

# Building Trust

The OKI Group commenced its CSR efforts, under the leadership of an organization dedicated to CSR issues, five years ago. With our Corporate Philosophy as our underlying belief, our CSR initiatives, based on the "OKI Group Charter of Corporate Conduct" and the "OKI Group Code of Conduct," have been increasingly established across the group. We will further disseminate the charter and the code to each employee of the group, and make utmost efforts to put them into practice.

For fiscal 2010, we will continue to pursue the seven priority themes focusing on the points listed in the following table. For example, with respect to "Consideration for the Environment," we will enhance conformity with environment-related laws and regulations such as those for controlling chemical substances

contained in products, expand the activities for the OKI Eco Product certification system, and help realize a low carbon society. In March 2010, we expressed our approval of Declaration of Biodiversity by Nippon Keidanren and became a partner of Keidanren in promoting the declaration. We will continue to be active in addressing new, important issues like this.

In May 2010, OKI participated in the United Nation Global Compact. Regarding this as a perfect opportunity to reflect on our social responsibilities to be fulfilled through our global business activities, we will reexamine our CSR activities in terms of what our stakeholders expect from us, and further contribute to people and society through our core business.

## ● Focal Points in CSR Priority Themes for Fiscal 2010

CSR Priority Themes	Main Achievements in Fiscal 2009	Focal Points for fiscal 2010
Full Compliance with Laws and Regulations	<ul style="list-style-type: none"> <li>Continuation of compliance risk management</li> <li>Enhancement of the measure against each risk and reexamination of the monitoring method</li> </ul>	<ul style="list-style-type: none"> <li>Improvement of risk management as a group</li> <li>Enhancement of measures against registered risks</li> </ul>
Information Security	<ul style="list-style-type: none"> <li>Quantification of how the information security measures have been entrenched in suppliers</li> <li>Implementation of on-site monitoring at four sites in Japan</li> </ul>	<ul style="list-style-type: none"> <li>"Visualization" of how the information security measures have been entrenched in suppliers (confirmation of yearly improvement)</li> <li>Improvement of the items to be checked to evaluate how the information security measures have been implemented and established</li> </ul>
Improvement of Customer Satisfaction	<ul style="list-style-type: none"> <li>Incorporation of a new training program for younger engineers into the programs common to all group companies</li> <li>Development and introduction of a system to support customer engineers that helps improve customer satisfaction</li> <li>Implementation of a demonstration experiment of an information service for senior citizens</li> </ul>	<ul style="list-style-type: none"> <li>Improvement of educational programs for mid-level engineers</li> <li>Implementation of education and training programs on quality across the group</li> <li>Expansion of the application range of universal design technique</li> </ul>
Good Communication with Shareholders and Investors	<ul style="list-style-type: none"> <li>Implementation of a "Business Policy Meeting" and a "Corporate Strategy Meeting" (in which the company's mid-term business plan was announced) with the participation of the top management</li> </ul>	<ul style="list-style-type: none"> <li>Fair and timely disclosure of the achievements made in the first year for the mid-term business plan</li> </ul>
Respect for Employees	<ul style="list-style-type: none"> <li>Implementation of an internship even</li> <li>Acquisition of the government's certification in association with the Law for Measures to Support the Development of the Next-Generation</li> <li>Progress in efforts to promote work-life-balance at group companies</li> <li>Introduction of a new tool to support the mental health of employees</li> </ul>	<ul style="list-style-type: none"> <li>Recruitment and training of diverse human resources</li> <li>Entrenchment of the supports for the development of the next generation</li> <li>Promotion of work-life balance</li> <li>Promotion of the mental and physical health of employees</li> </ul>
Social Contribution	<ul style="list-style-type: none"> <li>Reexamination of the support criterion for the OKI 100 Yen Fund of Love</li> <li>Determination to continue the forest maintenance activities in Gunma and Nagano</li> <li>Implementation of new activities to contribute to local communities in overseas</li> </ul>	<ul style="list-style-type: none"> <li>Continuing operation of the OKI 100 Yen Fund of Love</li> <li>Enhancement of social contribution activities inside and outside Japan in collaboration with municipal governments and NPOs</li> </ul>
Consideration for the Environment	<ul style="list-style-type: none"> <li>Achievement of the energy saving target of the OKI Group</li> <li>Establishment of new registration criteria for low power consumption products</li> <li>Improvement of the Internal IT system in conformity with REACH regulation and the implementation of education by hierarchical level</li> <li>Establishment of a new qualification criterion for internal environment auditors and the enhancement of environmental education at each site</li> <li>Implementation of education on the disposal of used products and on-site inspections of commissioned waste disposers</li> </ul>	<ul style="list-style-type: none"> <li>Response to the OKI Group's energy saving target and the Revised Energy Conservation Law</li> <li>Expansion of the registration of OKI Eco Products</li> <li>Enhancement of conformity with regulations to control chemical substances in products in Europe, China and other countries</li> <li>Integration of new production sites into the group's environmental management</li> <li>Strengthening oversight of compliance within and of the OKI Group and its partners</li> </ul>

## Editorial Postscript

It is our great pleasure to publish the OKI Group's Social and Environmental Report 2010, a report on the CSR-related ideas and activities of the group focusing on the activities made in fiscal 2009. For the 2009 report, we introduced a new approach to integrate two different reports on social and environmental activities into one compact report. While taking the same approach, we tried to make the 2010 report as easy-to-read as possible by containing the descriptions of the group's environmental activities and detailed data thereon in the latter part of the report.

This report is also an important tool for us to share information on our CSR activities within the group and further promote them. Regarding the seven priority themes, we again put the focal points for and the achievements in the fiscal year in question side by side with the focal points

for the next fiscal year. This report format has allowed people working in different business units to share the same results and challenges within the group. It is also notable that the report features five articles under the title "Meeting Our CSR Commitments" that cover the five most important challenges for the OKI Group in which our stakeholders as well as the public show an intense interest. This editorial style is very useful for us to reflect on how the OKI Group should pursue and fulfill its corporate social responsibilities.

We will continue to listen to our stakeholders, disclose the information desired by our stakeholders in a more easy-to-understand way. Your candid opinion about the report would be greatly appreciated.

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