

# Efforts to Strengthen Intellectual Property Capabilities

## Intellectual Property Genre-Top Strategy

### I Imaging-IoT Intellectual Property Genre-Top Strategy

We are promoting the imaging-IoT intellectual property genre-top strategy to support Konica Minolta's Medium-Term Business Plan DX2022. We figure out the business and intellectual property environment, and then identify the fields where Konica Minolta can realistically aim for genre-top position. In these fields, we secure patent rights for edge devices (sensors), AI-driven solution and business model. Also, utilizing know-how and data, which is the source of our services, we are promoting collaborations with our partners and contributing to our business. Business solutions, which are created by applying our proprietary visualization technologies to data acquired by means of edge devices (sensors) and imaging AI, are protected in multifaceted ways through active utilization of patent acquisition and know-how management.

As to the data itself, we are building an environment in which such data itself can be actively utilized as a valuable information asset. In these ways, we are using intellectual property to build multifaceted and multilayered barriers around the fields of technology that Konica Minolta considers its strengths. We will aim for the top position in those fields.

For the Intelligent Quality Optimizer Unit IQ-501 that we launched in the summer of 2017, we have strengthened our patent portfolios globally and built an intellectual property genre-top position. As a result of these efforts to build our patent portfolios, products equipped with Intelligent Quality Optimizer Unit functionality have secured the highest share in their target markets. The portfolios are also helping to secure a high profit ratio.



Fig3. Diagram of genre-top strategy for imaging-IoT intellectual property

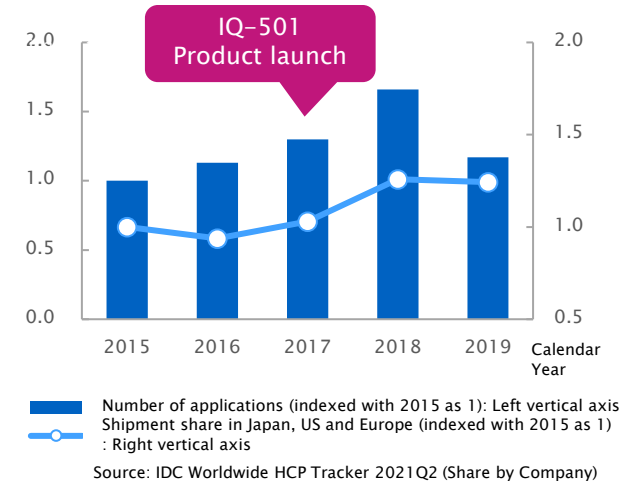


Fig4. Strengthen Intelligent Quality Optimizer Unit IQ-501 patent portfolio (trend in number of patent applications worldwide)

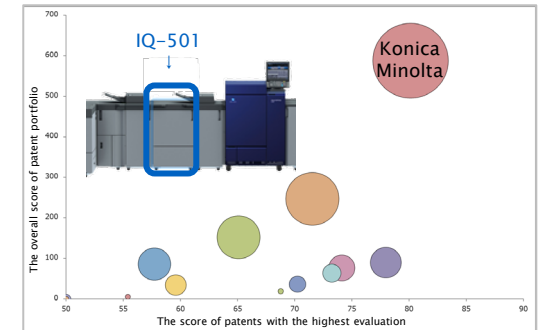


Fig5. Patent-owner score in Intelligent Quality Optimizer functions  
 \*Provided by Konica Minolta using Patent Result Co., Ltd.'s "Biz Cruncher." The size of the circles indicates the number of patents of each company. The horizontal axis indicates the score of patents with the highest evaluation; the vertical axis indicates the overall score of patent portfolios.