

# Building Trust

In the fiscal year ended March 2008, the OKI Group restructured and consolidated the organizations dedicated to its CSR initiatives, and newly established the CSR Promotion Division and the CSR Committee. It was followed by the enactment of the OKI Group Code of Conduct in August of the same year. Then this code of conduct was adopted by 120 companies of the OKI Group inside and outside Japan. In other words, the basis for the global promotion of CSR initiatives was ready at that time. Meanwhile, we carefully reviewed the six priority themes for CSR we had pursued since 2004. We then redefined "Full Compliance with Laws and Regulations" as the underlying principle for our all CSR-

related activities while adding a new priority theme "Information Security."

In the fiscal year ending March 2009, we will further enhance and improve our global framework for the promotion of CSR initiatives based on the OKI Group Charter of Corporate Conduct and the OKI Group Code of Conduct. Furthermore, we will continue to pursue the seven priority themes focusing on the points listed in the following table. At the same time, we will reflect on the fulfillment of our corporate social responsibilities in terms of the expectations of our stakeholders toward us and the roles we should play, and will further contribute to people and society through our core business.

## » Points of CSR Focus in the Fiscal Year Ending March 2009

CSR Priority Themes	Main Initiatives in the fiscal year ended March 2008	Focal Points for the fiscal year ending March 2009
Full Compliance with Laws and Regulations	<ul style="list-style-type: none"> <li>Expanded the scope of participation in the e-learning program on compliance</li> <li>Increased the number of group companies subject to risk management</li> <li>Enhanced monitoring based on the results of assessments</li> </ul>	<ul style="list-style-type: none"> <li>Steady promotion and improvement of the risk management system</li> <li>Enhancement of compliance education for the group</li> </ul>
Information Security	<ul style="list-style-type: none"> <li>Established the Information Security Committee and information security measures to be implemented across the group</li> <li>Established a system to promote information security at each business unit or member company</li> <li>Conducted a general checkup and an information security audit across the group</li> </ul>	<ul style="list-style-type: none"> <li>Further promote information security by rolling out security measures to procurement departments and suppliers</li> <li>Monitor how the information security measures have been implemented and established</li> </ul>
Improvement of Customer Satisfaction	<ul style="list-style-type: none"> <li>Established the group's cooperative framework for responding to product accidents</li> <li>Improved customer/market interfaces using guidelines for consumer products as a reference</li> <li>Developed Workwel Communicator and other systems</li> </ul>	<ul style="list-style-type: none"> <li>Facilitate information sharing within the group for preventing product accidents</li> <li>Review quality education based on changes in demand</li> <li>Expand application of universal design technique</li> </ul>
Good Communication with Shareholders and Investors	<ul style="list-style-type: none"> <li>Increased the number of tours</li> <li>Held business seminars on telecommunications and printers</li> </ul>	<ul style="list-style-type: none"> <li>Promote information provision to institutional investors</li> </ul>
Respect for Employees	<ul style="list-style-type: none"> <li>Conducted training focusing on business globalization</li> <li>Adopted telework on a trial basis</li> <li>Distributed a booklet that helps support the development of the next generation</li> <li>Enhanced safety inspections at manufacturing bases</li> <li>Introduced a stress management tool to group companies</li> </ul>	<ul style="list-style-type: none"> <li>Recruitment and training of diverse human resources</li> <li>Dissemination and monitoring of 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>
Consideration for the Environment	<ul style="list-style-type: none"> <li>Built and implemented a system to manage chemical substances in products</li> <li>Nearly achieved the energy-saving targets of the industry</li> <li>Promoted the development of environmentally conscious technologies and products</li> <li>Expanded the scope of ISO14007 Consolidated Certification to further include two manufacturing sites in China and eight other business units</li> </ul>	<ul style="list-style-type: none"> <li>Promotion of the prevention of global warming</li> <li>Making our products more environmentally friendly</li> <li>Promotion of environmental management contributing to business</li> <li>Improvement and streamlining of environmental management</li> <li>Improvement and enhancement of internal environmental audits</li> </ul>
Social Contribution	<ul style="list-style-type: none"> <li>Organized more accessible programs</li> </ul>	<ul style="list-style-type: none"> <li>Resume financial assistance to the NPO that sends used clothes to refugee camps</li> <li>Enhance activities to contribute to local communities</li> <li>Promote collaboration with local municipal governments and NPOs</li> </ul>

## Editorial Postscript

It is our great pleasure to publish the Social Responsibility Report of the OKI Group for the fourth year. This report for the fiscal year ending March 2009 features four articles under the title "Meet Our CSR Commitment" that covers four important challenges for the OKI Group. They are actually very important issues for all our stakeholders and society in general as well. Each article describes how the OKI Group has addressed this issue in its business activities. Since this editorial style is not only appealing to readers but also very useful for insiders to review how the OKI Group has pursued its social responsibilities in the course of doing our core business. Thus we will probably continue to use this style.

Regarding the seven priority themes the OKI Group focuses in its CSR initiatives, we again put the focal points for and the achievements in the previous year side by side with the focal

point for this year. In this way, readers can easily follow OKI's progress in each area of activities. The establishment of this report format has also allowed people working at OKI to share the same results and challenges with relevant business units within the group.

We fully aware that there are still some flaws and holes in this report. However, this also means that we still have a room to improve and grow. 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.

September, 2008  
**CSR Promotion Division**  
**OKI Electric Industry Co., Ltd.**