

# Corporate Social Responsibility (CSR)

**K**onica Minolta aims to contribute to a bright future for the earth through its ceaseless commitment to technological innovation.

While we have done much to reduce our environmental footprint, we nevertheless recognize that it is crucial to establish more strategic targets and to pursue these targets in a multifaceted manner. These considerations prompted us to formulate our *Eco Vision 2050* in January 2009. The highest priority of this plan is to fulfill our mission as a manufacturing firm in contributing to the prevention of global warming. The primary target of this plan is to reduce CO<sub>2</sub> emissions generated through the life cycle of our products (from the procurement, manufacturing, distribution, sales and service, product use, and collection stages) by 80% compared to the FY March 2006 level by 2050. As an interim milestone toward achieving this target, we have created the Medium-Term Environmental Plan 2015, whose target is to achieve a 20% reduction in CO<sub>2</sub> emissions by March 2016.

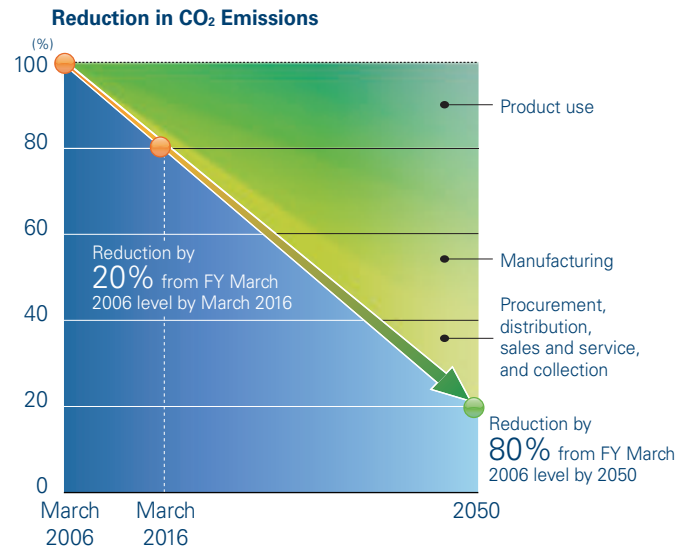
The driving force that will empower us to contribute to the prevention of global warming is innovation. Through such technologies as OLED lighting, which is seen as the future of lighting, we are striving to reduce our carbon footprint and contribute to the prevention of global warming through the

creation of technologies that not only slash power consumption, but even create energy itself.

*Please visit the following websites for details of our environmental and CSR activities:*

Environment: <http://www.konicaminolta.com/about/environment/index.html>

CSR: <http://www.konicaminolta.com/about/csr/index.html>



## Intellectual Property

**W**e have accumulated a number of outstanding core technologies over the years in the materials, optical, nano-fabrication, and imaging fields. We employ these capabilities to supply innovative imaging products and services.

We combine our business and intellectual property strategies in an active patent filing program. In FY March 2009, we made 3,645 applications, including those based on Japanese regulations and the Patent Cooperation Treaty.

The proportion of published patents in basic and advanced technologies accounted for 18% of our total for the year under

review. We are continuing to apply for patents to support our white-light-emitting OLED and other businesses.

We strategically submit patent applications in technologies that are central to our genre-top strategy. We have been quick to secure patent rights in Japan and abroad, contributing to our business progress. As a result of this approach, the Business Technologies and Optics segments, which are central to our genre-top strategy, together accounted for 71% of our patent applications in FY March 2009.