
CSR

Report 2011

Summary

Social and Environmental
Report

LIVING TOGETHER



Together with Everyone Who Supports Kyocera Mita

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."

In keeping with these philosophies, we have made three commitments: To actively engage in community activities as a responsible member of the community;

To not only comply with the applicable local laws and regulations, but also meet local stakeholders' demands, as a global corporation that operates throughout the world; and To not only strive to reduce environmen-

tal impacts through life-cycle assessment (LCA), but also work to protect wildlife and their habitats.

Guided by these commitments, we dedicate ourselves to producing innovative environmentally responsible products. By permanently repeating the cycle of providing products to customers and accumulating improvements, Kyocera Mita seeks to remain a company that gains the recognition of customers, employees, the local community and business partners, and is able to sustain healthy growth.



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Editorial Policy

Kyocera Mita publishes a CSR report each year to keep its stakeholders informed of its management philosophy as well as CSR principles and activities. Since fiscal 2010, our CSR communication has been mainly through our website. An electronic version of CSR report (PDF format), which provides a brief summary of Kyocera Mita Group's CSR activities, is released on the Kyocera Mita website.

The electronic CSR report 2011 contains special features on our customer-oriented product development efforts and our social contribution activities that focus on the healthy development of young people. Detailed data on environmental performance is available on the website.

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 in January 2009, only sales and number of employees are included.

■ Period Covered by the Report:

April 1, 2010 to March 31, 2011

(Some information is from outside of this period.)

■ Published in October 2011

■ Produced by

KYOCERA MITA Corporation
CSR Promotion Department
Corporate CSR Promotion Division

COMMITMENT

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

Director and Senior Managing Executive Officer
Senior General Manager, Corporate CSR Promotion Division

Yoshihiro Tagawa



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 is able to sustain growth.

... "Living Together with Society" and "Living with the World"

As the economy has moved from the high-growth era to a mature stage, the public's values have become diversified. As demonstrated by the phrase "from safety to security," merely supplying high-performance products is no longer enough. It has become increasingly important for companies to actively engage in conversations with customers and the market as well as to promote information disclosure so as to gain the true trust of society.



It is important in corporate activities to accurately identify the trends and needs of society and respond in a speedy and appropriate manner. We firmly believe that active and continuous engagement in these efforts will lead to a deepening of CSR management.

Kyocera Mita is a global corporation that operates throughout the world. To be a good corporate citizen in global communities, we ensure that all our business units and sales companies throughout the world conduct their business activities not only in compliance with the applicable laws and regulations of the countries in which they operate, but also in accord with the Kyocera Philosophy, which serves as a corporate ethic and code of conduct for all Kyocera Mita companies.

All Kyocera Mita companies are committed, as a member of every country and community in which they operate, to actively engage in environmental protection and social contribution activities in their respective communities.

●●● "Living with Nature"

Global warming and accompanying abnormal weather phenomena, which have occurred more frequently in recent years, are no doubt serious issues that require urgent action. Moreover, due to the destruction of the natural environment, various species are on the verge of extinction. We strongly feel that we must seriously consider what we can do as a company, and take action to help resolve these issues. In the future, we will not only strive to reduce environmental impacts, but also actively promote habitat protection and restoration activities.

Contributing to the Realization of a Sustainable Society through Our Business Activities

●●● The ECOSYS Concept

Printers, copiers and multifunctional products that Kyocera Mita manufactures and markets are designed and produced based on the ECOSYS concept.

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 the developing unit, which 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.



●●● Environmental Protection Activities

Our ultimate goal in product manufacturing is to produce products that impose minimum environmental loads through their life cycle—from production and sales to collection and recycling.

In the collection and recycling stage, we place priority on the reuse of used products and parts. Based on the idea that used products and parts are not waste, but valuable resources, we ensure that used products and parts are fully recycled and used again to manufacture new products, thereby contributing to the creation of a recycling-oriented society.

At the production plants and sales offices, various energy-saving measures have been implemented, including the introduction of high-efficiency equipment and fuel conversion. Moreover, measures have also been taken to promote the use of sustainable energy, including the introduction of photovoltaic generation systems and the use of green electricity generated from wind and water resources. At all business sites, we will vigorously continue resource- and energy-saving efforts.

Kyocera Mita believes that the first step toward the realization of a sustainable society is to ensure that each and every Kyocera Mita employee throughout the world is committed to fulfilling their social responsibilities by becoming actively involved in activities aimed at "living together with society," "living together with the world," and "living together with nature."

We are proud of manufacturing and providing products that are environmentally conscious and are demanded by customers and the market. With this pride in mind, we will do our utmost to enhance the level and quality of our CSR management.



Our ECOSYS concept has evolved into the Smart MFP series.

It's about 20 years since we established the ECOSYS concept, which emphasizes "excellent economic efficiency brought by environment-friendly products with a long life."

Our enhanced efforts to contribute to society and the environment have led to the creation of the Smart MFP series which embodies an evolution of the ECOSYS concept.

What does the world expect from corporate efforts for ecology today?

Today, an emphasis on ecology is a must, and a strongly active commitment to the environment is prerequisite for companies to survive. Businesses are required not only to provide ecology-conscious products and services but also to improve their existing products to provide customers with additional environment-friendly choices and increase environmental value for users.

The ECOSYS concept recognized by the whole world

People's interest in environmental issues has been increasing in recent years, and accordingly, the ECOSYS concept embodied in Kyocera Mita's printers has come to draw much attention inside and outside the country. Germany, known as a country making a nationwide commitment to the environment, was the first overseas nation where popularity of our ECOSYS printers soared, followed by many other countries all over the world. Today, ECOSYS products, which are enjoying world-wide recognition and reputation for their excellent economic efficiency and reduced environmental impacts, are chosen by many workplaces throughout the world.



New Release

Smart MFP series

Behind the development of this series of multifunction printers is our aggressive, multilateral pursuit of value truly demanded by customers, and taking the form of best-in-class energy-saving performance; simple-and-easy operability, enabling users' intuitional understanding and quick choice of desired functions; space-saving downsized dimensions; and noise reduction design for a comfortable office environment. These select features are integrated into our traditional ECOSYS functions such as our original "cartridge-free system" (in which the toner is the only consumable component, ensuring a long product life).

Monochrome

TASKalfa
305/255

Color

TASKalfa
255c/205c

Smart MFP

Customers' voices are priorities in the development of Smart MFPs.

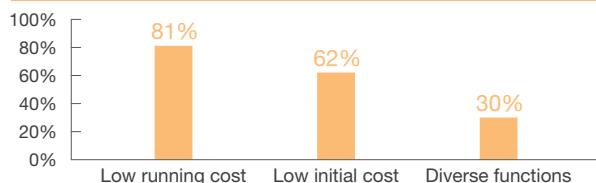
A conventional style of product development can be characterized by the review-and-build-up process, where any problem identified with a previous model is corrected, customer needs and the latest market trends are taken into consideration, and a new product is created on the basis of these corrections and introduced. However, in the development of our Smart MFP series, we started from scratch; we avoided any and all assumptions or preconceived ideas and went back to the very beginning, considering "what is really needed by customers today?"

We started with the implementation of a questionnaire survey covering customers from around the world; the first thing we did in this project was to get feedback from users of multifunction printers and identify the functions and services truly desired by customers.

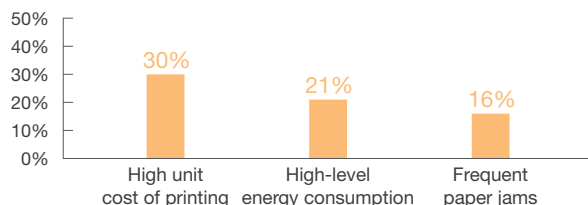


Findings through our global questionnaire survey

What is important to you when you buy an A3 multifunction printer?



What feature is unsatisfactory with your A3 printer?



The results of our global questionnaire survey informed us that customers of low-segment machines have the following impressions, desires and priorities regarding multifunction printers:

- Frequent printing occasions and few copying occasions
- Too many functions, many of which are scarcely used
- An ideal machine is something easy for everyone to operate
- Lower power consumption desired
- Lower initial costs desired

With this feedback, our marketing and engineering departments launched a joint conference for concept development, in which discussions were repeated for about 10 months to find an answer to the question of what "value" should be provided by Smart MFPs.

Birth of Smart MFPs with new value

After close investigations, analysis and long hours of discussions, we finally reached a certain concept for the Smart MFP series; it is "an effective utilization of the strengths of the existing ECOSYS long-life design, combined with streamlined functions consisting only of truly needed systems for cost reduction as well as an aggressive pursuit of energy-saving performance, convenience and comfort contributive to customers' corporate activities." To achieve such a high-level goal, we had to overcome various kinds of difficulties at each stage of development, but we successfully solved problems one by one, thanks to the great efforts and commitment of each engineer in understanding the concept and sharing our enthusiasm toward customer satisfaction. Thus, the new series of multifunction printers with a novel concept has come into being.



MFP1 Project Division
General Manager

Masahiro Hashizume

As a director responsible for product development of MFPs, Hashizume led the project of the Smart MFP series.

Link to WEB

Society/Environmental protection

http://www.kyoceramita.com/environment/feature/2011_smartmfp.html

Environmental Technologies in Smart MFPs

Smart MFPs adopt the ECOSYS concept, which aims to reduce environmental impact and minimize running costs through the employment of long-life technologies and a reduction in the number of disposable components. Added to these base features include an energy-saving design that enables a reduction in the amount of power consumption during operation and standby, a reduced amount of raw materials used in each product, and the low-emission design that reduces the release of organic substances such as ozone and benzene. Thus, the Smart MFP series is equipped with a wide variety of environment-conscious features.



Standby power consumption below 1 watt

Generally, electric office equipment consumes electricity at all times even during standby. The challenge to reduce this standby power is an important theme in the development of environmental technologies today.

Conventional printers and multifunction systems keep supplying electricity to all internal systems even during standby, but Smart MFPs employ an interlock mechanism that supplies electricity to only systems that must be operated, and to other systems to activate them only when it receives a job signal, enabling a reduction in standby power consumption. Through Smart MFPs, we have achieved the best power-saving performance in the industry; standby power consumption is only 1 watt or less.



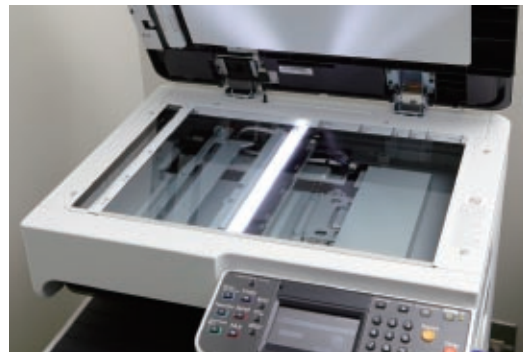
Newly developed energy-saving controller

A standby power consumption of 1 watt has been realized through the introduction of a mechanism that supplies electricity only to a copier/printer standby system and a power control system.

Reduction in power consumption during operation

Smart MFPs are equipped with white LEDs as a light source for the scanner (to be used at the time of copying or facsimile transmission). This newly developed scanner contributes to the reduction in power consumption to about one fifth of that of conventional systems, while its long-life LED lighting is also attractive.

In addition, an Induction Heating system with excellent thermal efficiency is employed to ensure that the toner is fixed well to the paper. The enhanced efficiency in heat exchange, when compared to that with the conventional halogen heating system, also contributes to the reduction in power consumption.



The employment of white LEDs as a light source for the scanner contributes to the reduction in power consumption to about one fifth of that of conventional systems using a xenon lamp.



MFP Engineering Division 2
Engineering Department

Takashi Tanaka

Tanaka is in charge of black-and-white systems of the Smart MFP series, and is a group leader for the electric development /design of Smart MFPs.

Link to WEB

Society/environment-friendliness

http://www.kyoceramita.com/environment/feature/2011_smartmfp3.html

Smart MFPs are conscious of the work environment and users.

Reviewing the results of our global questionnaire survey, we have concluded that one of the key concepts in the development of Smart MFPs is "office/user-friendliness." The Smart MFP series embodies our pursuit of ideal multifunction office equipment characterized by space-saving downsized dimensions, noise reduction design avoiding users' discomfort, and user-friendly simple and easy operability.

Smart MFP

Ensuring improved comfort with a noise reduction design

We assume a small office, and have introduced a design that minimizes noise so that the machine does not bother even those people nearby. Specifically, this design helps mitigate resonance caused by the combination of noises from machine operation, paper conveyance, fans, laser scanner polygon motors, etc. As a result, our Smart MFPs have realized the best-in-class minimization of noise.

Efforts to minimize noise level

Even during operation, the noise level of our Smart MFPs is below 60 dB. To realize such strict noise reduction performance, engineers were respectively ordered to clear the hurdle of a designated noise level assigned to their respective system inside the machine. Thus, each engineer struggled with noise in addition to other difficulties to be overcome, and as a result, the target of below 60 dB has been attained through the combined efforts of all members.



MFP Engineering Division 2
Engineering Department

Tatsuya Kobayashi

Kobayashi is in charge of the mechanical design of medium/low-speed black-and-white MFPs, and was responsible for noise evaluation for all products of the series.

Smart MFP

User-friendly operability enabling customers' intuitive understanding

In the development of the Smart MFP series, we sought to realize customer-friendly, simple and easy operability, with the aim that customers of our existing products or any competitors' products will gain a quick, intuitive understanding of how to use the Smart MFP from the beginning. To this end, we started with discussions on the definition of "easy operability." We investigated customers' evaluations on operability in Japan, the United States and Germany, using demonstrative touch panels, and analyzed and verified investigation results repeatedly for improvement. Through these efforts, we have finally succeeded in developing an ideal panel which is small, as a result of downsized machine dimensions, but is even easier to operate.



Corporate R&D Division
Engineering Department

Akifumi Seto

Seto is a leader of the Software 2 R&D Division for MFP operation units.





We desire to sow seeds of hope in the hearts of children.

Kyocera Mita cares about children as our important future stakeholders and the driving force of the future. We are continuously sowing seeds of hope in the hearts of children through our social contribution activities.

What Kyocera Mita desires to bequeath to children

We desire to bequeath a beautiful Earth to this generation of children and the next. We seek to teach children about the environmental issues we are facing today, thereby to inspire in them a positive attitude toward global warming countermeasures, in hope that new generations will develop abilities to protect the future earth.

What Kyocera Mita desires to have children learn

Individuals' contributions toward the global environment are basic to environmental protection activities. Kyocera Mita desires to give children correct information and knowledge through educational programs, so that they can acquire positive attitudes of thinking about the earth and taking action on their own.

What Kyocera Mita can do in the environmental field, using its technological strengths

From early days, Kyocera Mita has been seeking to achieve a symbiotic relationship with nature and has been devoted to the development of environmental technologies. Now that we have gained public trust and a reputation for environmental strengths, we carry out various educational and training programs, as part of our social contribution activities to address environmental issues in collaboration with local communities.



“For our children - the driving force of the future”

Kids' ISO program enhancing children's attitudes toward the environment

In cooperation with the Mie prefectural government (the Global Warming Countermeasures Management Office of the Department of Environment and Forestry) and the board of education of Tamaki Town, our Tamaki Plant has been supporting the Kids' ISO program, which seeks to improve local elementary school students' attitudes toward the environment. The program is designed to use children's latent awareness of environmental issues to draw their interest in problem solution, the ultimate objective being to encourage them to initiate environmental protection activities at home and in the local community.

Since the program's launch in Japan in 2000, many countries all over the world have adopted it in the form of environmental projects by local governments or CSR programs by businesses, as its educational effects are highly evaluated. Our participation in the Kids' ISO program started in 2005. In this program, our employees who are qualified as instructors provide local elementary school students with lectures as part of their extracurricular activities.



Kids' ISO program held at Tamaru Elementary School



Day 1

With the theme “energy saving at home,” we teach children where electric, gas and water meters are generally located at home and how to read them.



Day 2

Children are asked to think about ways to save energy by avoiding wasteful use, and make an action plan and carry it out at home.



Day 3

We ask children to re-measure energy consumptions at home to find out what their project has achieved in the form of numerical results.

Voices of instructors from Kyocera Mita



Kazuhiko Fujikawa,
Tatsuo Morisue and
Yoshinobu Kawakami
Tamaki Plant, Kyocera Mita

Things we want to teach children through this program

Although there is a limit to what an individual can do alone, people's combined efforts toward the common target of preventing global warming could enable the realization of something big. We would like children to know this and experience some success in their efforts.

Voices of participant children

- I enjoyed the class very much!
- I have learned that global warming is very serious.
- I was surprised to learn that glaciers in the Antarctic Ocean have receded.
- I've become careful to turn off lights and faucets.

Voice of a teacher at the participating school



Mr. Atsunori Hashimoto
Tamaru Elementary School

Program changed children's attitudes

Having lectures from corporate staff in addition to classroom teachers widens the scope of children's learning. In fact, the level of their interest in environmental issues has clearly increased. This program enables children to use their learning in a practical way at home while involving family members in their projects, which is very effective.



Other educational activities

we love science!
Program for
Osaka Kids is operated



The “we love science!” Program for Osaka Kids is operated by the Osaka Chamber of Commerce and Industry, on commission from MEXT (Ministry of Education, Culture, Sports, Science and Technology) and METI (Ministry of Economy, Trade and Industry). We provide lessons to eight elementary schools in Osaka City, seeking to develop children's interest in science.

Link to
WEB

For our children-the driving force of the future

<http://www.kyoceramita.com/social/feature/index.html>

The Kids ISO14000 Program, developed by the International Art and Technology Cooperation Organization (ArTech) and operated inside and outside the country, aims to provide children with environmental education. For details, please visit the following websites. URL: <http://www.artech.or.jp/english/kids/envedu/index.html>



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 nature and society.
Harmonious coexistence is the underlying foundation of all our business activities as we work together to create a world of abundance 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, a corporate philosophy that is rooted in the real-life experiences and empirical rules of the founder of the Kyocera Group, Kazuo Inamori. With "What is the right thing to do as a human being?" as its principal criterion for business decisions, the Kyocera Philosophy expounds the significance of commitment to fair management and opera-

tion in compliance with the most fundamental human ethical and moral values and social norms. 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. We also distribute the Kyocera Accounting Handbook to all employees to help them gain a correct understanding of the realities of the company and the directions to be taken.



The Kyocera Philosophy Handbook

The Kyocera Philosophy Handbook sums up the essence of the Kyocera Philosophy into four points and provides a clear explanation on each point: ❶ Fundamental company rules and commitments; ❷ Way of thinking needed to achieve the goals and objectives of the company; ❸ Developing an excellent corporate character; and ❹ How one should live and act as a human being.



The Kyocera Employee Action Guidelines Handbook

In the midst of rapid globalization, sensible action and attitudes firmly based on a universal philosophy and transparent rules are keenly required of enterprises and businesspersons. To ensure that Kyocera Philosophy is reflected in diverse aspects of corporate activity, the Kyocera Employee's Action Guidelines have been established. The Guidelines serve as a code of conduct that all Kyocera Group employees are expected to follow in their day-to-day business activities.



The Kyocera Accounting Handbook

Accounting is integral to the management of a company as it plays the role of a compass that leads a company to its destination. The Kyocera Accounting Handbook describes the Kyocera Accounting Principles, which comprise seven basic principles including One-to-One Correspondence, Double-Check and Muscular Management. The Kyocera Accounting Principles is a set of practical accounting principles designed to enable managers to grasp the true state of the company and determine the direction in which it needs to go.

Link to
WEB

Kyocera Mita's Management Philosophy

<http://www.kyoceramita.com/csr/management/philosophy.html>

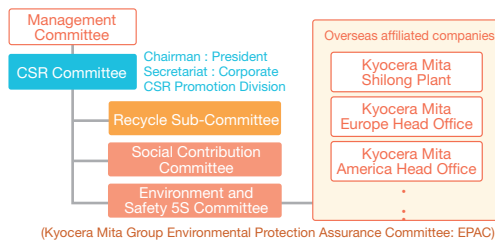
Kyocera Mita Group's CSR Principles

Under the corporate motto “Respect the Divine and Love People,” the Kyocera Mita Group has managed its business activities in adherence 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 accordance with fundamental ethical and moral values—fairness, sincerity, philanthropy and industry, while always asking the question: “What is the right thing to do as human being?”

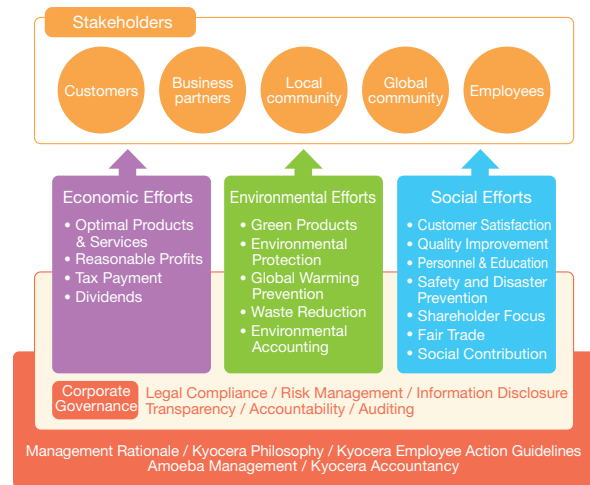


CSR Management Is Nothing Other than Practicing the Management Rationale

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 society and to continue pursuing transparent corporate management with a strong sense of ethics, so that we can remain a company trusted by all stakeholders.



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



Kyocera Mita's CSR Management

Corporate Governance

▶ Corporate Governance System

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, with the aim of further promoting the soundness of management, the Group has also established the Internal Audit Office that is responsible for monitoring the Group's business operations.

▶ Internal Audits

The Kyocera Mita Group has more than 70 consolidated companies in Japan and abroad. In fiscal 2010, we conducted operational audits on 32 business offices (subsidiaries and branch offices). In fiscal 2011, it is planned to conduct operational audits on 50 business offices.

▶ GM Seminar

In fiscal 2010, a new training program aimed at senior managers (presidents, general managers, etc.) of overseas subsidiaries was launched. In fiscal 2010, GM training was held at the headquarters twice, with managers from a total of nine companies attending. In fiscal 2011, we plan to hold GM training four times for managers of 18 companies.

Risk Management

▶ Risk Management System

To respond effectively and appropriately to an emergency and minimize the resulting damage, the Kyocera Mita Group has developed internal rules and manuals regarding risk management and communicates them to all employees. The Group has also established a Risk Management Committee, comprising general managers of business divisions/sites and representatives of affiliated companies. The Committee and persons in charge of risk management in business divisions/sites and affiliated companies are working collaboratively to effectively respond to diversifying risks.

▶ Information Security

We recognize that appropriate protection and management of information is crucial for fulfilling our corporate social responsibilities. Under the supervision of the Information Security Committee, with the President as chairperson, we have established a Basic Personal Information Protection Policy and a Basic Information Security Policy, and are implementing various security measures to ensure proper handling and management of information.

▶ Compliance Audits

In fiscal 2010, we divided the Kyocera Mita Group into 17 business divisions/sites and affiliates, and conducted audits.

Always Aiming to Achieve and Improve Customer Satisfaction

As customer engineers, we visit and meet face-to-face with customers using Kyocera Mita products. So we take great care in our use of language and personal appearance. When a failure or problem occurs, we try to explain the condition to the customer clearly and accurately, and propose best possible solutions based on a thorough understanding of what effects the device's failure will have on the customer's operations. When we receive comments or suggestions from customers, we communicate them promptly to the relevant departments. This is because we believe that customer feedback—no matter how small or trivial—should be shared by all members involved, in a timely manner, to ensure that customer expectations are incorporated in future products, thereby consistently enhancing customer satisfaction. Each customer engineer works hard every day to provide excellent service so that customers ask for him/her by name to take care of their machines.



Kansai Operations
Control Division I,
Kyocera Mita Japan

Atsushi Uzawa

TOGETHER WITH CUSTOMERS

We at Kyocera Mita do our utmost to offer high quality products by listening closely to our customers' feedback and requests. We also strive to provide prompt, accurate and uniform service through our extensive service network of service centers and sales partner companies, thereby increasing customer satisfaction.

... Quality Assurance System

Kyocera Mita Quality Policy

- 1 Kyocera Mita places top priority on global environmental protection and product safety.
- 2 Kyocera Mita provides appealing products and services to customers under the customer-first policy.
- 3 Kyocera Mita aims to be a world leader in quality by doing every job right the first time.

Realizing High Reliability

To ensure that our products work consistently in the customer's environment, we conduct various types of tests, which cover approximately 1,000 test items. We also conduct joint assessments with staff from our domestic and overseas sales companies, at an early stage of development, to identify and correct problems caused by the environments and usage unique to respective markets before the products are launched.



Safety Design Screening Committee

To ensure that our customers can use our products with absolute confidence and to further improve the safety of our products, we have established the Safety Design Screening Committee. In order to ensure that products are designed based on a thorough understanding of the real conditions and environment where the products are used, the Corporate Quality Assurance Division ensures, through the Safety Design Screening Committee, that information obtained from users is effectively incorporated into the product design.

PL Management Rules

In addition to compliance with applicable product safety regulations (safety standards, radio wave standards, circuit standards, laser standards, environmental regulations, etc.) in every country where our products are sold, Kyocera Mita has its own "Kyocera Mita PL Management Rules" in place, which specify the steps for securing product safety and the roles assigned to each department in order to prevent accidents.

Link to WEB

Together with Customers

<http://www.kyoceramita.com/csr/customers/quality.html>

... Kyocera Mita's Universal Design Initiatives

Kyocera Mita's universal design initiatives are based on the basic principle that engineers and designers who develop products should fully understand the difficulties and problems that elderly or disabled people might experience when using our products. In keeping with this principle, our engineers and designers use wheelchairs and simulated elderly experience kits to assess the usability of products for elderly and disabled users. Currently, all Kyocera Mita products are designed with universal design principles in mind. This section introduces just a few of the universal design features incorporated in the TASKalfa 5550ci series of color multifunctional products (MFPs), launched in April 2011, and the TASKalfa 5500i series, launched in May 2011.

- Elderly-friendly
- Wheelchair friendly
- Visually impaired-friendly
- All user-friendly

- Original document output tray with high visibility**
This original document output tray with its wide opening provides high visibility, preventing documents from being left on the tray.
- Aperture angle-controllable automatic document feeder**
Automatic document feeder with an aperture angle that can be controlled to the desired position, while sitting in a wheelchair.
- Easy-to-pull-out paper feeding cassette**
Equipped with a grip-type handle that can be pulled out in either straight or reverse grip.
- Tilt angle-adjustable operating panel**
The tilt angle is adjustable to two levels, thereby enabling the operating panel to be set to the desired angle.

... Customer Satisfaction Improvement Efforts

To keep customers satisfied, Kyocera Mita Japan, a domestic sales subsidiary, provides prompt, accurate and uniform service through the extensive domestic service network of the Contact Center (which handles customer inquiries and requests for product support), service centers and sales partner companies.

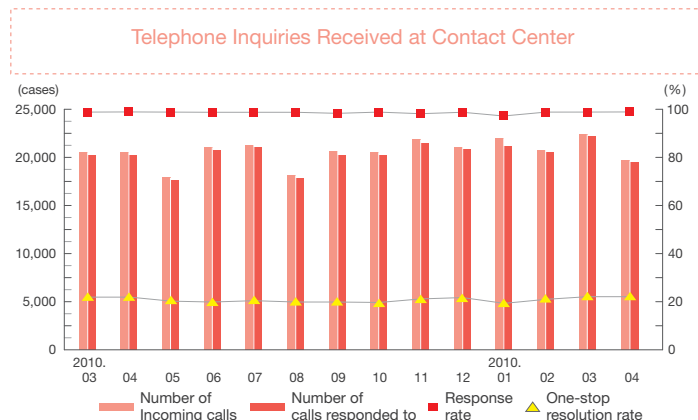
Efforts of the Contact Center

To ensure quick and accurate resolution of customer inquiries and problems, minor issues 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 thereby reduces the downtime incurred by the customer's machine. Customer inquiries are compiled in a database (approximately 1,000 inquiries are added to the database per day) and used by relevant departments as feedback to improve response capabilities and to develop products reflecting customer needs. By March 2010, we successfully established a system that ensures 22% of all incoming customer service inquiries are resolved during the first telephone contact.



Efforts Implemented in Fiscal 2010

In fiscal 2010 the response rate to customer calls was improved to 98.5% (a situation of 985 out of 1,000 calls from customers being responded to immediately). The rate of problem resolution via telephone (the one-stop resolution rate) was improved to 21.1%, up 2.5% from fiscal 2009. As part of its efforts to enhance customer support, the Contact Center also calls back customers who previously made inquiries at later dates to check on subsequent developments. In fiscal 2010, a total of 3,600 follow-up calls were made.



Customer Engineers' Efforts

Customer engineers pursue various efforts to promote customer-oriented services. As part of such efforts, before commencing any work at a customer's premises customer engineers advise the customer on how long the work is expected to take. Furthermore, after finishing the service work, in addition to providing customers with a service report, customer engineers take time to communicate with customers to ask about the details of the customer's problems and requests so that they can provide the best possible solution. Our customer engineers work vigorously to improve customer satisfaction by promptly responding to customers' specific needs and requests.

Efforts Implemented in Fiscal 2010

Customer engineers strived to prevent the occurrence of failures by making full use of the ECOSYS NET, which allows remote monitoring of machines installed at customer sites. Before their visits to customers, customer engineers checked, via the ECOSYS NET, the operation status of the machines they would service and planned their service activities including replacement of consumable parts, preventive maintenance and timely toner replacement. By accurately understanding each customer's use environment from the information gathered via the ECOSYS NET, customer engineers also worked on proposing recommendations for the optimal layout of office equipment.

Holding the "Service Contest CS Masters" Competition

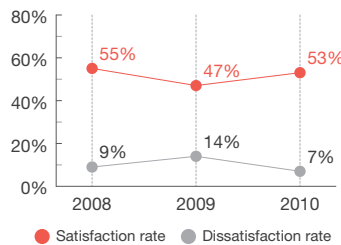
Since fiscal 2008, each year Kyocera Mita Japan has held a "Service Contest CS Masters" competition for customer engineers. This contest is held as part of the company's efforts to increase customer satisfaction through after-sales services. In the contest, contestants repair a Kyocera Mita color MFP, and are judged on three elements: 1) communication skills to respond and communicate with the customer from the moment of arrival to leaving the customer site; 2) technical skills to accurately diagnose and troubleshoot problems; and 3) solution skills to propose appropriate solutions to customer's problems. One hundred customer engineers participated in the fiscal 2010 contest.



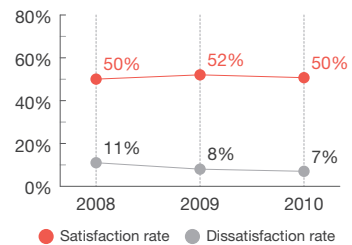
Conducting Customer Surveys

To find out how customers feel about the Contact Center's and the customer engineers' responses, Kyocera Mita Japan conducted customer surveys twice in fiscal 2010. Questionnaires were sent to a total of 3,000 customers, with 600 customers responding. According to the results from customer surveys on service attitude and performance of the Contact Center and customer engineers, the percentage of customers who said they were dissatisfied is on a steady decrease. However, since the satisfaction rate remains fixed at a certain level, we consider that it is necessary to redouble our efforts to improve customer satisfaction.

Response to questions regarding customer engineers' service attitude and performance



Response to questions regarding Contact Center's service attitude and performance



Planned Future Activities

To ensure that customers use our products with peace of mind, we have introduced the "ECOSYS NET," a system that allows us to remotely monitor a customer's devices. In fiscal 2011, by making more effective use of the ECOSYS NET, we will establish a system that allows failure prediction information to be promptly relayed to customer engineers, so that they can take actions before service request

calls come in to the support desk of the Contact Center. In line with our policy of promoting preventive maintenance, we ensure that customer engineers plan and perform periodic preventive maintenance based on the information obtained via the ECOSYS NET. In fiscal 2011, we plan to introduce ECOSYS NET at 18,000 customers' sites.

Link to WEB

Together with Customers

<http://www.kyoceramita.com/csr/customers/customer.html>

Establishing Mutually Benefiting Relationships with Suppliers

High-performance parts are essential for us to develop high-quality and creative new products. That's exactly why we consider all parts suppliers to be our essential business partners. It's quite simple, but we always try to think of things from the suppliers' point of view. We listen to our suppliers' thoughts carefully before giving our opinion. When there is disagreement between us, we keep on explaining the reasons until the suppliers are convinced. I believe that these daily efforts help achieve optimal quality and costs as well as stable parts supply, leading to stronger and deeper partnerships. We will work in collaboration with our suppliers to develop, manufacture and sell high quality products, thereby developing mutually benefiting win-win relationships with our suppliers.

1st Purchasing
Department, Corporate
Purchasing Division

Yosuke Okuno

TOGETHER WITH BUSINESS PARTNERS

Regarding suppliers as important business partners, Kyocera Mita conducts fair and equitable transactions with all suppliers. As part of our CSR procurement promotion efforts, we have set forth the basic policies of our purchasing activities in the Kyocera Mita Basic Purchasing Policy and distribute a copy of the written policy to all suppliers to ensure that they fully comply with applicable laws and regulations and actively implement environmental conservation activities.

●● Basic Purchasing Policy

Kyocera Mita Basic Purchasing Policy

- 1 Kyocera Mita's procurement departments seek to establish and develop a partnership with suppliers, based on fairness, trust, and a spirit of mutual benefit.
- 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 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.

Promoting CSR Procurement in Collaboration with Our Business Partners

As part of our efforts to promote CSR procurement, we have conducted surveys with our domestic suppliers to assess their CSR procurement implementation status. Detailed analysis and evaluation of the survey results have already been completed. We have also distributed to our overseas suppliers the Kyocera Mita Supply Chain CSR Promotion Guidebook and the Kyocera Mita Supply Chain CSR Promotion Check Sheet, and asked them to perform a self-check using the Check Sheet to determine the current status of CSR procurement.

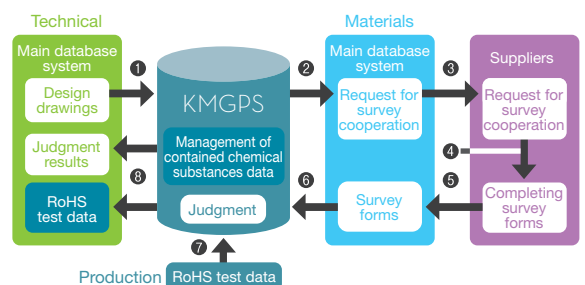
Fair and Equitable Transactions

We consider all suppliers to be our essential business partners, who have specialized knowledge and technologies. Aiming to become a good partner for each of our suppliers, we pursue the coexistence and co-prosperity with them, in accord with the Kyocera Philosophy.

Green Procurement System

In order to conduct efficient and accurate chemical substance surveys, since fiscal 2007, Kyocera Mita has introduced and operated a chemical substance database system, the Kyocera Mita Green Procurement System (KMGPS). The KMGPS operates in conjunction with the main technical and production/materials database systems. As of March 2011, more than 230,000 chemical substance surveys have been conducted, with the cooperation of our suppliers. Since 2009, Kyocera Mita has conducted chemical substance surveys by including SVHC set out in the REACH Regulation* in the scope of surveys.

REACH Regulation : European Union's regulations regarding registration, evaluation, authorization and restrictions of chemicals.



Enjoying a Happy Work-Life Balance

I strongly feel that the company's leave systems are very helpful. I took child-care leave and am currently using the short-time work system. Thanks to the child-care leave system, I could spend leisurely time with my child until he was one year old. Also, the short-time work system helps ease my burden of housework and child care. Although I often heard people say that it's hard to take child-care leave, in my experience that was not the case. In our company, there are many employees taking child-care leaves, and employees are very supportive to one another. Thanks to these reasons, I did not feel bad about taking a child-care leave and using the short-time work system. Thanks to kind support of my colleagues, I can manage to handle both work and child-rearing. To return the support I receive, I'm doing my best in everyday work to achieve good results. I now feel a greater sense of fulfillment at work. Since I can't stay home all day, I'm trying to spend quality time with my child while I'm at home. Although I am very busy with work and home, I am now leading a really happy and fulfilling life.



Chemical Products Division,
Corporate Production Division

Ayumi Tomonaga

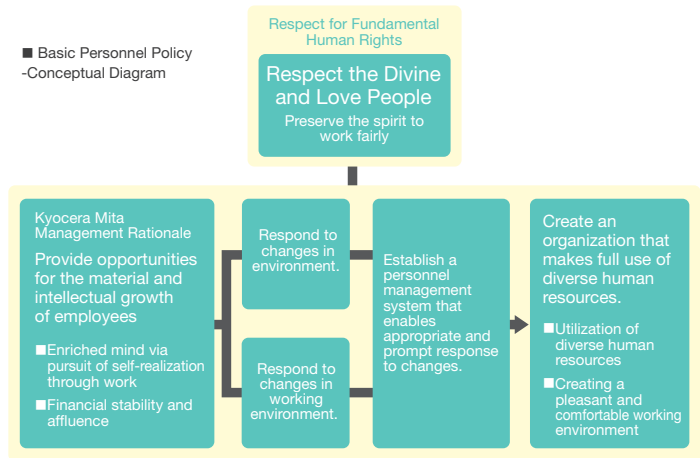
TOGETHER WITH EMPLOYEES

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.

... Basic Policy

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

■ Basic Personnel Policy
-Conceptual Diagram



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.

Improvement of Leave Systems

To lead a productive and worthwhile life as a full-fledged member of society, it is vital to realize well-balanced work and family life. Based on this idea, in order to help employees work cheerfully and energetically, while leading meaningful lives as members of society, Kyocera Mita has been working to improve its leave systems, by introducing various new leave systems including a nine-day consecutive leave system, a refreshment leave system and a multipurpose leave system.

Link to WEB

Together with Employees

<http://www.kyoceramita.com/csr/employee/evaluation.html>

Message from an Employee Who Received Overseas Training

Corporate Sales Division
Takayuki Nakanishi,

I want to apply what I've learned from my overseas experience to my future work.

Since I joined the company, I have always wanted to do overseas-related work sometime in the future. Therefore I applied to the short-term overseas training program as soon as I learned about it. I spent five months at Kyocera Mita United Kingdom, where all staff members were local, except for the general manager. I was astonished that the contents of their conversations, their thinking processes, and their business approach were totally different from those in Japan. I really enjoyed and learned a lot from living and working in a foreign culture.



To Create a Work Environment Where All Employees Can Work Cheerfully and Energetically

Employee Education

For new employees hired in fiscal 2010 through regular employment, a 70-day basic training was provided prior to their work assignment. As a training program for non-managerial employees, the "Management Studies Seminars" are held on a continuous basis. In fiscal 2010, the Seminars were attended by a total of 1,881 employees. As part of the management education program intended to develop executives with advanced management skills, the "Kyocera Management Studies Seminar" is offered to help the managerial staff master "amoeba management" and "the hourly efficiency system," both of which are management administration techniques rooted in the Kyocera Philosophy.

■ FY2010 Number of people attending the Management Studies Seminar

Target attendees	Name of seminar	Number of attendees
General employees	The Seventh Management Studies Seminar	957 employees
General employees	The Eighth Management Studies Seminar	924 employees

Health and Welfare

With the aim of promoting communication among employees and with local residents as well as the health of employees, Kyocera Mita organizes various recreation programs every year, including an athletic meet and a summer evening festival. Athletic meets are held at all Kyocera Mita business sites in Japan; in fiscal 2010 a total of 2,200 employees took part. Athletic meets, in which employees compete in teams against one another to win games, not only help promote employees' health, but also foster and strengthen a sense of unity among employees.



Health Maintenance and Promotion Activities

Based on the idea that it is important for companies to promote and maintain the good health of employees, Kyocera Mita has established Health Management Offices at five business sites in Japan, to provide employees with health guidance and counseling by industrial physicians and public health nurses. In an effort to promote the health of all Group employees, we also provide health information via in-house magazines, and hold mental health training seminars by hierarchical level.



Basic Policy for Occupational Health and Safety Management

We believe that in order for us to carry out business activities, it is essential to ensure that all employees are healthy, safe and secure at work. Under this belief, we have defined Occupational Health and Safety Policies. In line with these Policies, we are vigorously implementing health and safety activities involving all employees, so as to prevent occupational injuries and illnesses. All planned activities defined in the "Fiscal 2010 Occupational Health and Safety Promotion Plan," which was developed in accordance with the OHSAS18001 system, were completed at Kyocera Mita's five domestic business sites.

Fire and Disaster Prevention Activities

The Kyocera Mita Group is making a Group-wide effort to strengthen fire and disaster prevention management. At each business site, various activities to raise employee awareness of disaster prevention, such as fire and disaster drills and in-house firefighting training, are conducted under the leadership of its own internal disaster management organization.

Spreading “Seeds of Smiles” around the World through Our Social Contribution Activities

It has been five years since the Social Contribution Committee’s activities were launched. While placing primary focus on promoting the healthy development of young people, the Committee engages in various activities, and has recently taken on a new challenge of biodiversity conservation, such as protection of endangered species and the control of invasive nonnative species. Although most activities were headquarters-driven in the beginning, each business site has gradually started their own initiatives that reflect the unique characteristics of each region. Since its founding, Kyocera Mita has adhered to the management rationale: “To provide opportunities for the material and intellectual growth of all our employees,” and to the management philosophies of “living together with society,” “living together with the world” and “living together with nature.” Believing that connecting with society will enrich our lives and minds, we will encourage all Kyocera Mita Group employees across the world to be actively involved in environmental conservation and social contribution activities. The Social Contribution Committee will endeavor to enhance each individual employee’s commitment to social contribution. We are determined to vigorously promote social contribution activities, thereby nurturing the courage in each employee to take a step forward to perform “something that he/she can do now.”



General Manager
CSR Promotion Department
Corporate CSR Promotion Division
Masami Inoko

SOCIAL CONTRIBUTION

Kyocera Mita has grown thanks to warm support from its customers, business partners and the local communities. In the hope of returning our gratitude for the warm support we have received from our stakeholders, we established the Social Contribution Committee in May 2007 to further promote our social contribution activities. We engage in various activities, with a special focus on promoting the healthy development of children, while adhering to the principle of benefiting others.

... Social Contribution Committee

<p>1 Community-oriented activities</p>	<p>4 Activities that contribute to the protection of the environment</p>
<p>2 Activities on a continuous basis, not on a temporary basis</p>	<p>5 Activities involving employee participation</p>
<p>3 Activities related to the education and development of children, who will lead the future</p>	

Organization of the Social Contribution Committee

The President of Kyocera Mita serves as the chairperson of the Social Contribution Committee, and the Senior General Manager of the Corporate CSR Promotion Division acts as the vice chairperson. The CSR Promotion Department serves as secretariat of the Committee. The Committee is divided into five subcommittees according to activity fields: (1) Youth Development Subcommittee; (2) Social Welfare Subcommittee; (3) Environmental Protection Subcommittee; (4) Humanitarian/Disaster Relief Subcommittee; and (5) Rules and Regulations Subcommittee. The Committee is organized in a matrix structure, which combines subcommittees by activity field and business site. The Committee members elected from each business site and division may belong to any of the subcommittees.

Support Activities for the Great East Japan Earthquake

To support those affected by the Great East Japan Earthquake, Kyocera Mita solicited donations from employees at all Group companies in Japan and abroad. As of April 6, 2011, a total of about 17.5 million yen was raised from 18 countries around the world. These donations were sent to the affected areas through support organizations from the respective countries. The Kyocera Group as a whole donated a total of 100 million yen. We also donated relief supplies collected from our employees (1,198 towels, 73 blankets, and 1,126 food and beverage items) to the affected areas. A German professional football club sponsored by Kyocera Mita Germany donated about 2,880,000 yen for disaster relief in Japan. Furthermore, at a match, the club members called upon spectators for donations, raising about 540,000 yen.



Youth Development Subcommittee

Delivering an on-demand environmental lecture for high school students

On November 18, 2010, the Hirakata Plant participated in the Environmental Lectures on Demand program, organized by the Hirakata Environment Network Conference, an environmental NPO in Hirakata City. Environmental lectures were given by administrative agencies, organizations and companies for Hirakata Nagisa High School students. Staff members of the Hirakata Plant delivered a lecture on “corporate environmental activities.” In the lecture, an outline of the Hirakata Plant, environmental activities and results, and reuse and recycling activities were presented. Some students offered positive comments, such as “I thought that we should also engage in recycling activities on a daily basis.”



Environmental Protection Subcommittee

Supporting oriental white stork conservation activities

Under the vision: “In an environment where storks can thrive, humans can also feel safe and secure and build a truly fulfilling, sustainable society,” Toyooka City in Hyogo Prefecture has been promoting activities to protect oriental white storks, which are an endangered species. To support the City’s white stork conservation activities, we have been involved in the effort to restore and maintain wetlands, home to diverse small fauna on which the white storks feed. Specifically, we cut down mousou bamboos (a non-native species) growing wild around Toshima Wetland, where white storks live, to restore broad-leaved forestsof.



Humanitarian/Disaster Relief Subcommittee

Blood donation drives

Kyocera Mita organizes blood donation drives at its business sites. In fiscal 2010, a blood donation camp was held at the Headquarters in May and November, at the Tamaki Plant in June and December, and at the Hirakata Plant in November. A total of 466 employees donated blood. The Japan Red Cross Society staff expressed their gratitude for our employees’ cooperation, saying: “We are very grateful to the many Kyocera Mita employees that donate blood every year.” We will continue blood donation drives as one of our social contribution activities.



Social Welfare Subcommittee

Inviting children from children’s homes to a professional baseball game at Kyocera Dome Osaka

On August 28, 2010 we invited 30 children from two children’s homes in Osaka City to a professional baseball game at Kyocera Dome Osaka. This year marked the sixth time we have organized this program; the number of participants (including leaders) thus far has totaled over 160. Kyocera Mita considers this program very important and plans to continue it in the future.



Activities at Overseas Bases

Kyocera Mita Thailand

Donating food for flood victims

Kyocera Mita Thailand employees conducted a fund-raising campaign for victims of the floods that occurred in Thailand in mid-October 2010, raising a total of 39,524 baht (about 110,000 yen). Food items purchased with donated funds were donated to flood victims.



Kyocera Mita United Kingdom

Donating football shirts to children from disadvantaged backgrounds

In November 2010, in cooperation with a professional football club in England, Kyocera Mita United Kingdom donated 200 football shirts to a charitable organization. The shirts were presented to disadvantaged children from South Africa, 2010 World Cup host country.

Link to
WEB

Social Contribution Activities

<http://www.kyoceramita.com/social/basic/contribution.html>

The concept of packaging is shifting from “protection of products” to “protection of products and the environment.”

The primary role of packaging is to protect the contents (products). At the same time, packaging is required to satisfy environment-conscious criteria today, to minimize environmental impacts through minimal use of materials. It is not easy to satisfy both of these requirements at the same time. However, we consider that our environment-friendly products should be packed in an environment-conscious package, and have been continuing our efforts to create an ideal package. These efforts have been rewarded with awards at packaging competitions for eight years consecutively. We will continue to work hard at utilizing our accumulated knowhow to create innovatory designs that could be recognized even at a glance as “Kyocera Mita’s packaging.”

MFP Engineering Division 2 Engineering Department

Toshiyuki Nakamura / Atsushi Itano

Environmental conservation activities

Kyocera Mita’s manufacturing is based on the ECOSYS concept, that aims to realize reductions in environmental impacts and overall costs at the same time in all stages from materials procurement and manufacturing to recycling. We further evolve the concept to contribute more to the creation of a sustainable society in which we can pursue environmental and economic concerns simultaneously.

•• Basic Policy

Developed out of our original ECOSYS concept which emphasizes “environmental protection” and “economy” simultaneously, Kyocera Mita’s traditional long-life design and “cartridge-free” design (in which the toner is the only consumable component) still play an important role in all of our products, including the TASKalfa series and other multifunction systems as well as ECOSYS printers. Also, on the basis of our product development policy of maintaining state-of-the-art environmental strengths as suitable for the ECOSYS brand, our product/technology development activities always emphasize the achievement of high-than-ever environmental performance from diverse aspects such as product life (that can be prolonged through the employment of more durable components), energy-saving performance, 3R design, etc.

- Reducing the amount of waste of consumable parts by extending their lifespan
- Low-power consumption design
- Reducing the toner consumption
- Development of a bio-toner
- Making the main unit smaller and lighter
- Making reuse and recycling of used products and parts easier
- Reducing the number of parts
- Adopting recycled plastic
- Reducing VOC emissions
- Noise-reducing design
- Ozone-free design, etc.



Technology for long product life

Generally, conventional printers require replacement of their photosensitive drum and its peripheral components at a frequency of once every several ten thousand prints. However, Kyocera Mita’s printers are different; they employ a durable a-Si drum for some products and an OPC drum for some others. As an advanced OPC drum, our original PSLP drum, employed by our TASKalfa 205c and 255c models, launched in 2010 and other models, realizes durability of as many as 200,000 prints, demonstrating extraordinary performance for an OPC drum. Another original drum, “a-Si,” employed by our TASKalfa 255 and 305 models, constitutes our key technology for distinguished long product life, exhibiting a very impressive durability of 300,000 prints, which we achieved as early as when initial versions of the ECOSYS printer were launched. Furthermore, our “advanced a-Si” drum, which we have developed recently and employed in our new TASKalfa medium/high-speed black-and-white/color multifunction printers, the 5500i and 5550ci models, launched in 2011, realizes an outstanding durability of 600,000 prints, which is as twice as robust as those equipped with a conventional a-Si drum.

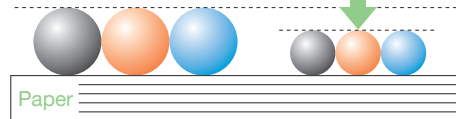


... Development of environment-conscious products

Reducing the toner consumption

Even toner, which is the only consumable component in our printers, is one of our targets for consumption reduction; while maintaining or even improving the quality of printing, we seek to reduce the amount of consumption of toner, with the aim of curbing emissions of greenhouse gases as a part of global warming countermeasures. Starting from our 2009 new releases, we have been employing "smooth" toner whose constituent particles have a uniform, smaller diameter, contributing to improvements in the definition level and the quality of prints, and also makes it possible to reduce the consumption of toner by 30% (when compared to conventional toner) while maintaining the same level of definition.

Smaller toner particles
reduce toner consumption by **30%**



Reduction in VOC emissions

In 1997, Kyocera Mita's printer acquired Germany's Blue Angel certification (for the first time in the world in the printer category), proof of its status as an ecology-friendly product recognized by an environmentally advanced country. Today, our printers satisfy all of the strict standards of the Blue Angel eco-label, contributing to the reduced generation of greenhouse gases and VOC* emissions.

*VOC stands for volatile organic compounds, which are contained in paints, printer ink, adhesives, detergents, gasoline, thinner, etc.



Development of bio color toner

Our original bio color toner uses plant-derived materials at a proportion of about 30% of the total materials, thereby contributing to a reduction in carbon emissions at the time of incineration for final disposal, when compared to conventional toner composed of petroleum-derived materials.



... Efforts for saving and recycling resources

Kyocera Mita has eight collection centers and eight recycling centers throughout Japan, where used products and toner containers collected from our customers are processed for recycling. During FY2010, a total of 2,050 tons of used products and toner containers were collected, most of which have been processed for reuse or recycling. (We achieved a recycle ratio of 99.9% in FY2010.)

Reuse of toner containers

During FY2010, a total of 603 tons of used toner containers were collected, about 5% of which, or 29 tons (corresponding to 105,000 toner containers), have been reused.



PickUP! We received a WorldStar Packaging Award

Our environment-conscious packages have won awards within and outside the country for consecutive years.

We pay attention to the fact that packaging fulfills its mission as soon as it reaches a customer and ends up as rubbish, and we have been emphasizing use of recyclable, environment-friendly materials (papers and pulp) for our packaging, keeping required quantities to a minimum. We have overcome various technical difficulties with a drastic, revolutionary approach toward the creation of environment-conscious packaging. Our constant strenuous efforts were rewarded with our acquisition of many prizes; in FY2010, we received a WorldStar Packaging Award for the third consecutive year and for the fifth time in total, and in FY2011, our two products received a prize at the Japan Packaging Contest for the eighth consecutive year.



Link to
WEB

Development of environment-conscious products

<http://www.kyoceramita.com/environment/product/development.html>

World-wide commitment to diverse activities

ECOLOGY Environmental activities

Kyocera Mita Group companies inside and outside Japan are highly active in promoting their respective activities for preventing global warming and contributing to society.



Thanks to the curtain, the facility saved energy as expected and the cafeteria enjoyed natural lighting of the sun through open windows (as a result of not needing to use an air conditioner), and furthermore, staff even enjoyed the harvest of well-grown bitter gourds.

01 HIRAKATA PLANT Green curtain (curtain of bitter gourd plants)

In early spring of FY2010, our Hirakata Plant in Hirakata City, Osaka Prefecture planted bitter gourds on the south-facing outer walls of its cafeteria, with the intention of supporting the “green curtain” campaign initiated by the city government as part of efforts to prevent global warming and cope with summer heat. This project of the Hirakata Plant, which made an entry for the Green Curtain Competition, was introduced to the public on the Hirakata City website.

02 HEADQUARTERS AND THE HIRAKATA PLANT Participation in the biodiversity conservation project at Shushi Pond

In April 2011, four employees of Kyocera Mita participated in a biodiversity conservation project carried out at the Shushi Pond on the company premises in Shiga Prefecture. The name of the pond, “shushi,” means locust. The project aimed to protect habitats in this old pond created in the Meiji era, including crucian carp and medaka fish. The participants discovered in the pond precious organisms designated as endangered species, such as tree frogs and medaka, and learned the vital role of nature and the importance of conserving it.



Shushi Pond, a biotope located in Imazu-cho, Takashima City, Shiga Prefecture



An inverter-fitted Roots blower newly installed in the toner production line

03 TAMAKI PLANT Energy-saving efforts

Our Tamaki Plant has replaced its turbo blowers (air blowers) of a conventional type with energy-efficient Roots blowers which employ an inverter system for the engine of the air control system interlocked with load fluctuations. (Five units of Roots blowers were introduced to the plant during FY2010.) The replacement resulted in a substantial reduction in electricity consumption, as well as a reduction in CO₂ emissions by 464.4 tons-CO₂ equivalent per year (emission factor: 0.470 kg-CO₂/kWh).

04 KYOCERA MITA THAILAND Mangroves Planting Project

With a desire to make a commitment to the prevention of global warming, employees of Kyocera Mita Thailand have been continuing the project, since 2008, to plant mangroves in a botanic park located on the outskirts of Bangkok. In June 2010, the company again sent sixty employees to the park, in which more than 150 mangroves were planted.



Kyocera Mita Thailand employees and their family members who participated in the mangroves planting event in the botanic garden on the outskirts of Bangkok



A note of appreciation was presented by the Taipei City Government Bureau of Environmental Protection to the volunteer participants in the hiking cleanup event.

05 Kyocera Mita Taiwan
Volunteer participation in a hiking trail cleanup campaign

In September 2010, fifty employees belonging to the Taipei office of Kyocera Mita Taiwan participated in the FY2010 hiking trail cleanup campaign initiated by the Taipei City Government Bureau of Environmental Protection. The volunteer participants cleaned hiking trails of the Egret and Kang Le Shan hills in Taipei City.

06 Kyocera Mita Hong Kong Group
Cleanup project at the beach of Crooked Island in northeastern Hong Kong

In November 2010, 141 employees of Kyocera Mita Hong Kong, its sales company and Kyocera Mita Asia (which started business operations in September 2010) jointly conducted a cleanup project for a beach of Crooked Island located in the northeastern part of Hong Kong. The employees of the three companies state that they would like to make continuing commitment to such social activities.



Employees cleaning the beach of Crooked Island



Our employees who participated in the cleanup event at Christie Park on the outskirts of Sydney

07 Kyocera Mita Australia
Participation in the "Business Cleanup Day" program

On March 1, 2011, 14 employees of Kyocera Mita Australia and Kyocera Solar participated in the "Business Cleanup Day" event, a volunteer cleanup project initiated by multiple companies covering the entire landmass of Australia. For Kyocera Mita Australia, which has been a regular participant in this program since 2000, this was their 11th participation.

08 Kyocera Mita U.K.
A4 color printer wins the Hardware Product of the Year.

Our A4 color printer FS-C5250DN was selected as the Hardware Product of the Year during the Green IT Magazine Awards 2011 presented by Green IT Magazine of the United Kingdom. Our environmentally-focused product development was highly evaluated in this award.



Employees of Kyocera Mita U.K. at the awards ceremony

Helen Hopper (right end)
Tracey Rawling Church (second from right)

Business Overview

Major Business Bases

KYOCERA MITA Europe: Coordinated Regions

<Sales Companies / Branch Offices>
 KYOCERA MITA Europe Headquarters
 KYOCERA MITA Europe-Swiss Branch Office
 KYOCERA MITA Europe-Middle East Branch Office (UAE)

KYOCERA MITA Germany
 KYOCERA MITA United Kingdom
 KYOCERA MITA France
 KYOCERA MITA Italy
 KYOCERA MITA The Netherlands
 KYOCERA MITA Belgium
 KYOCERA MITA Spain
 KYOCERA MITA Portugal
 KYOCERA MITA Austria
 KYOCERA MITA Russia
 KYOCERA MITA South Africa
 KYOCERA MITA Nordic (Sweden)
 KYOCERA MITA Nordic-Norway Branch Office
 KYOCERA MITA Denmark
 KYOCERA MITA Finland

KYOCERA MITA Europe Headquarters (Netherlands)

KYOCERA MITA Europe: Coordinated Regions

KYOCERA MITA Shilong Plant

KYOCERA MITA Hong Kong Distribution

KYOCERA MITA Headquarters: Coordinated Regions (Japan)

Group Company

TA Triumph-Adler Group (Germany)

Research and Development Bases

KYOCERA MITA Global Headquarters R&D Center (Osaka Japan)
 KYOCERA MITA Tokyo R&D Center (Tokyo Japan)
 KYOCERA Technology Development (North California, USA)
 KYOCERA Technology Development (South California, USA)
 KYOCERA MITA Technology Development (Philippines)

Production and Distribution Bases

KYOCERA MITA Shilong Plant (China)
 KYOCERA MITA Vietnam Plant (scheduled to commence operation in 2012)
 KYOCERA MITA Hong Kong Distribution
 KYOCERA MITA Tamaki Plant (Mie Japan)
 KYOCERA MITA Hirakata Plant (Osaka Japan)

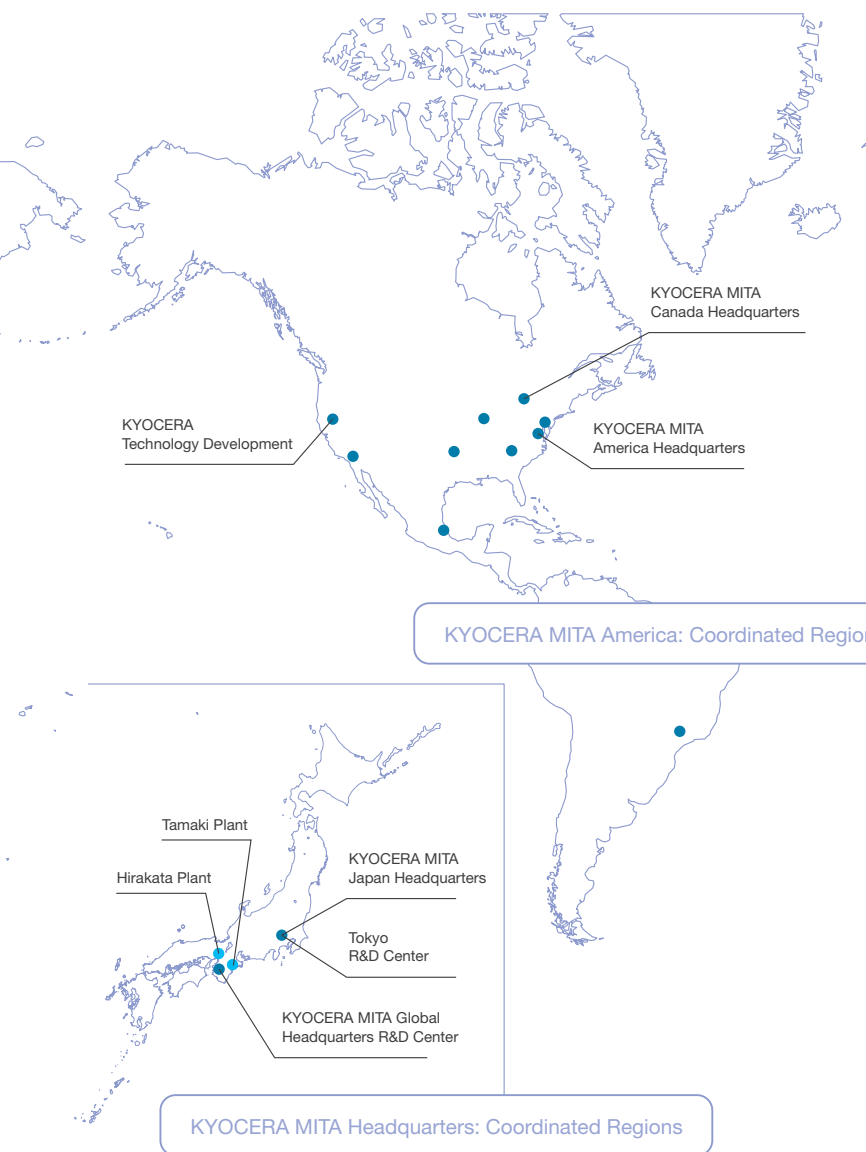
Corporate Profile

Corporate Name: KYOCERA MITA Corporation
Global Headquarters: 1-2-28 Tamatsukuri, Chuo-ku, Osaka 540-8585, Japan
 Phone: +81-6-6764-3555
Representative: Katsumi Komaguchi, President
Founded: November 1934
Incorporated: July 1948 (MITA Industrial Co., Ltd.); Renamed KYOCERA MITA Corporation on January 18, 2000
Capital: JPY 12 billion (wholly owned by Kyocera Corporation)
Net Sales: JPY 239 billion (Kyocera Mita Group consolidated sales in year ended March 31, 2011)
Employees: 14,667 (as of March 31, 2011 for all companies in the Kyocera Mita Group); Japan: 1 sales company; Overseas: 28 sales companies; 1 production company; 1 logistics company; 42 other affiliated companies

Business Office in Japan: Kyocera Mita Tokyo R&D Center
 2-14-9 Tamagawadai, Setagaya-ku, Tokyo 158-8610
 TEL.03-3708-3851

Affiliate: Kyocera Mita Japan (Headquarters)
 2-14-9 Tamagawadai, Setagaya-ku, Tokyo 158-8610

*Capital and annual sales amounts are rounded to the nearest hundred million.



**KYOCERA MITA Headquarters:
Coordinated Regions**

<Business Office>
KYOCERA MITA Global
Headquarters (Osaka Japan)

<Sales Companies>
KYOCERA MITA Japan
KYOCERA MITA Australia
KYOCERA MITA New Zealand

**KYOCERA MITA America:
Coordinated Regions**

<Sales Companies / Branch Offices>
KYOCERA MITA America Headquarters
KYOCERA MITA America-New Jersey Branch Office
KYOCERA MITA America-Illinois Branch Office
KYOCERA MITA America-California Branch Office
KYOCERA MITA America-Georgia Branch Office
KYOCERA MITA America-Texas Branch Office
KYOCERA MITA Canada
KYOCERA MITA Mexico
KYOCERA MITA Brazil

**KYOCERA MITA Asia:
Coordinated Regions**

<Sales Companies>
KYOCERA MITA Asia Headquarters
KYOCERA MITA Korea
KYOCERA MITA Hong Kong
KYOCERA MITA Taiwan
KYOCERA MITA Thailand
KYOCERA MITA Singapore
KYOCERA MITA India

Kyocera Mita Shilong Plant (Guandong, China)



Local corporate name: Kyocera Mita Office Equipment (Dongguan) Co.
Address: Dongguan City, Guandong Province
Number of employees:
6,801 (as of March 2011)
Site area: 147,600 m²
Business: Manufacture of multifunctional products, printers, photoconductor drums

Tamaki Plant (Mie Prefecture)



Address: 704-19 Nojino, Tamaki-cho, Watarai-gun, Mie Prefecture
Number of employees: 276 (as of March 2011)
Site area: 101,511 m²
Business: Manufacture of printers, accessory equipment and toners

Hirakata Plant (Osaka Prefecture)



Address: 1-38-12 Tsudakita-cho, Hirakata-shi, Osaka
Number of employees: 271 (as of March 2011)
Site area: 46,018 m²
Business: Manufacture of multifunctional products, printers, accessory equipment, drums, toners Overall management of service parts



KYOCERA MITA Corporation

1-2-28 Tamatsukuri, Chuo-ku, Osaka 540-8585, Japan

Phone: +81-6-6764-3555

Contact: CSR Promotion Department

<http://www.kyoceramita.com/company/index.html>

All data presented herein is as of September 2011.

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