



# KONICA MINOLTA

## THE MARKET

The 21st century has ushered in a new way of doing business — with digitized workflow, networked headquarters and branch offices, and IT integration of manufacturers, sellers, suppliers, and service personnel. How information moves through this network is of paramount importance to productivity, profitability, and customer satisfaction. A key concern in the new digital era is security, because digitized information must be protected at every step of its creation and distribution. Along with other international providers of advanced document delivery systems, Konica Minolta has led the way in utilizing the full potential of digital, optical, and other technologies to move information faster, with greater security, and at lower cost.

Another major transition in business information is the migration to color. Documents, reports, presentations, and sales materials communicate more effectively in color — and low-cost, high-quality color on demand is enabling more companies to benefit from this competitive advantage. The need for seamless integration of hardware and software has driven strong R&D efforts to supply built-in productivity software and accommodate third-party solutions. And in production print applications like corporate central reprographic departments, quick printing services, and light commercial printing facilities, legacy offset equipment is being replaced by low-cost, high-quality digital color and black-and-white printers



and print/copy/scan devices. In promoting and responding to these important market trends, Konica Minolta has been a key industry leader.

## ACHIEVEMENTS

Konica Minolta's environmental efforts have led to product certification according to strict industry standards, including Energy Star, Eco-Mark, Blue Angel, and other worldwide programs. It is estimated that imaging products qualified under the Energy Star program alone will save more than \$3 billion over the next five years — and eliminate greenhouse gas emissions equivalent to that produced by 4 million cars.

Konica Minolta products have earned prestigious industry awards — including Outstanding Achievement Awards for Energy Efficiency by Buyers Laboratory Inc. (BLI). BLI also gave a clean sweep of performance awards to the bizhub® C652 series of multifunctional peripherals (MFPs) that perform high-speed color printing, copying, scanning, and faxing; all five models in the C652 series were designated Picks of the Year for 2009 for their individual class, in recognition of their outstanding

performance and exceptional reliability, productivity, and image quality.

Along with BLI awards, the Konica Minolta product line has earned multiple citations from BERTL® Inc., including awards for environmental sustainability. Other recent achievements of Konica Minolta include a 2009 GSA Environment Award, and the Brand Keys Customer Loyalty Engagement index has rated Konica Minolta number one in the office MFP category for the third consecutive year.

## HISTORY

Since the merger of Konica and Minolta in 2003 the combined company has raised its competitive profile and increased its cutting-edge research programs in digital and optical technology.

Konica's history goes back to 1873, when founder Rokusaburo Sagiura began selling photographic materials at his Tokyo apothecary. In 1971 Konica released Japan's first plain-paper photocopier. Minolta was founded in 1928 as a camera manufacturer; its innovations include the world's first magnification and reduction photocopier and the world's first photocopier to produce two-color images in a single pass.

Currently Konica Minolta has over 37,000 worldwide employees, more than 20 top-ranked manufacturing facilities, and offices in 40 countries on six continents. In the United States, Konica Minolta Business Solutions U.S.A. Inc. is headquartered in New Jersey and provides world-class sales and service through a network of 110 direct sales locations and more than 350 dealer partners.





## GREEN FOCUS

Konica Minolta document solutions are leading the worldwide movement toward green initiatives that protect the planet for future generations. The latest Konica Minolta environmental innovation is Clean Planet Recycling — the industry's first cost-free program to recycle consumables from all Konica Minolta products, including toner cartridges, imaging units, waste toner bottles, developer, and drums. These materials are shipped to regional facilities, minimizing transportation energy and emission requirements. They are burned at very high temperatures to produce harmless steam that powers generators to create pollution-free energy for purchase by local power utilities.

In manufacturing, Konica Minolta has pioneered programs that reduce greenhouse gases, minimize pollution, eliminate hazardous substances, and develop safe alternatives to toxic chemicals. The Green Procurement program qualifies suppliers who make a significant contribution to protect the environment. And the Eco Vision 2050 program has set a goal of cutting carbon dioxide emissions by 20 percent in 2015 compared to 2009 levels — with an even more ambitious target of reducing CO<sub>2</sub> emissions 80 percent by the middle of this century.

Konica Minolta's exclusive Simitri® polymerized toner is celebrating its 10th anniversary of production using plant-based biomass materials that make it more friendly to the environment, reducing CO<sub>2</sub> emissions and cutting toner consumption. In promoting the benefits of these and other Konica Minolta environmental protection technologies, a Clean Planet website and CSR (Corporate Social Responsibility) report are produced and updated regularly to expand public awareness and motivate further industry efforts.



protection, product performance, and service support. This forward-looking, customer-oriented corporate culture is expressed in the theme that unifies its branding and promotion efforts: "Count on Konica Minolta."

Customers count on Konica Minolta to help them understand, apply, and maximize the benefits of new technologies as well as cut costs for bottom-line benefits in a challenging economic climate. "Count on Konica Minolta" messaging reaches the public through corporate broadcast and print advertising, sales promotion literature, online communications, trade shows, and public relations activities. TV branding for bizhub MFPs has stressed workflow innovations that save time and streamline the management of documents and devices. Recent print ads for bizhub PRESS equipment have emphasized the spectacular color quality achieved by Konica Minolta's flagship production print equipment.

Along with these promotional activities, Konica Minolta continues to expand its sports sponsorship and brand participation programs. As a proud sponsor of national sports events, including the Konica Minolta Big City Classic and Konica Minolta Face-Off Classic in collegiate lacrosse, and the "SwingVision" feature of CBS Sports PGA Tour broadcasts, Konica Minolta increases its brand awareness among corporate decision makers.

Ongoing corporate research as well as environmental and strategic partnership activities give Konica Minolta a strong platform for future growth.

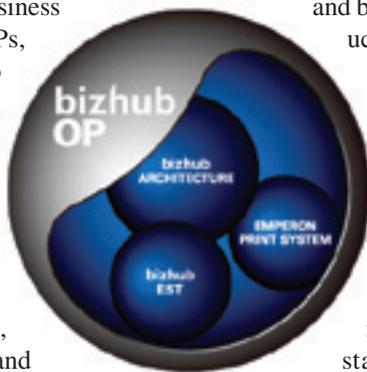
applications requiring both centrally located MFPs and desktop satellites for departments and workgroups.

### THE PRODUCT

The Konica Minolta product line extends from desktop to print shop, offering right-size cost efficiency to a broad range of business applications. With bizhub MFPs, end-users have greater power to create, collaborate, and share information in whatever form is most effective. The streamlined document delivery capabilities of bizhub devices save time and lower costs with simultaneous scanning to email, internal storage on hard disk drives, and distribution to desktop PCs and User Boxes for individuals and workgroups. With bizhub devices, documents can be printed and reprinted more quickly and easily.

### RECENT DEVELOPMENTS

In production print applications, Konica Minolta bizhub PRO and bizhub PRESS products are leading the transition to high-quality, cost-effective digital color printing. The new bizhub PRESS C8000 is 2010's most exciting digital color print professional, with 80 ppm output and a wide array of innovative technologies for maintaining image quality and stability, accommodating heavy paper stock, and performing extensive inline and near-line finishing operations.



At the heart of these multifunctional and desktop products, Konica Minolta incorporates technology innovations like the bizhub OP (Open Platform) system, the award-winning Emperon® Print System, and bEST (bizhub Extended Solution Technology) for integration with third-party software. Konica Minolta also continues to innovate in service and support, with programs such as Optimized Print Services that enable customers to evaluate and streamline the efficiency of their printing operations as well as maximize uptime and minimize costs with proactive scheduled service.



Extensive finishing options allow in-house, on-demand printing and finishing. And a broad range of magicolor® desktop and pagepro® printers and printer/copiers bring integrated, single-source reliability to corporate and institutional

### PROMOTION

Konica Minolta has created a strong corporate culture that guides and motivates its commitment to innovative technology, environmental



### BRAND VALUES

The vision of Konica Minolta has been consistent throughout a long history of successful growth: to be a trusted, reliable partner that delivers long-term value and utilizes a diverse and engaged workforce to produce consistent benefits

for customers and stakeholders.

Throughout the world, Konica Minolta works to be a responsible global citizen — respecting laws, protecting the environment, preventing pollution, and continually pursuing initiatives to counter global warming. Konica Minolta focuses on the customer experience to develop industry-leading document solutions, leverage expertise in vertical markets, promote the benefits of technological education, and invest in best-in-class business practices to boost productivity — today, tomorrow, and for years to come.

### THINGS YOU DIDN'T KNOW ABOUT KONICA MINOLTA

- Konica marketed Japan's first brand-name camera in 1903.
- A specially modified Minolta camera was carried aboard the spacecraft Friendship 7 on John Glenn's historic orbital flight.
- Konica Minolta SwingVision earned a 2006 Emmy® award for technical achievement.
- Konica Minolta has recently formed a strategic alliance with General Electric to develop and commercialize energy-saving OLED (Organic Light Emitting Diode) technology for lighting applications.