

# We keep our customers' trust and help people enjoy an improved quality of life through our ongoing efforts and sincere business activities based on an "enterprising spirit."

## We will fulfill our responsibilities to society in accordance with our corporate philosophy.

Meikosha, Japan's first manufacturer of telecommunications equipment and the predecessor to OKI, was established in 1881. With an enterprising spirit, it took on the challenge of producing telephone sets soon after the Meiji Restoration, only five years after Alexander Graham Bell's invention of the telephone, and ultimately succeeded. In short, OKI has been enthusiastically taking on new challenges in unknown fields since its inception. This attitude embodies our corporate philosophy that underlies our CSR initiatives: "The people of OKI, true to the company's enterprising spirit, are committed to creating superior network solutions and providing excellent global information and communications services to meet the diversified needs of communities worldwide in the information age."

## We contribute to society through our products and services.

Based on this philosophy, the OKI Group's mission is to contribute to society through our products and services. Today, we provide many products and services that constitute and maintain social infrastructure. Among them are telecommunication infrastructure for carriers, operational systems for financial institutions, automated teller machines (ATMs) used worldwide

including China, ticket issuing and check-in processing systems for transportation services, and other public service systems. We take pride in them because they were created by the results of our business activities characterized by the integration of sales and marketing, technology development, production, and maintenance. More specifically, we accurately understand the needs of society, reflect them in the development of element technology, create products utilizing such technology, establish effective manufacturing techniques, achieve a level of quality that truly satisfies customers, and offer reliable maintenance systems.

In order to further serve customers and society in this age of volatility and change, we have adopted the following two corporate strategies in our new Mid-term Business Plan launched in April 2010:

- OKI provides products and services to contribute to the development of the information society.
- OKI aims to become a company that makes steady growth by generating profit stably.

Under these strategies, we will shift to a consolidated group management, enhance "monozukuri" (the art of manufacturing), strengthen our service business, and create new businesses based on our unique technologies in order to help people enjoy a more improved quality of life.

## We facilitate the globalization of our operations and CSR initiatives.

In order to advance responsible management as a global enterprise, the OKI Group has enhanced corporate governance



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and facilitated the implementation of group-wide CSR-related activities. Part of such efforts was the enactment of the OKI Group Charter of Corporate Conduct, the statement of values to be shared with all group companies, and the OKI Group Code of Conduct that should be conformed by all executive officers and employees. We have disseminated the charter and the code across all companies of the OKI Group inside and outside Japan.

Furthermore, OKI participated in the United Nations Global Compact in May 2010. OKI supports the Global Compact's ten principles in the areas of human rights, labor, environment, and anti-corruption while further promoting its CSR activities to help build a sustainable society.

### **We address climate change and the management of chemical substances in order to realize a better global environment.**

From this perspective, we believe that environmental activities form an integral part of the OKI Group's CSR initiative. In order to address climate change and help realize a low carbon society, the OKI Group has promoted Green IT and has been involved in environmental conservation through day-to-day business activities. Various efforts made for the latter include the improvement of energy efficiency at the group's production sites inside and outside Japan.

On the other hand, as regulations to control chemical substances contained in products, such as EU's REACH, have

become more demanding across the world, raising concreteness and effectiveness are called for in measures for handling chemical substances by companies. The OKI Group will enhance its systems to manage chemical substances in order to conform with these regulations, develop services based on our knowledge accumulated through such efforts, and offer such services to our customers to help them build effective systems to control chemical substances.

The OKI Group's brand statement, "Open up your dreams," is our commitment that expresses the values we offer to our stakeholders based on our corporate philosophy and mission. We will continue to make steady and sincere efforts for our CSR initiatives, and further increase our corporate value in order to open the door to a safer, more secure society in which our stakeholders can realize their dreams.

This Social and Environmental Report 2010 is intended to help all stakeholders better understand the OKI Group's social and environmental activities carried out in fiscal 2009. We sincerely hope that as many people as possible will read this report. Your honest opinions regarding our CSR initiatives would be greatly appreciated.

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