

Toward a High-value Added Creation Group Contributing to the Realization of a Safe and Comfortable Society

— On “Mid-term Business Plan 2016” —

In fiscal 2014, OKI launched various activities for the Mid-term Business Plan 2016 which ends in fiscal 2016. While engaging in continuous investments by securing stable profits, we will strive to become a high-value added creation group that contributes to the realization safe and comfortable society by achieving sustainable growth through enhanced overseas operations and participation in the infrastructure markets for the next-generation society.

Moving from Mid-term Business Plan 2013 to Mid-term Business Plan 2016

During the period of its Mid-term Business Plan 2013 which ended in fiscal 2013, OKI engaged in “program for the enhancement of management bases” and “a program for growth” which were aimed at management reconstruction. In the process of the enhancement of management basis, OKI successfully reduced a large amount of costs through various measures including retirement benefit scheme reform, procurement cost reduction and effective human resource distribution. The program for growth has also produced successful results, including the introduction of ATM sales in China as a core operation, procurement of fire-fighting and defense demands in social infrastructure systems operations, and growth in the EMS (Electronics Manufacturing Services) business.



ATM-Recycler G7, now being introduced overseas

With these achievements, in Mid-term Business Plan 2016, which was launched in fiscal 2014, we shifted our focus from “structural reforms” to “growth” and defined the OKI Group’s ideal form as to “become a high-value added creation group, contributing to the realization of safe and comfortable society” along with its management policy: “to realize sustainable growth through continuous investment by securing stable profitability.” We are determined to help in the improvement of our customers’ lives and their societies by providing safer and more comfortable products and services not only to the customers within the Japanese market, including customers in financial and telecommunications fields and public offices, but also the customers in global markets. For this purpose, we will take advantage of the OKI Group’s strength to create products and services that further add values.



Securing Stable Profits and Achieving Sustainable Growth

Mid-term Business Plan 2016 will ensure that various measures are executed for “securing stable profits” and “achieving sustainable growth,” as indicated in the management policy, with the objectives to achieve sales of 560 billion yen and operating income of 34 billion yen for fiscal 2016.

Securing Stable Profits

We will generate stable profits in our base operations through capturing demand for the renovation of social and telecommunication infrastructure systems and streamlining various operations through productivity and design innovations and procurement cost reduction, in addition to securing opportunities for expanding domestic markets for financial systems as well as ATM markets in China.

Achieving Sustainable Growth

The three pillars, namely, “Expanding business in global markets,” “Supporting customers’ ‘asset-free’ management,” and “Realization of safe and comfortable society” are established to add a new approach to encompass the changing business environment. Together with the OKI Group’s dominant position, which is the Group’s core property cultivated through the Group’s past activities, we will implement these three pillars to maximize business opportunities and achieve sustainable growth.

Expanding Business in Global Markets

In the ATM business, the core operation of OKI, we will cultivate new markets following Chinese, Russian and Indonesian markets by leveraging the advantage of our cash recycling ATMs. As a part of this activity, OKI has launched an ATM business company in Brazil in January 2014 as a strategic site for the entire Central and South American markets, while establishing an ATM sales subsidiary in India in April. We will continue to expand our line of products and services such as cash handling machines and deployment of maintenance services, along with the market expansion.



OKI Brazil: ATM business company in Brazil

In another core operation of OKI, printer operation, we will promote global penetration to the office solution (i.e. multi-functional devices) market and professional market with our high-value added products.



MICROLINE VINCI C941dn, the LED color printer capable of 5-color printing

Supporting Customers "Asset-free" Management

OKI will enhance its cloud services "EXaaS," which incorporates the company's advantages in hardware like ATMs, information terminals and printers, in order to develop new markets. In the maintenance and EMS businesses, we will support the customers' "asset-free" management through participation in new sectors, including medical and new energy sectors.

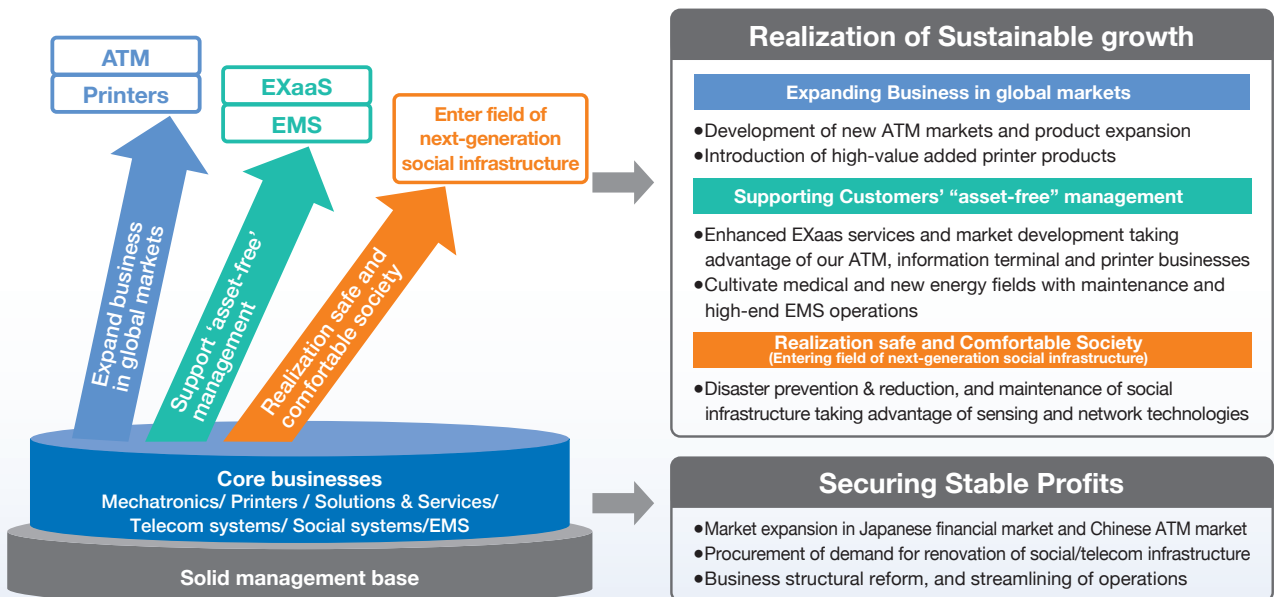
Realization of Safe and Comfortable Society

Taking advantage of its areas of expertise such as sensing and network technologies, OKI will push for its entry into the next-generation social infrastructure sector, with an aim to contribute to the realization of safe and comfortable society

through disaster prevention and reduction, maintenance of social infrastructure, and next-generation traffic systems. In April 2014, the company set up Next Social Infrastructure Business Planning Taskforce to accelerate these activities.

Toward a High-value Added Creation Group

In addition to the above-mentioned business strategies, we will set priorities in our Mid-term Business Plan 2016 to promote enhancement of the financial base, as well as implementation of various human resource-related measures such as global human resource recruitment/development and encouragement of diversity including promotion of female workforce members. By doing so, each individual employee in the OKI Group will be able to act in accordance with "Marketing and Innovation," in which he/she gains the customers' and stakeholders' viewpoints to understand what should be done to deliver true added high-values, leading the OKI Group toward its ideal form as a high-value added creation group.



TOPICS

Industry-Academic Collaboration Project between OKI Data & HAL Tokyo

MICROLINE VINCI CM Production Contest

OKI Data, a company engaging in the printer business, released "MICROLINE VINCI C941dn" in fiscal 2013, a highly regarded 5-colored printer for professional use capable of printing spot colors on a wide range of media. The commercial ad for this product was solicited through "MICROLINE VINCI CM Production Contest", held by OKI Data in January 2014 in collaboration with HAL Tokyo, an incorporated technical school. The participants of this contest submitted their works for judgement. 95 HAL Tokyo students in the IT and digital contents courses with aspirations to become future pioneers of the design industry, participated in the contest, and competed using their creativity.



Production presentation and awards ceremony