



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. Another critical issue in the new digital era is security, because digitized information must be protected at every step of its creation and distribution. Business information is also migrating to

color, because color communicates with greater impact. High-quality, low-cost color output enables more and more companies to produce marketing materials, production information, presentations, and reports in color, in-house, and on-demand.

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 cost-effective digital color and B&W printers and print/copy/scan devices. In promoting and



responding to these important market trends, Konica Minolta has been a key industry leader.

ACHIEVEMENTS

International research and ratings groups have consistently recognized Konica Minolta's achievements in social responsibility, environmental preservation, and sound investment status. Dow Jones has named Konica Minolta to its Sustainability Asia Pacific Index for the second year in a row. Oekom Research for Corporate Social Responsibility has awarded Prime Status ranking to Konica Minolta, placing it among the world's best companies in social and environmental performance. Konica Minolta has also been included in the FTSE4Good Social Responsibility Investment Index, the eighth time the company has been recognized as an international leader in this category.

For the fourth straight year, Konica Minolta has been named the #1 Brand for Customer Loyalty in the MFP Office Product Copier Category by the Brand Keys survey. This honor recognizes the company's strong and continuing relationships with its U.S. installed customer base. Konica Minolta's product line has also earned the Line of the Year award from BLI as well as multiple citations from BERTL® Inc., including awards for environmental sustainability. BLI has honored Konica Minolta with its Outstanding Achievement Award for Energy Efficiency.

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. Imaging products qualified under the Energy Star program alone will save an estimated \$3 billion-plus over the next five years — and eliminate greenhouse gas emissions equivalent to 4 million cars.

HISTORY

Since the merger of Konica and Minolta in 2003, Konica Minolta 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.

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 over 350 dealer partners.

Ongoing corporate research and development efforts along with environmental and strategic partnership activities give Konica Minolta a strong platform for future growth.

THE PRODUCT

Konica Minolta's fast-growing product line extends from desktop to print shop, offering right-size cost efficiency to a wide range of business applications. The company's bizhub® multifunction printers (MFPs) have attracted broad customer support for their digital workflow efficiencies, color image quality, and cost-efficient modular design. The streamlined document delivery capabilities of bizhub devices save time and lower costs with simultaneous scanning to e-mail, internal storage on hard disk drives, and distribution to desktop PCs and User Boxes for individuals and workgroups.



GREEN FOCUS

Konica Minolta document solutions are leading the worldwide movement toward green initiatives that protect the planet for future generations. Konica Minolta's Clean Planet Recycling effort is 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. Konica Minolta has recently been listed among the Global 100 Most Sustainable Corporations in the World in recognition of the company's social and environmental efforts.

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 CO² emissions 80 percent by the middle of this century.

Konica Minolta's exclusive Simitri[®] polymerized toner also leads the way in using plant-based biomass materials that make it more friendly to the environment, reducing CO² emissions and cutting toner consumption. In promoting the benefits of these and other environmental protection technologies, Konica Minolta produces a CSR (Corporate Social Responsibility) report to expand public awareness and motivate further industry efforts.



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. Print advertising for bizhub PRESS equipment has emphasized the spectacular color quality that Konica Minolta's flagship production print equipment achieves.

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.

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.



Konica Minolta bizhub PRO and bizhub PRES equipment continue to set the pace in digital production print applications, helping lead the transition to digital systems that offer superior color reproduction, variable data capabilities, and simple setup that make short-run printing more affordable for print-for-pay and commercial clients. Extensive bizhub, bizhub PRO, and bizhub PRESS finishing options allow in-house, on-demand printing and finishing with right-size scalability. And a broad range of magicolor[®] desktop and pagepro[®] printers and printer/copiers bring integrated, single-source reliability to corporate and institutional applications requiring both centrally located MFPs and desktop satellites for departments and workgroups.

Along with manufacturing and distributing its own product lines, Konica Minolta has recently forged global distribution agreements with companies like Kodak and

innovative technology for maintaining color quality and stability through long press runs, even at high-speed 80 ppm output. The bizhub PRESS C7000 and C6000 make short-run color printing affordable, accommodating heavy paper stock and performing extensive in-line and near-line finishing operations. And the new bizhub PRESS C70hc has raised the bar in digital color with its revolutionary High Chroma toner — reproducing the natural, wide-gamut color of the RGB work space, enabling digital production techniques to reproduce on-screen colors without special inks or complex, time-consuming spot color adjustments.



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 Managed Document Services (MDS) that enable customers to evaluate, manage, and streamline their printing operations; automatically route documents to the most cost-effective output devices; and maximize uptime with proactive scheduled service.

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PROMOTION

Konica Minolta has created a strong corporate culture that guides and motivates its commitment to innovative technology, environmental protection, product performance, and service support. This forward-looking, customer-oriented corporate culture is expressed in the



Screen Truepress — expanding product offerings and helping dealers and distributors take advantage of new business opportunities.

RECENT DEVELOPMENTS

At the high end of production print performance, the bizhub PRESS C8000 incorporates

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 is starting production of OLED (Organic Light Emitting Diode) Lighting Panels — the world's most power-efficient design.
- Konica Minolta has become an official sponsor of the MIT Solar Electric Vehicle Team in support of student efforts to design solar-powered cars.