

Improvement of Customer Satisfaction

Believing that quality entails "customer satisfaction," OKI's quality philosophy focuses on "providing products that always make customers happy." OKI's Quality Assurance Regulations define the company's quality philosophy, responsibility and authority. There are also administrative instructions for the entire company and each business division. These philosophy, rules and regulations are incorporated into the quality management system of each business division. Furthermore, we have obtained ISO9001 certification at all our production sites, and have built the most appropriate quality control system for each production line or product.

Establishment of Production & Product Safety Division

OKI established Production & Product Safety Division as a corporate level business unit on October 1, 2011. The division is responsible for two functions to oversee production and product safety. The first function focuses on the optimum utilization of production resources across the OKI Group and the coordination of different tasks while the other ensures product safety in compliance with Consumer Safety Act, Product Liability Act and other laws.

In fulfilling the first function, the division held the "1st OKI Group Workshop on Production Reform and Improvement" in November where representatives from



A presentation at the Workshop on Production Reform and Improvement

production sites inside and outside Japan gave presentations on their efforts. The purpose of the workshop was to improve organizational power in manufacturing that affects the quality of each product. As for the function to oversee product safety, the existing Company-wide Product Safety Policy was reexamined, and revised into the Product Safety Basic Policy stipulating specific activities to be carried out. Under this new policy, the division will compile all rules to cope with product accidents and function as a portal for the entire group.

Improvement of Quality Education

OKI has given education programs on quality for different types of employees at different levels such as new recruits, novice members of functional departments, and mid-level engineers. We have also offered various elective



A seminar on quality

education programs from among which each employee can choose the most appropriate program for his or her need.

Since "usefulness on a practical level" is especially important in our curriculum, we have started offering a new course on "design of experiments (orthogonal experiments)" as a program common to all mid-level engineers across the company since fiscal 2010. This uniquely practical course features lectures focusing on the past applications at OKI, and seminars using an original data analysis support tool that enables students to concentrate on the process of each experiment without being bothered with calculation. We also follow the practical effect of the course and continue to improve its quality. In fiscal 2011, we added experimental simulations on PCs to our curriculum with the intention of facilitating practical utilization thereof.

Constant CS Surveys on Our Products and Activities

OKI has constantly conducted CS surveys of customers in the financial industry about the OKI Group's business activities in different categories such as sales, proposal, development and maintenance since fiscal 2007. The results of such surveys are disclosed and explained to respondents individually. Any advice given by customers in this process is also fed back to OKI. The relevant business units then adopt such advice, reexamine the activities poorly evaluated by customers, decide a policy to deal with the problems, and share them with other units within the group if necessary.

Our CS survey in fiscal 2011 included a new questionnaire item about our services products such as an ATM operational support. Approximately 70 customers answered our questionnaires in 6 aspects on a zero-to-five scale. The respondents also made free comments.

Establishment of Human Interface Design Department

OKI Data, a leading manufacturer of business-use printers and multi-functional printers, established Human Interface Design Department in April 2012. While the functions of its products have



Operability verification of printers

become increasingly complex, small businesses and individuals now constitute a significant part of their users. Consequently, the company is now asked to realize greater user-friendliness that allows people with little knowledge of IT to make full use of its products, and produce a truly easy-to-

understand manual. The new department is comprised of two teams, one examines and creates manuals, and the other focuses on operability and design. It aims at establishing global operability with integrity in cooperation with the Operability Committee, an organization whose members are from different functional departments such as Design, Sales, and CS Promotion. Based on the OKI Group's concept of universal design, the department also pursues the improvement of accessibility by reflecting considerations for different types of challenged people including elderly people and people with impaired color vision.

Enhancing Accessibility of Website

OKI has made utmost efforts to build truly accessible websites in conformity with JIS standards and other

International standards by emphasizing the importance of accessibility in the company's guidelines for websites since 2002. As part of such efforts, in October 2011, OKI renewed the opening page and the pages for corporate information of its website to make them conform with JIS X 8341-3:2010*, a new JIS standard to ensure web accessibility to elderly and challenged people. The new JIS standard includes a section to test the accessibility of each web page and rank it in three levels (A, AA and AAA). The above renewed pages were evaluated to partly meet the requirements of the AA level. OKI will continue to increase the number of web pages in conformity with the standard.

* JIS X 8341-3:2010
Guidelines for older persons and persons with disabilities-Information and communications equipment, software and services-Part 3: Web content. It is a standard about accessibility launched in June, 2004 as part of the the Japan Industrial Standards. It was revised later in August 2010.

Achievements in Fiscal 2011

OKI GROUP

Good Communications with Shareholders and Investors

The OKI Group appropriately discloses useful information to shareholders and investors in a timely manner, including corporate information, management strategies and operating results. The purposes of our IR activities are to improve management transparency, help build trust with our shareholders, and thus improve our corporate value. The department responsible for these activities is IR Unit. The group also makes every effort to prevent insider trading in order to protect shareholders and investors, and help ensure the integrity of securities markets.

Corporate Strategy Meeting Focusing 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 raise corporate value. Based on this



Resulting briefing (May 2011)

recognition, President and the other members of the management team conduct investor briefings, hold IR meetings and engage in various other communication activities. As part of such efforts, President explained how the company had worked for its mid-term business plan to fiscal 2013 as well as its policies for fiscal 2011 at a resulting briefing held in May, 2011. The company's other efforts for appropriate, timely disclosure of information included an increased number of IR meetings for institutional investors inside and outside Japan.

Communication via IR Website and e-mail Newsletters

OKI has an IR Website where a range of investor relations information, including financial data, is posted simultaneously in English and Japanese in order



"Investor Relations" site on the web
<http://www.oki.com/en/ir/>

to maintain fairness in information disclosure. In order to make the site more accessible to investors, we renewed the Japanese version and English version of the site in October 2011, and January 2012 respectively. Furthermore, we improved the content of the page for individual investors in the Japanese version in March 2012. We will continue to improve the quality of the IR site.

We also send OKI News Mails to approximately 1,500 people, including our institutional investors and people who have signed up on our website. This e-mail newsletter includes the latest financial results, information on filings to securities exchanges, press releases on topics such as new products and services, and information on updates to our IR Website.

We will further promote the disclosure of information in a responsive, and appropriate manner while complying with the revisions of the Companies Act, the Financial Instruments and Exchange Law and the timely disclosure rules of the Tokyo Stock Exchange.