philosophy Education, Management Education, Engineering and Technical Education, and Basic Education. To cultivate human resources who can contribute to the further development of our company, we are committed to implementing these education programs appropriately and vigorously.

Philosophy Education

Kyocera Mita provides continuous and thorough Philosophy Education to all employees, to ensure that they master the Kyocera Philosophy through accurate and deep understanding and practical application.

Philosophy training seminars by hierarchical level are also held in overseas subsidiaries, to promote dissemination of the Kyocera Philosophy among all employees. Philosophy Education System

- Director and executive training
- Employee training Manager and assistant manager training General staff training
- Overseas philosophy training

Training seminars held in FY 2008	Number of participants
4th	621
5th	762
6th	788
Total	2,171

Number of people attending Management Studies Courses for general employees, held at Kyocera Mita Head Offices

Employee Education

In FY2008, new employees hired through regular employment received 70 days of training before commencing their work duties. This training course, designed to provide basic working knowledge and skills, covered basic manners and attitudes as working adults, personal computer training, language training, software technique training, and practical training at a plant or sales office.

The management education program is also aimed at developing executives with advanced management skills. The main course of Management Education is the "Kyocera Management Studies Course," which covers "amoeba management," "hourly efficiency system" and "Kyocera Accountancy," all of which are management administration techniques rooted in the Kyocera Philosophy, which has always been the driving force in the development of Kyocera.

By the end of FY2008, we conducted the Management Studies Seminar for directors and executives (held in the Kyocera Management Research Institute), the Management Studies Seminar for staff members in managerial positions and above, which was designed in-house by Kyocera Mita. We also conducted the Management Studies Seminar for supervisors. In FY2009, to realize Amoeba Management through total participation, the Management Studies Seminar is being conducted for general employees.

We also aim to develop human resources with highly specialized knowledge and high technological skills. We place particular importance on engineering and technical training for engineers.



Management Studies Seminar

Benefits Program

Basic Idea

We offer a comprehensive benefits package to meet the diverse needs of employees, as well as to improve their physical and mental health and vitality and help them achieve a stable and fulfilling life. We implement employee benefits programs in accordance with the following five basic policies and four concepts.

Basic policies

1. Measures for a healthy life
(Health maintenance and promotion, physical strength development)
2. Measures for a stable and affluent life
(Housing, acquisition of property, daily life support)
3. Measures for a spiritually rich life
(Use of leisure time, lifelong learning)
4. Measures for a rich post-retirement life
(Life security, medical security, meaningful life)
5. Measures for emergency situations
(Illness, death, disaster, unemployment, etc.)

Basic concepts

1. Fair to all employees
2. Realized by employees' own will
3. Suitable for employees
4. Intended to support employees' own hard work

Health Maintenance and Promotion Activities

On the basis of the concept that it is an important for companies to promote and maintain the good health of employees, we have established Health Management Offices at seven business sites in Japan, to provide employees with health guidance and counseling by industrial physicians and public health nurses. The Health Management Office allows employees to consult more easily with health professionals about health problems. We also provide health information via in-house magazines. Moreover, in an effort to promote the health of group company employees, industrial physicians visit business sites in Japan and overseas to give health counseling and lifestyle guidance.

Mental Health Care System

To promote employees' mental and emotional well-being, as well as their physical health, we have set up a mental health counseling service desk outside the company. In addition, we have assigned mental care specialists to business sites since FY 2004.

Medical Checkup

To promote early detection and prevention of lifestyle-related diseases, we ensure that in the annual medical checkup, employees who are 35 years old or older receive lifestyle-related disease checks in addition to statutory check items. In FY2007, we launched a medical checkup program for employees who turned 30 years old, called "fushime (life-turning point) checkup," which also includes lifestyle-related disease check items. This program aims to ensure early detection of lifestyle-related and other diseases and to encourage young employees to pay more attention to their own health.

Measures to Prevent Lifestyle-related Diseases and Metabolic Syndrome

We provide various support services to employees to help them maintain their health. For example, individual guidance is provided after health check, and when necessary, employees are introduced to medical specialists. Furthermore, in addition to disease management by industrial physicians, lifestyle guidance is provided by public health nurses to help employees prevent or control metabolic syndrome. Thanks to these efforts, the Group's positive-finding rate in the periodic medical checkups for FY2008 was 49.2%, which was lower than the national average (49.9%; 2007).

Anti-smoking Measures

In accordance with the Health Promotion Law, which took effect in 2003, we have implemented various anti-smoking measures in the workplace, including division of the workplace into smoking and non-smoking areas, prohibition of smoking during working hours, and provision of guidance on quitting smoking for employees during the individual guidance hour after checkup. Due to these anti-smoking measures, the percentage of our employees who smoke as of September 2008 was 36.9%, down 1.5% from the previous year (38.4%). When comparing the smoking rate by job category, the smoking rate for sales staff was 48.4%, which exceeded the national smoking rate (Japan Smoking Rate Survey by Japan Tobacco Inc.) as of May 2008 (25.7%). In addition, the rate of smokers who rebound is higher among employees loaned to overseas subsidiaries. Addressing these issues is one of our future tasks.

Comment from a person who quit smoking Yoshinori Makiura CSR Promotion Division



I had been smoking for 32 years. I was repeatedly given guidance by industrial physicians on the importance of quitting smoking. My family and friends also always told me to stop smoking. Moreover, in the company, smoking and non-smoking areas were separated, and time restrictions were imposed on smoking. I felt that life was getting more and more uncomfortable for smokers. I had thought several times about trying to stop smoking for my own health, but I could not quite make up my mind. One morning, on the other side of the pedestrian crossing I saw several smokers gathering around an ashtray. A thick cloud of cigarette smoke was hanging over their heads. The moment I saw it, mixed feelings surged up inside me—"I also smoke at such a place." At the same time, I felt, "Maybe I should try to stop smoking for a little while." It has been a year since then. The trigger for my quitting smoking cessation was just a small incident, but continuing not to smoke was not as hard as I had imagined. I cannot say yet that I have absolutely no desire to smoke, but I intend to continue not to smoke.

In-house AED Training Seminar

The use of automatic external defibrillator (AED) by non-medical personnel was permitted in July 2004. Accordingly, the Kyocera Mita Group has installed an AED at each of its plants and offices with more than 50 workers. Since October 2008 we have also held in-house AED training seminars instructed by first-aid instructors,* with the aim of ensuring that all employees can use AED properly. As of June 2009, about 87% of the employees working at the Head Offices have completed the AED training seminar. We plan to hold AED training seminars in other plants and offices.

* First-aid instructors: Persons certified by fire-fighting organizations to promote and teach about first-aid treatment

AED installation status	
Business site name	Number of AEDs
Head Offices	2
Hirakata Plant	2
Tamaki Plant	2
Tokyo R&D Center	1
Kyocera Mita Japan	3
Daiken	1
Shinobugaoka Dormitory	1



AED training seminar

Promotion of Recreational Activities

With the aim of promoting communication among employees and with local residents, Kyocera Mita organizes various recreation programs every year, including an athletic meet and a summer evening festival. In July 2008, Kyocera Group Sports Festival was held at the Kyocera Dome Osaka, to promote friendships and communication among employees of the Group. At the sports festival, representative teams from Kyocera Group's affiliate companies and business sites competed in various games to win the title of No.1 team.

Club Activities

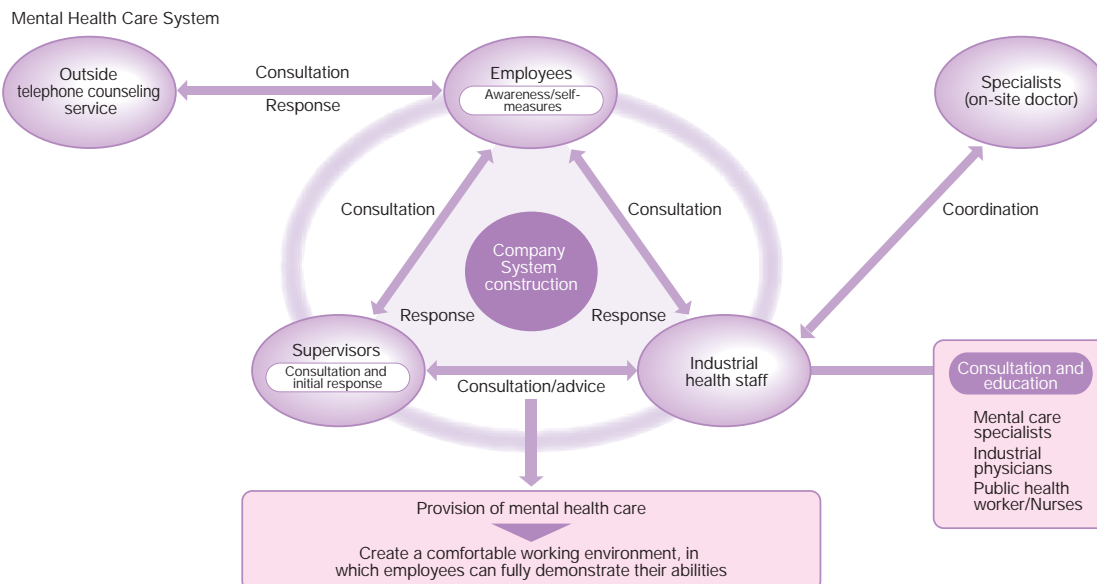
Many employees enjoy various activities at clubs officially recognized by the company, to cultivate friendships, enhance communication among employees, promote health and/or spend fulfilling leisure time.



Volleyball Club

Support for Living a Fulfilling Post-Retirement Life

Kyocera Mita has established the Old Boy's Club to encourage its former employees to get together and keep in touch with one another, with the aim of helping them lead stimulating and fulfilling post-retirement lives. Every year, a general meeting is held for members to meet each other and discuss various matters. Various club activities are also conducted in small groups.



Together with Employees

Occupational Health and Safety

Occupational Health and Safety Management System [OHSAS 18001]*1

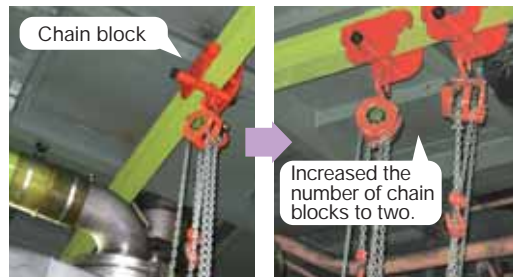
Based on the understanding that a safe and comfortable working environment is fundamental to successful business, the Kyocera Mita Group promotes industrial safety and health activities. As part of such efforts, the Group has introduced the Occupational Health and Safety Management System (OHSAS 18001). In addition to the already OHSAS-certified domestic production bases (Hirakata and Tamaki Plants) and Daiken Co., Ltd. (a group company), our non-production business sites— Kyocera Mita Head Offices, Tokyo R&D Center and Kyocera Mita Japan Corporation (a group company)—have also introduced the OHSAS 18001 system and acquired Certification in 2008.

Since occupational health and safety management and fire/disaster prevention management are closely related, we have decided to incorporate fire and disaster prevention management activities into the OHSAS system from FY2009, to enhance the fire and disaster prevention training as well as the fire safety inspection program. We are thus working vigorously to strengthen fire and disaster prevention management.

*1: OHSAS 18001 Standard

This Standard was established by the British Standards Institution (BSI) in 1999, with the purpose of enabling organizations to manage risks relating to employee occupational safety and health, prevent hazards and maintain a high level of overall safety. "OHSAS" stands for Occupational Health and Safety Assessment Series.

Example of OHSAS Improvement
"Preventing objects from flying or falling"



Before improvement
The hanging object was unstable, because only one chain block was used.

After improvement
The number of chain blocks was increased to two, to ensure that flexible containers can be lifted and moved in a stable manner.

OHSAS 18001 certification acquisition status

Company name	Site name	Certification acquisition date (month/year)	Registration No. WC05J0006
Kyocera Mita	Hirakata Plant	October 2006	
	Tamaki Plant		
Daiken	Head Offices	November 2007	
Kyocera Mita	Head Offices	September 2008	
	Tokyo R&D Center		
Kyocera Mita Japan	Head Offices		

Perfect 5S Promotion Activities

The Kyocera Mita Group is implementing "Perfect 5S Promotion Activities" to ensure that 5S activities (Seiri: orderly arrangement; Seiton: tidy up; Seiso: sweeping; Seiketsu: cleanliness; Shitsuke: discipline) are performed at a perfect level. Perfect 5S Promotion Activities aim not only at keeping the workplace clean, but at cultivating sensitivity that notices even the slightest problem or abnormality, by continuing pursuit of perfect 5S performance. We believe that employee's efforts to develop and enhance such sensitivity will lead not only to a safe and comfortable work environment, but also to improved product quality and production efficiency.

Examples of Perfect 5S Promotion Activities



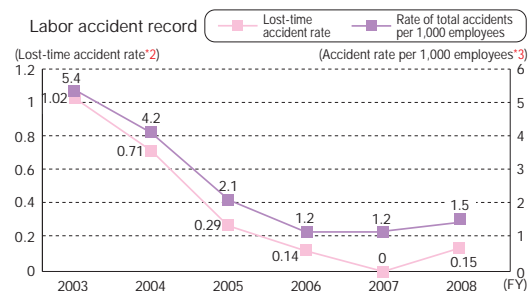
Well-organized filing system, so that necessary documents can be easily accessed

Properly serviced air-conditioner, which has been in use for more than 30 years

Labor Accident Record of the Kyocera Mita Group

In recent years, the Kyocera Mita Group has seen a continuous decrease in the number of labor accidents. In FY2008, however, the total number of labor accidents increased by one from the year earlier, and both the lost-time accident rate and accident rate per 1,000 employees increased. As a result of investigating the causes of the accidents that occurred last year, it has been found that most of the accidents were caused by the staff's carelessness or inattention and by their not following the rules (taking shortcuts, omitting required steps).

We have concluded that to reduce the number of labor accidents, it is important to implement not only hardware and software measures, but also "humanware" measures (i.e. educating employees so that each employee can recognize a hazard and when recognizing a hazard, he/she can change his/her action to avoid an accident.) In line with this idea, we will implement various activities to eradicate labor accidents in accordance with the OHSAS 18001 procedures, including Hiyari-Hatto activities (to prevent hiyari-hatto (near-miss) cases), workplace patrol and KYT (risk prediction training).



*2: Number of lost-time accidents per million hours worked
*3: Number of labor accidents per 1,000 employees

Environmental Report

Kyocera Mita manufactures products in accordance with the ECOSYS concept, which aims to minimize negative environmental impact while reducing total lifecycle costs. We will more actively contribute to global environmental protection by pursuing our commitment to the ECOSYS concept.



Environmental Activities

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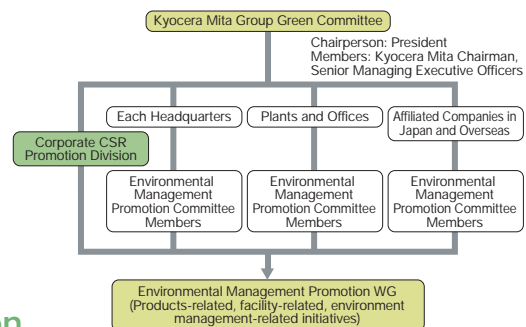
Environmental Action Plan and Results

Environmental Management Basic Strategies

- Promoting business activities that will help build a recycling-oriented society**
Create a resource-recycling society through continuous activities to reduce the environmental load.
- Providing superior eco-friendly products**
Develop and provide more evolved eco-friendly products (longer life and more energy efficient), on the basis of the ECOSYS concept.
- Establishing environmental management**
Provide environmental education and training to all employees and establish an environmental index management system to implement continuous and profit-yielding environmental management.
- Strengthening corporate social responsibility (CSR) activities**
Fulfill social responsibilities as a business enterprise through information disclosure and social contribution activities.

Promotion System

The Kyocera Mita Group established a consultative and decision-making body called the Green Committee, to develop and implement Group-wide policies and strategies for addressing environmental regulations.



The Second Environmental Action Plan (April 2008 to March 2010)

The Second Environmental Action Plan has been developed to be implemented by the end of FY2010; it comprises priority action items carried out forward from the First Environmental Action Plan and newly set priority items.

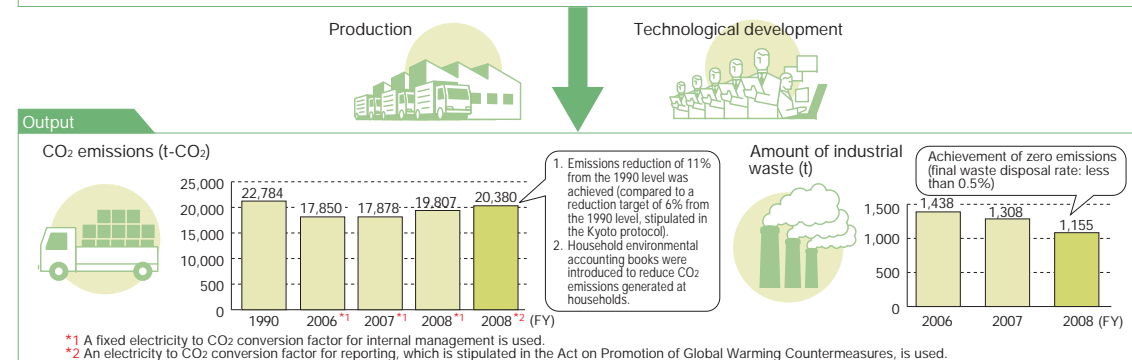
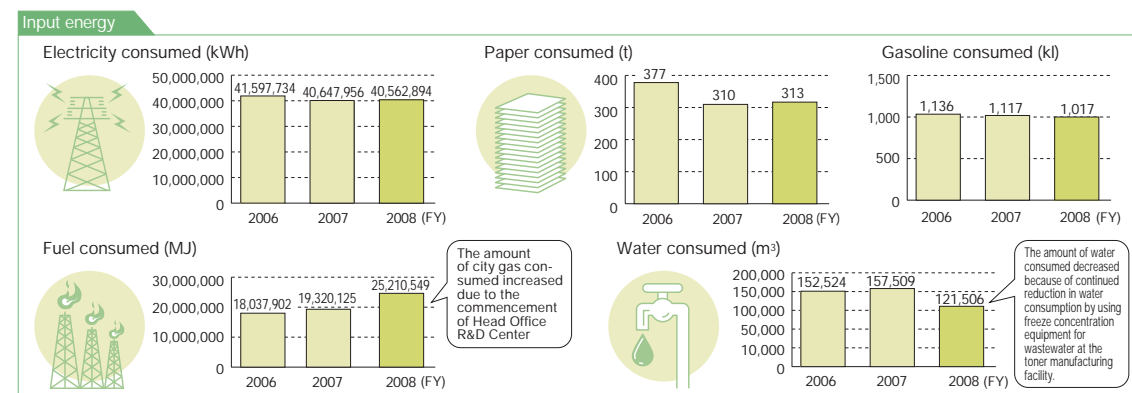
Numerical Target Item	Baseline	FY2008 Target	FY2008 Result	Evaluation	FY2017 Target
Industrial waste reduction	Unit of amount consumed in FY2007	Reduction of 10%	Reduction of 13%		Reduction of 50%
Reduction of general waste	Unit of amount consumed in FY2007	Reduction of 6%	Increase of 2%	×	Reduction of 30%
Zero emissions	—	Continuous zero emissions	Continuous zero emissions		Continuous zero emissions
Reduction of CO ₂ emissions	Emissions in FY1990	Reduction of 6%	Reduction of 13%		Reduction of 10%
Reduction of water consumption (plants)	Unit of amount consumed in FY2007	Reduction of 10%	Reduction of 28%		Reduction of 30%
Reduction of office paper purchased	Unit of amount consumed in FY2007	Reduction of 8%	Reduction of 20%		Reduction of 20%
Reduction of production paper purchased	Unit of amount consumed in FY2007	Reduction of 8%	Increase of 10%	×	Reduction of 30%
Reduction of paper discharged	Unit of amount consumed in FY2007	Reduction of 1%	Increase of 10%	×	Reduction of 20%

**From this year, numerical target items are listed as our basic activities under the Environmental Action Plan to reduce negative environmental impact.

Promotion Action Item	Target	FY2008 Result	Evaluation	FY2017 Target
Introduce the environmental efficiency (factor 2) to ensure that reduction of negative environmental impact is compatible with business performance.	Double domestic environmental efficiency in FY2014, compared to FY2004. (Formula for calculating domestic environmental efficiency: Domestic sales amount of Kyocera Mita Group divided by CO ₂ emissions generated from domestic business activities)	Placing the top priority on compliance with the Kyoto Protocol, the formula for calculating domestic environmental efficiency has been reviewed.		—
Achieve zero emissions at overseas production sites.	Achieve zero emissions at overseas production sites (final disposal amount: less than 1%) by the end of March 2010.	Efforts to achieve zero emissions have started at Kyocera Mita Shilong Plant, China		Continuous zero emissions
Implement closed material recycling for plastics.	Establish closed material recycling system for plastics used for exterior covers (PC-ABS) by the end of December 2008 and commence system use in January 2009.	Resource collection channels and a recycling system have been developed. Actual use of the developed channels and system have not yet commenced due to continued discussions on quality issues.	×	—
Introduce a product environmental efficiency index.	Develop a product environmental efficiency index to measure environmental impact reduction effects of products by the end of July 2008 and commence use of the index in August 2008.	(Internal information disclosure on the product environmental efficiency index began in June 2009.)		—
Comply with the EU REACH Regulation.	Establish a system that ensures proper registration and notification in compliance with REACH Regulation. (Preliminary registration should be completed by the end of November 2008.)	Preliminary registration was completed in November 2008.		—
Implement social welfare activities.	Cooperate with welfare activities undertaken by social welfare organizations.	July 2008: Invited children from a children's home in Osaka City to a professional baseball game. January 2009: Offered items as awards and participation prizes at the art exhibition of the New Year Meeting for Children held in Tennoji Civic Center.		—
Implement activities for promoting the sound nurturing of youth.	Implement the Science Experiment Project for elementary school students. Cooperate with Career Education Promotion Projects (job experience programs for junior high school students).	November 2008: Accepted junior high school students in Osaka City as job experience trainees. February 2009: Implemented science experiment projects at seven elementary schools in Osaka City. March 2009: Conducted a seminar for 32 expected graduates from junior high and high schools on guidelines for working in the real world.		—

**Promotion activity items are extracted from major activities.

Business Activities and Overall Picture of Environmental Load (Business offices in Japan)



Environmental Accounting (Business offices in Japan)

In FY2008, a variety of highly energy-efficient equipment was installed in the R&D Center building, which was completed on the premises of Kyocera Mita Head Office. Moreover, environmentally-friendly equipment was also installed in the toner manufacturing facility in the Tamaki Plant.

As a result, investment increased by 521.23 million yen on a year-on-year basis. The installation-related costs also showed a remarkable increase. Furthermore, economic benefits, including proceeds from the sale of valuable resources, increased by 152.49 million yen, indicating the contribution of energy-saving activities and an improved yield at toner plants.

2. Environmental Protection Benefits and Economic Benefits (Cost Reduction)

Activity	Annual benefits		Monetary benefits (yen)
	Quantity	Units	
Electricity consumption reduction	4,128,300	kwh	59,338,462
Fuel consumption reduction	145,702	crude oil equivalent liter	12,783,136
Perfluorocarbons (PFCs) and other greenhouse gases emissions reduction	0	kg-CO ₂	0
Water consumption reduction	401,257	m ³	68,903,577
Raw and subsidiary materials consumption reduction	0	kg	0
Packaging material reduction	519	kg	131,936
Chemical substances reduction	810	kg	764,280
Paper consumption reduction	1,487	kg	146,433
Waste reduction	2,176,145	kg	66,551,169
Yield improvement	405,960	kg	362,618,520
Reuse*1	1,147	Pieces	18,649,101
Reuse*2	12,000	kg	3,360,592
Total monetary benefits (yen)			593,247,207
(FY2007 total monetary benefits for reference)			441,745,101

*1 Reuse of service parts *2 Reuse of corrugated boards

CO ₂ emissions reduction	Item	CO ₂ emissions reduction (t-CO ₂)		Monetary benefits (yen)
		Electricity consumption reduction	Fuel consumption reduction	
Total (yen)	Electricity consumption reduction	1,239	388	3,162,892
	Fuel consumption reduction	1,147	0	1,229,347
Total (yen)		1,627	388	4,392,239
(FY2007 total for reference)		826	0	2,739,423

3. Economic Benefits (Proceeds from Sale of Valuable Resources)

Proceeds from sale of valuable resources (yen)	4,363,560
(FY2007 result for reference)	3,377,162

1. Environmental Protection Costs

Category	Investment (yen)	Cost (yen)			
		Fixed assets costs	Running costs	Expenses	Total
Pollution prevention cost	12,437,929	22,627,720	51,851,919	8,568,011	83,047,650
Global environmental protection cost	432,680,192	86,450,952	14,497,768	2,346,270	103,297,990
Resource recycling cost	39,500,000	22,898,020	11,240,614	76,790,357	110,928,991
Upstream/downstream cost	0	15,899,701	4,277	201,444,093	217,348,071
Management activities cost	118,177,063	26,497,645	1,556,436	229,410,039	257,464,120
R&D cost	19,748,210	0	0	152,351,422	152,351,422
Social activities cost	0	0	0	6,686,086	6,686,086
Natural environment restoration costs	0	0	0	0	0
Total	622,543,394	174,374,038	79,151,014	677,599,279	931,124,331
(FY2007 total for reference)	101,310,494	93,941,613	64,334,931	605,700,853	763,977,397

Development of Eco-friendly Products

Development of Eco-friendly Products

In November 2008, Kyocera Mita began selling a new series of A4-size color printers, which feature compatibility of environmental protection with business performance. One is "ECOSYS FS-C5300DN" (output of 26 vertical A4 pages per minute for both color and mono-chrome printing) and the other is "ECOSYS FS-C5200DN" (output of 21 vertical A4 pages per minute for both color and mono-chrome printing). These two models are characterized by environment friendly design, such as long life design making the toner the only consumable item to reduce parts replacement and the amount of waste, which exhibits the uniqueness of ECOSYS products; and 3R-conscious design focusing on reuse/recycling of parts. They are also designed to comply with overseas environmental regulations, energy-saving standards and chemical substance emissions regulations.



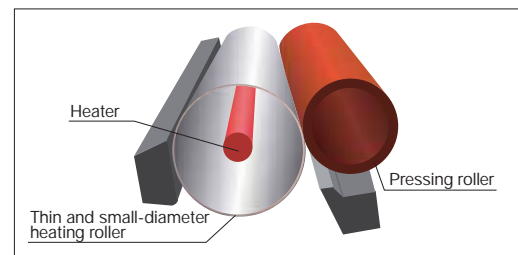
Main Features of the New Series

Introduction of newly-developed color toners

Newly developed color toners with uniform and smooth particles have achieved finer definition and higher clarity of images, while at the same time reducing toner consumed by 30% compared to conventional toners, without lowering image density. Polyester resin and low-melting wax used as toner materials have enabled lowering of toner fixing temperature by 20 degrees Celsius, resulting in 15% reduction of toner fixing energy consumption.

Development of new fixing technology

Newly developed fixing technology utilizing a thin and small-diameter heating roller has reduced warm-up time by almost half compared to that of conventional models. The new technology has enabled reduction of time required to recover the printer from the standby mode and start printing, while at the same time helping to promote energy saving.



Reduction of typical energy consumption (TEC)* values and CO2 emissions

By reducing consumable items by long-life design developed under the ECOSYS concept and conducting energy-saving efforts, we have achieved a remarkable reduction in TEC values and CO2 emissions, compared to conventional models.

	New models		Conventional models
	FS-C5200DN	FS-C5300DN	FS-C5030N
Continuous printing speed (color and mono-chrome printings)	21/21ppm	26/26ppm	24/24ppm
TEC value	3.095kWh/week	3.763kWh/week	5.020kWh/week
CO2 emissions	1.718kg	2.088kg	2.786kg

* TEC value is a criterion required to comply with the International Energy Star Program standard. It refers to electricity consumed in one week, assuming (alternation of operation and sleep/off modes five days) + (sleep/off modes two days).

Environmentally-Conscious Package Design

Through its integrated in-house product package design system, Kyocera Mita has conducted the development of packaging materials, placing the top priority on reducing negative environmental impact. Through design and assessments by product designers, who well understand structures and distribution channels of our own products, we are pursuing packaging materials that can achieve both thorough reduction of negative environmental impact and the securing of basic performance, such as resistance to impact damage caused by dropping or transportation, as well as safe and easy unpacking. Through such efforts, we are striving to deliver not only products but also packaging materials that can ensure customer satisfaction in all aspects. At the Japan Packaging Contest 2008, where products are assessed from various aspects, such as packaging design and environmental efforts, our packaging development for the new color printer ECOSYS FS-C5300DN series won the Good Packaging Award (Electric Equipment Packaging Category) for the fifth year in succession.



Comment from the package developer
Toshiyuki Nakamura,
MFP2 R&D Division, Corporate R&D Division



It was quite a challenging task to develop packages for the FS-C5300DN series. The printer was damaged at the impact-resistance test of the prototype. Therefore, I worked hard to solve the problem by using recyclable corrugated cardboard only, instead of expanded polystyrene that is difficult to recycle, to absorb impact affecting the printer. I believe it is crucial to lower the negative environmental impact of packaging materials to realize the Kyocera Mita's ECOSYS concept. I would like to further promote environmentally-focused packaging design through cooperation with the product design department.

Implementation of LCA

Implementation of Life Cycle Assessment (LCA) What is LCA?

Life cycle assessment (LCA) is a tool for quantifying the environmental load of products by analyzing negative environmental impact imposed by resources consumption and discharge over the products' entire life cycle (raw material extraction raw material production product production logistics use disposal). LCA enables evaluation of the negative environmental impact of a product in each life cycle stage or during the entire life cycle.

Acquisition of EcoLeaf environmental label and evaluation of the environmental impact of products

Kyocera Mita has acquired the EcoLeaf environmental label (the only Type III environmental label* in Japan) for its products, and releases information on EcoLeaf-certified products to the public. We have also built up an internal environmental information data collection system for LCA, and have acquired EcoLeaf System Certification. Currently, we evaluate the negative environmental impact of each newly developed product by using the environmental data collection at each life cycle stage through the environmental data collection system.

* The Type III environmental label is a label that quantifies the environmental impact imposed at each life cycle stage of the product.

Environmental Label Acquisition

Products Certified or Registered by Environmental Label Programs in FY2008

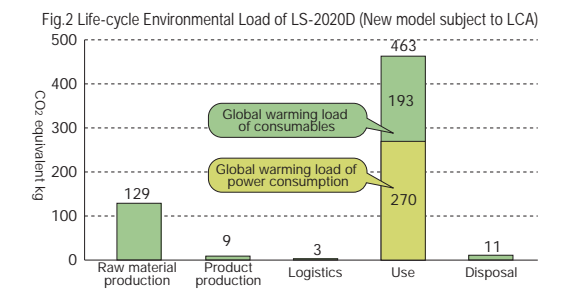
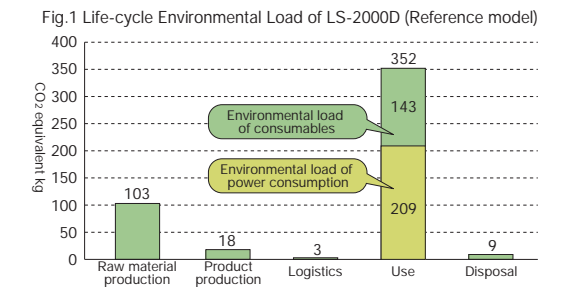
	MFP	Printer
Eco Mark (Japan)	TASKalfa 250ci TASKalfa 300ci TASKalfa 4811w TASKalfa 4812w TASKalfa 4813w	LS-2020D LS-4020DN FS-C5200DN FS-C5300DN
Blue Angel (Germany)	KM-3050 KM-4050 KM-5050 KM-2560 KM-3060	FS-1300D
Nordic Swan (five Nordic countries)	KM-2540 KM-3040 KM-2560 KM-3060	FS-4000DN FS-C5100DN FS-C5200DN FS-C5300DN
Green Mark (Taiwan)	KM-2540 KM-3040 KM-2560 KM-3060 KM-C2520 KMC3225 KM-C3232 KM-C2525E KM-C3225E MC3232E	
EcoLeaf Environmental Label (Japan)		FS-1300D FS-C5200DN FS-C5300DN LS-C8100DN

Environmental Impact Assessment of Printers

Based on our internal environmental information data collection system, we have conducted life cycle assessment (LCA) for a number of models, and have compared the LCA results of a new model with those of its predecessors. An example of such comparison is presented here.

Specifications of Models Subject to LCA

	LS-2020D (New model subject to LCA)	LS-2000D (Predecessor, reference model)
Print speed (pages/min.)	35	30
Weight (kg)	21.48	20.07
Drum life (pages)	735,000	540,000
Release date	April 2009	September 2006



Evaluation
Figures 1 and 2 show the life-cycle environmental load of LS-2000D and LS-2020D, respectively.

Long-life design
Comparing the LS-2020D (new model subject to LCA) and the LS-2000D (reference model), the print speed of the LS-2020D is 35 pages per minute, which is about 1.2 times faster than that of the LS-2000D (30 pages per minute). The drum life (number of pages printable during the life of the printer) of the LS-2020D is 1.4 times greater than that of the LS-2000D. Despite these performance improvements, difference of environmental loads from raw material production, product production, logistics and disposal stages between the two models is small (the environmental load of LS-2020D is 1.1 times larger than that of the LS-2000D). These results indicate the superior long-life performance of the LS-2020D model.

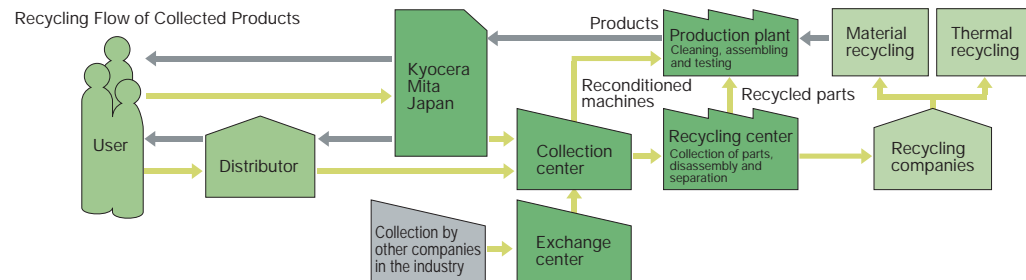
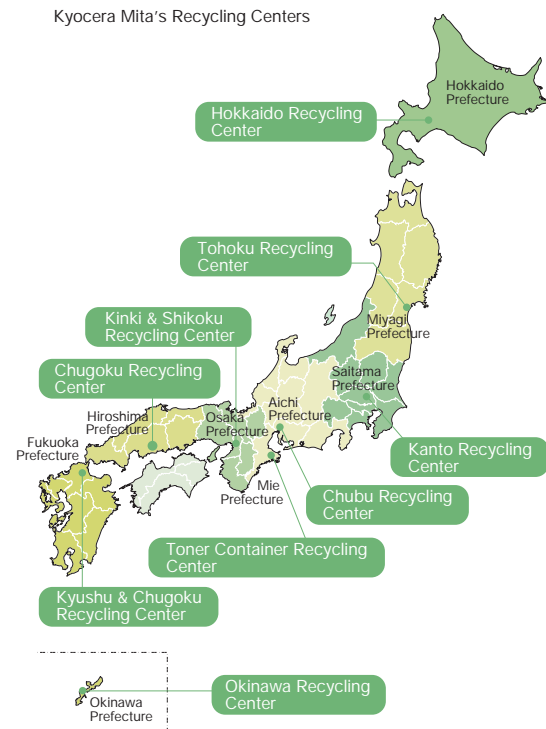
Electricity consumed during use
The major environmental load factor in the use stage is power consumption. Compared to the LS-2000D, the LS-2020D shows performance improvements (the print speed is about 1.2 times faster and the drum life is about 1.4 times greater). However, environmental load from power consumption of LS-2020D also shows an increase (environmental load of LS-2020D is 1.3 times larger than that of LS-2000D). Accordingly, it can be evaluated that the LS-2020D remains at the same level of the LS-2000D, in terms of environmental load from power consumption.

Consumables (toner) consumed during use
Despite a performance improvement of the LS-2020D as compared to the LS-2000D (the drum life cycle of LS-2020D is 1.4 times larger than that of the LS-2000D model), environmental load of consumables (toner) of the LS-2020D is also 1.3 times larger than that of the LS-2000D. Accordingly, it can be evaluated that the LS-2020D remains at the same level of the LS-2000D, in terms of environmental load of consumables (toner), same level between the two models. We provide these evaluation results as feedback data to the design and production departments, aiming to develop more environmentally-friendly products. LS-2020D and LS-2000D are Japanese version of FS-2020D and FS-2000D.

Resource Recycling Efforts

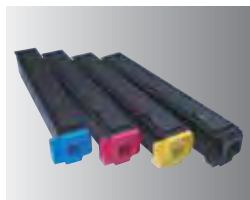
Establishing a Reuse and Recycling System

We have promoted recycling of used products and toner containers collected from customers, through our collection centers and recycling centers established in each region. As for used products collected in the Chugoku region, in the past we had transported them to a recycling center in the Kyushu region for recycling. After we established a collection center and recycling center in Hiroshima Prefecture in June 2009, energy consumption by transportation has decreased, enabling us to reduce environmental loads from transportation. Used products collected at a collecting center, together with each product's condition and performance data, are sent to a recycling center, where reusable parts are properly sorted out. Used toner containers are also gathered at our eight recycling centers, based on our collecting system. At recycling centers, we separate reusable containers, promoting material recycling that aims at reuse of used products and parts as materials. In FY2008, a total of 2,019 tons of used products and toner containers were collected, of which more than 99% were reused or recycled.

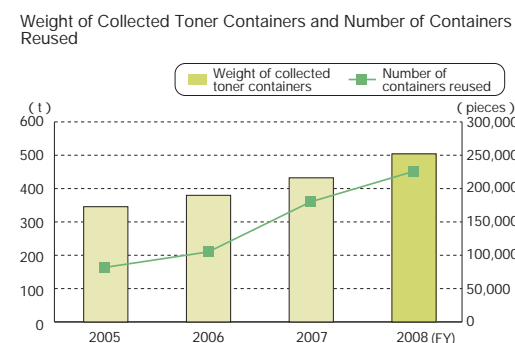


Reuse of Toner Containers

Kyocera Mita has been promoting the collection and reuse of used toner containers since 1998. Reusable toner containers separated from collected toner containers are cleaned and inspected for appearance and performance before reusing. In FY2008, approximately 504 tons of used toner containers were collected and about 220,000 toner containers were reused, which was 123% of the figure for the previous fiscal year. Moreover, more than 99% of collected toner containers not suitable for reuse are recycled as materials.

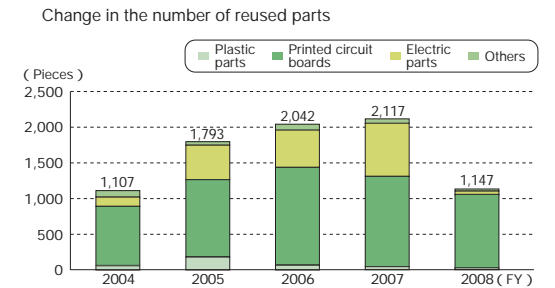


Toner containers



Reuse of used products

We are also actively involved in the reuse of parts sorted out from collected used products. After being sorted out following prescribed procedures, reusable parts are sent to the production line of reusable parts, where each of their prescribed consumables is replaced with a new one. Then, only parts that have passed our quality inspection are shipped to be reused. In FY2008, due to inventory adjustment, the number of reused parts was 1,147, a decrease of 45.8% from the figure for FY2007. We aim to achieve the FY2007-level result in FY2009.

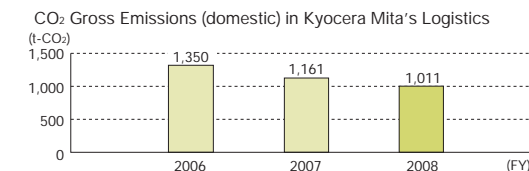


Green Logistics

CO₂ Gross Emissions (domestic) in Kyocera Mita's Logistics

The Kyocera Mita Group has been accelerating the reduction of CO₂ gross emissions (domestic) from logistics, through the following efforts:

1. Shortening of distribution routes of imported products
 2. Promotion of modal shift
 3. Improvement of boarding ratio
- To solve the problem of low boarding ratio, a joint pickup system has been introduced, in which each shipping vehicle visits multiple locations to pick up products.

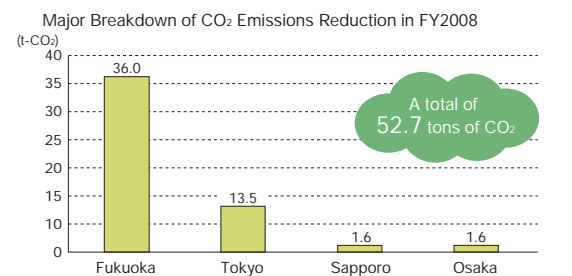
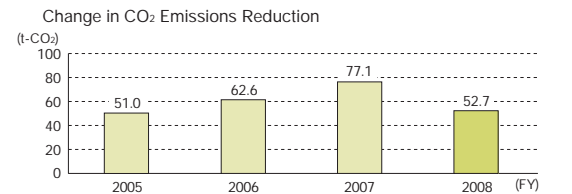


Improving Distribution Routes of Products Shipped from our Plant in China

We produce multifunctional systems and printers as well as their related equipment in our plant in Guangdong, China, from where they are shipped to the world. In the past, we had transported these products to Hong Kong by truck, and then exported them from the port of Hong Kong by ship. However, after reviewing this distribution route, we are now sending most of the products produced in Guangdong to the port of Shenzhen by land transportation to ship them to the world. The shorter transportation distance between Shenzhen and our plant in China, compared to that between Guangdong and Hong Kong, has enabled us to reduce CO₂ emissions.

Shortening of Distribution Routes of Imported Products from our plant in China and Reduction of CO₂ Emissions through Modal Shift

In the past, most imported products from our plant in China were unloaded at Osaka Port, and then transported to other logistics bases such as Tokyo, Fukuoka and Sapporo, by truck and ship. However, this has been changed: cargos are now imported directly to the port nearest the respective logistics base. The shortened transportation distance has enabled us to reduce CO₂ emissions. In FY2008, although the reduction in the amount of CO₂ emissions decreased due to a reduction in imported products, we achieved 52.7 tons of CO₂ emissions reduction.



Environmental Activities at Overseas Subsidiaries

Kyocera Mita America Head Office

Received 2008 EIP Award

Kyocera Mita America Head Office received the 2008 Excellence in Partnership (EIP) Award for Industry Green Contractor, the highest award for companies conducting purchasing activities at the U.S. federal market.

This award is presented to the company that made the greatest contribution to the environment by providing environmentally-friendly products or conducting environmentally-benign manufacturing and operation management. This is one of five awards granted to companies in the manufacturing industry, and is recognized as the most competitive award in EIP award categories.



(Logo of EIP Award)

Received Evergreen Award for the Second Time



At the presentation ceremony of Evergreen Award

Kyocera Mita America Head Office received the 2008 Evergreen Award under the Technologies and Electronics industry category. This award was established by the U.S. General Services Administration (GSA) Integrated Workplace Acquisition Center (IWAC) in 1998. The Evergreen Award is granted to the exemplary company that showed the strongest commitment to green business activities, such as industrial waste reduction and promotion of recycling. This was the second time for Kyocera Mita America to receive the award since FY2005.

Comment from President Michael Pietruni,
President & CEO, Kyocera Mita America



Kyocera Mita America Head Office has made active, concerted efforts to conduct environmental activities. For example, based on our environmental policy "To reduce environmental loads," we began conducting the collection and recycling of used toner containers in 2008. I am convinced that we were commended for our strenuous commitment to the environmental protection by the awards.

Kyocera Mita Germany

Contributed to the German Environmental Aid Association

In line with the Kyocera Mita's corporate motto, "Living Together (harmonious coexistence with nature)," Kyocera Mita Germany has provided financial aid to the German Environmental Aid Association (DUH) for 20 years. DUH is a non-governmental organization established in 1975, aiming to support various activities for protecting the natural environment, such as the Living Lake program, the purpose of which is to protect lake and wetlands environments throughout the world. In 2007, jointly with DUH and the German Confederation of Small and Medium Enterprises (BVMW), Kyocera Mita Germany established the Kyocera Eco Award. The purpose of the Award is to commend small- and medium-enterprises in Germany for their contribution to the development of innovative energy-saving technologies and environmental protection programs. In 2009, Kyocera Mita Germany contributed 20,000 euros to DUH. Kyocera Mita Germany will continue supporting environmental activities by DUH.

Kyocera Mita Europe Head Office

Concluded Green Electricity Supply Agreement

In April 2008, Kyocera Mita Europe Head Office concluded a green electricity supply agreement with electric companies, for a limited duration of April to December. Since green electricity is generated by using wind power, electric power, solar power and biomass power*1, CO2 emissions released by these power generation processes during the agreement period will be zero. Thanks to the green electricity supply agreement, Kyocera Mita Europe Head Office achieved 360.5 tons*2 of CO2 emissions reduction in the duration of the agreement.

*1 Biomass power generation is power generation using organic materials obtained from plants as energy sources.

*2 This figure was calculated by multiplying electricity consumed during April to December by the difference of CO2 conversion factor between green electricity and conventional electricity.



Kyocera Mita UK

Received Environmental Company of the Year

As a result of evaluation of its ECOSYS printer production technology and environmental activities, Kyocera Mita UK was selected as Environmental Company of the Year at the Awards for Channel Excellence (ACEs) organized by Microscope. In addition to environmental efforts, Kyocera Mita UK's achievements were judged as exemplary for other companies, and to be worthy of the award.



At the presentation ceremony of the Environmental Company of the Year

Wins Green Product of the Year

ECOSYS printer technology won Green Product of the Year, an award granted at the Document Manager Magazine Awards. Efforts to make the toner the only consumable item by extending the life cycle of drums and other parts, thereby reducing waste to lower environmental loads, were evaluated.



At the presentation ceremony of Green Product of the Year

Comment from a staff member Cassie King,
Kyocera Mita UK



At Kyocera Mita UK, we have established an environmental information network to provide a wide range of environmental information to product users and related companies. We have also been involved in environmental activities, such as the presentation of Green Light Awards, the theme of which is the natural environment. I am delighted that our environmental efforts have been highly evaluated by many companies. We will continue to focus on reducing environmental loads, and sending out a message of environment-friendliness.

Kyocera Mita Thailand

Conducted the Big Cleaning Day program

Kyocera Mita Thailand carried out a cleaning program named the Big Cleaning Day, as part of corporate social responsibilities and social contribution activities in accordance with ISO14001 standards. At the program, Kyocera Mita Thailand employees cleaned neighboring parks and other open spaces and sorted collected wastes into three categories for proper treatment: general wastes, recyclable wastes and toxic wastes.

Conducted donation and tree planting activities.

In April 2008, Kyocera Mita Thailand donated books, school uniforms, toys and new stationery to deprived children in inland areas. It also participated in an activity to collect aluminum from used collected parts and beverage cans. Upon collecting 30 kg of aluminum, Kyocera Mita Thailand intends to donate the aluminum to a charitable organization.

Furthermore, with the participation of its some 50 employees, Kyocera Mita Thailand conducted a tree planting activity on July 5, 2008.



At the tree planting activity

Kyocera Mita Australia

Participated in the Business Clean Up Day program in Australia

Business Clean Up Day, an annual cleanup activity conducted throughout Australia by mainly corporate volunteers, was held on February 24, 2009. From Kyocera Mita Australia, 12 employees, including the President, participated in the activity, conducting weeding and garbage collection in the National Park in Chowder Bay. They also planted indigenous plants Australia in the park.



At the Business Clean Up Day program, Australia

Shilong Plant



Shilong Plant
Company name: Kyocera Mita Office Equipment (Dungguan) Co.
Address: Dongguan City, Guangdong Province, China
Number of employees: 5,517 (As of March 2009)
Total floor area: 231,500 m²
Business activities: Manufacture of multifunctional systems, printers and photoconductor drums

Major activities in FY2008

The Shilong Plant, one of the key plants of the Kyocera Mita Group, focused on electricity-saving in FY2008 as part of its environmental protection activities. To be specific, since the Environment Month program started last June, efforts were made throughout the entire plant to reduce the number of light fixtures, thoroughly control air-conditioning temperature, and prevent failure to turn off the power. As a result, the plant has reduced the number of fluorescent lighting units, which totaled over 50,000, by approximately 9,000. Regarding room temperature control, the plant has set the air conditioner temperature at over 26°. In addition, the number of cases in which the power is left switched on, which was more than 200 at the beginning, has been lowered almost to zero at the plant with 5,000 employees. Cooperative electricity-saving efforts with all employees have enabled the Shilong Plant to reduce electricity consumption in FY2008 by about 7 million kWh (15.7%) from the FY2007 level. The plant will remain involved in electricity-saving activities, aiming to realize an electricity consumption reduction of 10% on a year-on-year basis in this fiscal year. Moreover, the Shilong Plant won the 1st Environmentally-friendly Award Dungguan in March 2009, in recognition of its daily environmental protection efforts. The award winner receives financial assistance for conducting environmental activities. Satisfying requirements such as "Standards for waste discharge and the amount of waste discharged, which are prescribed by the national and local governments, must be fulfilled." and "A stable operation rate of facilities for environmental protection must be over 95%," the Shilong Plant was selected as the only recipient of the award from among 40 candidate companies.

Tamaki Plant



Outline
Address: 704-19 Nojinozamatabe, Tamaki-cho, Watarai-gun, Mie Prefecture
Number of employees: 363 (As of March 2009)
Site area: 101,511 m²
Business activities: Production of printers, accessory equipment and toners

Major activities in FY2008

A famous local landmark of Tamaki-cho, where the Tamaki Plant is located, is the site of Tamaru Castle. The castle was established by Chikafusa Kitabatake and Akinobu Kitabatake during the Nambokucho period, as the base of the Southern Court party. Retaining the original form of the Fujimi-mon gate, the Tamaru Castle site is designated as a historical site by Mie Prefecture (Prefectural Important Cultural Asset). The Tamaki Plant has conducted cleanup activities at the Tamaru Castle site, as a cooperative program with Kyocera Mita's labor union. In the fiscal year under review, the Tamaki Plant's cleanup activities went one step further. Through a discussion with the education board in Tamaki-cho, local companies decided to take corporate responsibilities for conducting cleanups of the historical site. Following the decision, the Tamaki Plants assumed the responsibility for cleaning up around the Fujimi-mon gate. For three to four times a year, employees of the Tamaki Plant go to the assigned area of the castle site after leaving the workplace on time, to clean up the area by mowing and collecting garbage. By doing this, the Tamaki Plant wants to help make the traditional and historical castle site a more attractive place for visitors, aiming to contribute to the local community.



Cleanup activities at the Tamaru Castle site, a symbol of Tamaki-cho

Hirakata Plant



Outline
Address: 1-38-12 Tsudakita-machi, Hirakata City, Osaka
Number of employees: 361 (As of March 2009)
Site area: 46,018 m²
Business activities: Production of multifunctional devices, printers, accessory equipment, photoconductor drums and toners. Overall management of service parts.

Major activities in FY2008

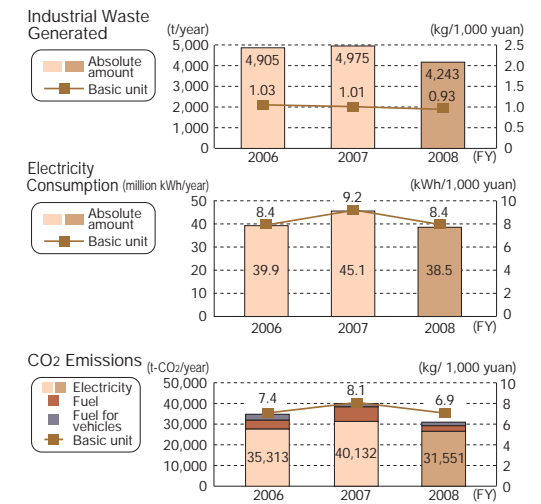
Since July 2008, Hirakata City and 13 leading business entities operating in the city have proceeded with the establishment of the Hirakata City global warming prevention council, an organization under which the government and private sector will hold discussions to take global warming countermeasures. As a result, the council was established in October 2008 and started operating in April 2009. The Hirakata Plant actively participated in the preparation committee for the establishment of the council, and in October 2008, participated in the 1st Hirakata Environment Exhibition, which was held as a commemorative event of the council's establishment, introducing our ECOSYS concept and environmental conservation commitments. In addition, the Hirakata Plant participated in the City's own School Environment Management System (S-EMS) program. In this program, the review committee, consisting of representative citizens and municipal employees, examines the results of resource- and energy-saving activities that have been conducted by 75 municipal primary and junior high schools, as well as preschools. From the Hirakata Plant, one employee participated in this program as a reviewer, examining the results of activities with the municipal board of education staff members, through document and visiting reviews.



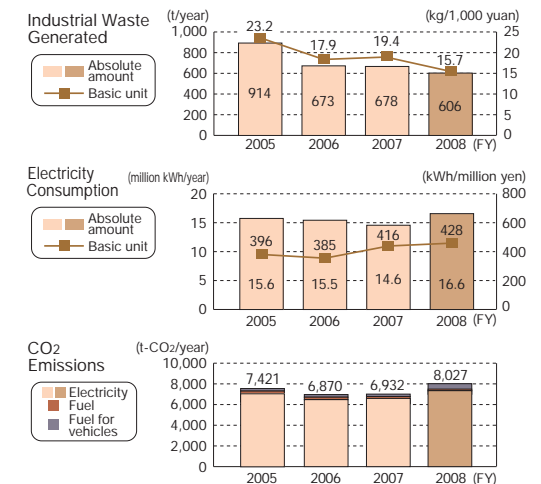
At the establishment meeting of the Hirakata City global warming prevention council

Environmental Load Data of Each Plant

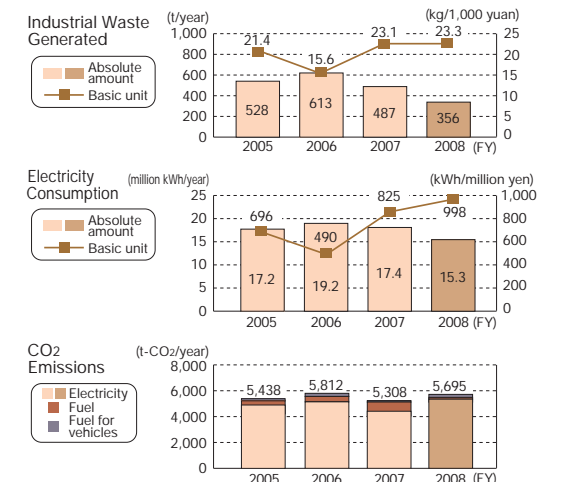
Shilong Plant



Tamaki Plant



Hirakata Plant



* Since we reviewed scopes of sales and production due to changes in production activities at plants, some numerical values are different from those published in FY2008.

Regarding CSR Report 2009

Kyocera Mita has consulted specialists for the contents of its CSR report every year. On July 8, 2009, we held a round-table discussion at the Kyocera Mita Head Office to hear the valuable opinions and advice of specialists on drawing up the Kyocera Mita Group CSR Report 2009.



Participants (titles omitted)

Outside specialists



Eriko Nashioka
Certified public accountant

Director, Institute for Environmental Management Accounting
Member of the Sustainability Information Disclosure Technical Committee, Management Advisory Service Research Committee, Japanese Institute of Certified Public Accountants
Part-time lecturer at the Faculty of Commerce, Doshisha University ("Environmental Accounting" and "Environmental Audit")

Ms. Nashioka also provides consulting services regarding environmental accounting and environmental information disclosure.



Tomomi Shinabe

Senior position, KPMG AZSA Sustainability Co., Ltd.
Specialized in the third party analysis of environmental/CSR reports and advisory activities on environmental/CSR managements. Served as a Working Group (WG) Meeting member of the environmental report category at the 10th, 11th and 12th Environmental Communication Awards organized by the Ministry of the Environment, etc.

Participants from Kyocera Mita



Yoshihiro Tagawa

Director, Senior Managing Executive Officer, Senior General Manager, Corporate CSR Promotion Division, Kyocera Mita Corporation



Masami Inoko

General Manager, CSR Promotion Department, Corporate CSR Promotion Division, Kyocera Mita Corporation

Regarding Overall Impression and CSR Management

"Relations between CSR policy and activities needs to be more clarified."

Nashioka: I feel that your CSR report has continued enhancing, with clarified priority items of CSR activities and the increased amount of data disclosed in the report.

Shinabe: This year's report has incorporated an increased number of items, briefly summarizing the information contained. I think the layout is quite helpful to understand the overall picture of the report.

Nashioka: As CSR action policies are listed, it would have been a better report if there had been an indication as to on which page the listed information would appear, and if relations between FY2009 prioritized action items described in Top Commitment, and CSR action policies (P.14) and other explained items had been clarified.

Shinabe: The purpose of conducting efforts to achieve better compliance and risk management is to reduce the occurrence of information leakage and violation of laws and regulations to almost zero. Therefore, achievements and effects by such efforts are important information to be provided to readers. I think information needs to be disclosed in a way that allows readers to understand achievements, new tasks & countermeasures, and other aspects of progress produced by such efforts.

Tagawa: It is possible that, although no significant violation of laws and regulations has been confirmed, minor breaches are pointed out by legal audits. We will consider disclosing summarized information of legal audits in our future CSR report.



Nashioka: From readers' point of view, data will become more understandable if basic information, such as who produces what products where, with what production percentages, and where the products are mainly sold, are provided on a company profile page.

Shinabe: As I understand it, different efforts are conducted in different areas. For example, maintaining employment will be a priority in areas having a large number of employees, while strengthening customer response capabilities will be emphasized in areas boasting high sales amounts. I advise that priority issues arranged by area should be released as basic information for reading data.

Regarding Special Feature: TASKalfa

"How about emphasizing your customer-oriented approach in manufacturing products?"

Shinabe: I understood that the group cell production system, Meister System and joint participation system in the prototypes production processes in the Shilong Plant (China) are meaningful ways of enhancing motivation and skills of Chinese employees. I thought these systems may bring about a new way of working for Chinese employees, whose employment retention rate has been low. Therefore, the contents of this special feature should have been mentioned in "Together with Employees" (p.31) as well.

Inoko: Concerted efforts by employees at the Shilong Plant to produce the TASKalfa series surely improved skills of Chinese employees. I think that establishment of a China-specific personnel system capable of offering work-satisfaction and a sense of fulfillment to Chinese employees will constitute a future task. In that sense, I agree it is meaningful to reflect the contents of this special feature on "Together with Employees."

Nashioka: The special feature explains that you listened to customers' voices and focused on providing functions helpful for customers when developing the Taskalfa series. This is a quite important and an ideal attitude to manufacturing. Readers will gain increased confidence in your company if you emphasize your customer-oriented manufacturing processes in the report, such as whether or not you listened to voices of not only domestic customers but also overseas customers, how you found tasks from customers' voices, and how you reflected customers' voices in developing the product.

Regarding Social Report and Environmental Report

"Educational support activities for children of the next generation are intriguing."

Shinabe: Your educational support activities for children of the next generation, especially the Science Experiment Project for elementary school students, are admirable. The Project will surely help solve the problem of children's alienation from science.

Inoko: Because Kyocera Mita's continued development is supported by many stakeholders, I think social contribution activities should be conducted as a token of gratitude to such stakeholders. As a manufacturer, it is a required mission of Kyocera Mita to develop and establish high-level of technology in Japan.

Shinabe: It seems from the report that social contribution activities by overseas subsidiaries have focused on providing financial assistance, not having conducted activities that can exhibit the uniqueness of Kyocera Mita. Therefore, I advise you to accumulate know-how on conducting Kyocera Mita-specific social contribution activities in Japan, and then, apply this know-how in overseas subsidiaries.



Tagawa: When conducting environmental activities in overseas countries, we can follow an approach based on universal standards such as ISO 14001. However, our social contribution activities have just started; how to conduct the activities and spread our CSR policy in different countries remains as a task.

Shinabe: Regarding business partners, the status of suppliers' environmental management systems is shown in a graph. However, readers are not informed whether or not overseas suppliers are included in the graph. My overall impression of this year's CSR report is that the subjects and scope of investigation should be better clarified.

Nashioka: For example, regarding child-care leave in FY2008 on a "With Employees" page, I want to know the specific ratio of employees as well as the number of male and female employees who used the child-care leave system. Considering that employees and candidate employees will also read the CSR report, I advise increasing the amount of information to be offered.

Tagawa: Although no male employee has used the child-care leave so far, some male employees have used the family care leave system and the short-time work system. We will strive to provide well-organized information that stakeholders want to know.

Shinabe: Although the number of labor accidents at the Shilong Plant was presented in the special feature of FY2008 CSR report, no such data has been offered in this year's CSR report. I think this kind of information relating to the Shilong Plant, which is your key plant, should be continuously provided in CSR reports.

Nashioka: The Shilong Plant has a large number of employees and high production capacity, while generating a large amount of CO₂ emissions. Therefore, I recommend offering more detailed information on the Shilong Plant in your CSR report, such as numerical targets of production and manufacturing activities. It will be a more "global" CSR report if information is disclosed and presented according to the characteristics of each area, such as China, the largest production base, and European countries, your major markets.

After the round-table discussion

Yoshihiro Tagawa,

Senior Managing Executive Officer, Senior General Management, Corporate CSR Promotion Division

Through the round-table discussion, I understood the enhancements in this year's CSR report and what problems remain in providing a CSR report with more weight on the reader's perspective. As pointed out in this round-table discussion, we will work on creating a more readable CSR report so readers will easily understand what the disclosed data shows and implies. By placing more emphasis on following a series of processes of "establishing the CSR policy first, developing action plans, and publishing the contents and results of planned activities," we will do our utmost to create a further improved CSR report.