IMPROVEMENT OF CUSTOMER SATISFACTION

Under its quality philosophy of "providing products that always make customers happy", we at OKI incorporate our "Product Safety Basic Policy" and related rules into our quality control system and operate them in accordance with the nature of each operation. Furthermore, we have obtained ISO9001 certification at all our production sites, and have built the most appropriate quality control system for each production line and product. Also, continuous efforts are being made in each operation to incorporate the customers' voices, which are received through daily communication and the surveys on their satisfaction levels, to improve our products, services and systems.

Supporting Enhancement of Manufacturing

We at OKI brought together our engineering functions – such as production control, product safety, environment and intellectual property (scattered throughout our divisions until then) – in the Engineering Support Center established in our Corporate (head office) in April 2014. And, we now use these gathered functions to support manufacturing in business section and group companies.

Taking production control as one of its functions, the Engineering Support Center holds the "OKI Group Production Reform Presentation Meetings". These provide an opportunity for staff from various bases to share their approaches to making reforms in order to involve peer groups. At the meeting held in December 2014, representatives from five companies and nine divisions, including overseas bases such as Brazil and Thailand, gave presentations on various themes, like the development of production technologies and reforms in manufacturing processes.

Presentation by OKI Data Manufacturing (Thailand)– winner of the first prize

Improvement of Training on Quality

To maintain product manufacturing at a constantly high level of quality, it is vital that all employees act with quality control (QC) in mind, to make full use of correct procedures and appropriate QC methods in actual work. For this reason, it is necessary to implement basic training about quality for all new employees as quickly as possible after they have joined group companies. At OKI, we conduct thorough quality training at all stages, from the point of joining the company, after assignment to a division and through to when such employees become key technicians.

An example of this comes from the Systems Hardware Business Division where staff watches over development and production of OKI mechatronic products based on a quality principle used to formulate a quality policy that states that we should take every effort to be a trusted vendor that offers inspiration and satisfaction to the customer. Thus, the division has compiled three curriculums to teach according to occupation and level of experience the tenets of quality, which are grouped as: (1) QC way of thinking, (2) QC story, (3) Seven QC tools, (4) Statistical method, (5) Method of reliability and (6) Quality engineering. All employees entering the division must have studied these tenets within the first three years of employment. The current lecturing style has been in use since 2002, and 775 people

have undergone the training as of fiscal 2014. Moreover, the lectures are skillfully designed with a balanced approach to mathematical knowledge and the need to show examples of application in actual business, and are created with our own analysis tools, so that employees can easily apply what they have learned to the jobs they do. Indeed, the employees in charge of lecturing strive to improve themselves by gaining QC qualifications and also strive constantly to improve the quality of their lectures.

Universal Design Initiatives

OKI Group defines universal design as the achievement of a high level of usability (basic user-friendliness) and accessibility (consideration for elderly and disabled, etc.) in products and services so that all customers can use them properly, effectively and satisfactorily. User opinions gathered in verification experiments etc. are reflected in our products and services.

● **Application Example of Universal Design Technology: Universal Design Initiatives for ATMs**

We at OKI are taking universal design initiatives to improve operability of Automated Teller Machines (ATMs), one of our core products. For instance, our "ATM-BankIT Pro", a widely used ATM in Japan, is equipped with a handset to enable the visually impaired to operate the ATM using audio guidance. It also is equipped with an "easy-operation mode" for the elderly and has an ergonomic body design that allows wheelchair users to get close to the ATM as well as an angled screen for easy viewing.

"ATM-BankIT Pro"

In February 2015, we reviewed the screen design and operational flow all our ATMs (approximately 6,000) used by Mizuho Bank, Ltd. (Mizuho Bank), to update their operability in line with universal design, such as visibility, understandability and usability. In specific terms, in addition to using a universal design font, we also improved user-friendliness by providing an operation flow that takes into consideration the menus frequently used for transactions and screen guidance incorporating written and illustrated explanations. We have unified operability in all the ATMs used by Mizuho Bank, even applying the new screen to the compact ATM "CP21X" installed outside of banks.

It should also be noted that we changed the ATM screen programming language to the HTML[1] in order to achieve this user-friendly upgrade quickly and inexpensively. In the future, we will establish an off-site server as a Web-ATM[2], as well as uniformly manage ATM software, so that contents changes and service expansion can be carried out with greater flexibility.

[1] HTML stands for Hypertext Markup Language, a commonly used language for inserting symbols or codes inserted into files for display on the Web.
[2] Web-ATM is a generic term for an ATM using Web architecture.

TOPICS **Gaining Certification for Color Universal Design**

For our "ATM-BankIT Pro" and ATM software "UNISONATM+V10", we took and passed in July 2014 the color universal design (CUD) assessment set by the specified NPO Color Universal Design Organization (CUDO) – thus, gaining CUD certification.

CUD is a way of providing access to products, facilities, building, environments, services and information without the need to distinguish between colors, enabling more people to access things in a user-friendly manner. With the "ATM-BankIT Pro", we scored well for incorporating flicker lamps across the entire mouth of slots for mediums such as cash cards as well as bright medium text lamps. And, likewise, with "UNISONATM+V10", we achieved a simple screen design that anyone can use while enabling customizing of the ATM screen through selection of backgrounds (20 patterns) and buttons (two patterns).

The "ATM-BankIT Pro" Color Universal Pass Certificate

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.

Greater Communication with Institutional Investors

Fully aware that managing efficiency and corporate value improvements are linked to receptiveness of market needs that can be made use of appropriately in management and business activities, our management team at OKI – starting with the president – is pursuing all forms of communication with institutional investors, such as interacting with them at settlement/management briefings and IR meetings.

In fiscal 2014, we proactively held IR meetings in locations abroad, such as Europe and Asia. Meanwhile, in Japan, we participated in IR conferences held by securities companies as well as using small meetings geared to domestic and foreign investors and plant visits to explain in great detail the progress of the "Mid-term Business Plan 2016" and situations in each of our business portfolios.

Good Communications through IR Site and News Mail

We at OKI are posting on our website simultaneous Japanese and English versions of a diverse range of IR information, like settlement data, to ensure that we maintain an open and fair broadcasting of IR information. We regularly upgrade the website with the aim of making it easier to use for investors. And, just like last year, we won a bronze prize for "Gomez IR Site Comprehensive Ranking 2014" released by Gomez Consulting (Gomez) under Morningstar Japan K.K. in June, 2014.

Furthermore, we compile filing information for Tokyo Stock Exchange and settlement information, press releases on new products and services and updates of information on our IR site, and send out as required the compiled data in emails in Japanese and English to some 1,400 people, such as investors.

Thorough Prevention of Insider Trading

In order to protect shareholders and investors and gain the trust of securities markets, we in the OKI Group clearly state 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.

As 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, we used a compliance training (e-learning) theme to raise awareness about the regulations related to the revisions made in the previous fiscal year, using concrete examples to explain those regulations. In this way, we made all employees of the Group in Japan fully aware of the revisions.

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, 2015, 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 enterprises in Japan by assessing their social responsibility, and converts their stock prices into the index.

MS-SRI | Morningstar Socially Responsible Investment Index