

A Message from the President

OKI aims at realizing an e-Society, a society full of Ubiquitous Services, and contributes to the improvement of the quality of life for people around the world.



Katsumasa Shinozuka

Katsumasa Shinozuka
President and Chief Executive Officer
Oki Electric Industry Co., Ltd.

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 only five years after Alexander Graham Bell's invention of the telephone and ultimately succeeded.

In short, OKI has been enthusiastic in 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 information and communications services globally to meet the diversified needs of communities worldwide in the information age."

We contribute to the e-Society as a key player.

The OKI Group's vision, "OKI, Network Solutions for a Global Society," is also based on our corporate philosophy. As a key player in the e-Society, we contribute to the improvement of the quality of life for people around the world through the products and services we offer to our customers. The e-Society advocated by OKI is a society full of Ubiquitous Services, services that can be readily used whenever, wherever with whatever, in the users' desired style, and in a secure and reliable manner.

In response to changes in the business environment, we have decided to spin off our semiconductor business and transfer its shares, effective October 1, 2008. This organizational change, however, will not shake our commitment to the realization of the e-Society in the least. We will continue to further solidify our position as a key player in the e-Society by strengthening our info-telecom and mechatronics businesses.

We facilitate the globalization of our operations and CSR initiatives.

The OKI Group is expanding its overseas operations. As we grow into an increasingly global corporation, our social responsibility is becoming heavier and more multifaceted. Realizing the importance of fulfilling this responsibility, we have enhanced corporate governance and facilitated the implementation of group-wide CSR-related activities in accordance with the OKI Group Charter of Corporate Conduct enacted in October 2005.

In August 2007, we established the OKI Group Code of Conduct for all executives and employees in order to help them fulfill the group's social responsibility in compliance with the above charter. The code of conduct was later adopted by the boards of directors of all group companies inside and outside Japan. In order to further contribute to society, we will continue to promote our CSR initiatives by meeting expectations of various stakeholders and playing our roles.

We will carry out CSR-related activities that offer peace of mind to all stakeholders.

The OKI Group's brand statement, "Open up your dreams," is our commitment that expresses the values we offer to our customers in accordance with the aforementioned activities and guidelines. 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 and offer greater peace of mind to various stakeholders involved in the group. Such stakeholders include our customers, shareholders, investors, employees and suppliers as well as people in local communities.

This Social Responsibility Report 2008 is intended to help all stakeholders better understand the OKI Group's CSR-related activities carried out in fiscal 2007. 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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OKI *Open up your dreams*

OKI aims to create an e-Society that enables to achieve the dreams and hopes of all stakeholders.

The brand statement of OKI expresses the opening of a door to a society, where people around the world can lead more lives that are enriched, safe and secure.

The statement also expresses our dream to contribute to the e-Society.

"Opening up your dreams" and "accomplishing our ambitions" are OKI's commitments that are inherent in its brand statement.

— **OKI opens up your dreams** —