

The application is intended to support the barrier-free tourism of Ise Jingu, and developed by OCS with the mandate from the Ministry of Land, Infrastructure, Transport and Tourism (MLIT), after the plan by the Development Council was adopted as MLIT's "Local project for supporting pedestrians' movements conforming to universally-designed society." Based on the tourism information provision system called "TweetLine@Kanko," OCS has completed this application that offers various types of sightseeing contents for various types of tourists visiting Ise Jingu, including senior citizens and physically challenged persons, providing them with information on facilities and



App's menu screen

shops, as well as safe routes and barrier information required by each person.

### Enhanced CSR Procurement Activities

To comply with social responsibilities while responding to our stakeholders' and customers' requests, cooperation from the suppliers within the supply chain is essential. Recognizing this point, OKI will dedicate itself to build a trusting relationship as a partner, and promote CSR procurement based on the "OKI Group Procurement Policy".

In fiscal 2013, based on the Japan Electronics and Information Technology Industries Association (JEITA)'s "Supply-Chain CSR Deployment Guidebook," we conducted a survey on our major suppliers in Japan, regarding their CSR promotion structures and the activities in the seven areas, including human rights, labor, quality and safety, as well as their status of the use of conflict minerals.

Achievements  
in Fiscal 2013

## Good Communications with Shareholders and Investors

The OKI Group appropriately discloses useful information to shareholders and investors in a timely and appropriate manner, including, management strategies and operating results. We actively work on disclosure and IR activities, focused on the IR Unit which is dedicated to such work. The group also makes every effort to prevent insider trading.

### Corporate Briefing on Mid-term Business Plan

OKI recognizes that the appropriate utilization of the views of the market in management practices and business activities serves to further increase operating efficiency and raises corporate value. Based on this recognition, the President and the other members of the management team conduct investor briefings, hold IR meetings and engage in various other communication activities. In November 2013, corporate briefing was held to explain the company's mid-term business plan, where president Kawasaki gave a review on the Mid-term Business Plan 2013 (from fiscal 2011 to 2013) and explained the management policy, objectives and strategies for the Mid-term Business Plan 2016 (from fiscal 2014 to 2016).



Corporate Briefing  
(November, 2013)

OKI's IR website received a bronze prize for "Gomez IR Site Comprehensive Ranking 2013" released by Gomez Consulting (Gomez) under Morningstar Japan in April, 2013.

### Thorough Prevention of Insider Trading

In order to protect shareholders and investors and gain the trust of securities markets, OKI Group clearly states in our OKI Group Code of Conduct that we will neither buy nor sell stock or other securities based on insider information, nor provide any such information to other parties. We strive to prevent insider trading.

In fiscal 2013, relevant rules were revised to better address the enhanced regulations on insider trading resulting from the amendment of Financial Instruments and Exchange Act in April 2014, which was communicated thoroughly to the employees of the Group through Intranet and company news.

### Communication via IR Website and Email Newsletters

OKI delivers e-mails called "OKI News Emails" (in Japanese and English) to approximately 1,500 corporate investors on an as-needed basis. The contents of the News Emails include financial closing information, filing information for stock markets, press releases for new products and services, and IR Website updates.

In order to maintain fairness in information disclosure, IR information, including financial closing information, is posted on its website (IR website) simultaneously in Japanese and English. The website is continuously improved to serve our investors better.

### SRI Index Efforts

A socially responsible investing (SRI) index is a stock index which looks at CSR as important evaluation criteria in addition to financial aspects. As of April 1, 2014, OKI is a stock in the Morningstar Socially Responsible Investing Index (MS-SRI).\*

\* The Morningstar Socially Responsible Investment Index (MS-SRI) is the first socially responsible investment index in Japan. Morningstar Japan K.K. selects 150 companies from among companies in Japan by assessing their social responsibility, and converts their stock prices into the index.

