2010 KYOCERA MITA CSR ACTIVITY SUMMARY

An Overview of Kyocera Mita's CSR Activities in 2010

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Kyocera Mita's Environmental Efforts

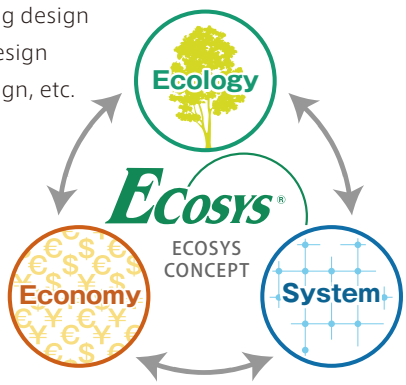
Development of Environmentally Conscious

Kyocera Mita always designs products that are environmentally conscious in various aspects, such as long-life design which reduces part replacement and the amount of waste generated; 3R-conscious design, which focuses on the reuse & recycling of parts; and low-power consumption design, which curbs greenhouse gas emissions.

Basic Philosophy

Based on Kyocera Mita's many years of expertise in unique long-life technology for printers, under the basic philosophy of "Continuing to develop and produce remarkable environmentally conscious products true to the name of the printer brand 'ECOSYS' all through the ages," Kyocera Mita is developing environmentally conscious products and technologies in various aspects.

- Reducing the amount of waste of consumable parts by extending their lifespan
- Reducing the toner consumption
- Making reuse and recycling of used products and parts easier
- Making the main unit smaller and lighter
- Reducing the number of parts
- Adopting recycled plastic
- Low-power consumption design
- Reducing VOC emissions
- Noise-reducing design
- Ozone-free design
- Universal design, etc.



Long-Life Technology (ECOSYS Technology)

When using a printer it is usually necessary to replace a complex toner cartridge, containing the photoconductor drum and peripheral parts, every few thousand pages. Instead, Kyocera has implemented a long-life design concept utilizing various ECOSYS technologies, including a-Si* drums, so that only the toner needs to be regularly replaced. As a result, as many as 300,000 pages can be printed without having to replace anything except toner, significantly reducing both waste and cost.

*a-Si: amorphous silicon

Reduction of Toner Consumption

Regarding toner, the only consumable in our printers, Kyocera Mita is striving to reduce emissions of greenhouse gas, one of the causes of global warming, by designing printers so that they can decrease toner consumption. In the TASKalfa 500ci series, launched in January 2009, a newly developed toner with uniform and smooth particles has achieved images with finer definition and higher clarity, while at the same time reducing toner consumption by 30% compared to the conventional toner even at the same image density.

Eco-Friendly Design Assessment

In pursuing product development, Kyocera Mita always pays attention to 3R (reduce, reuse, recycle) perspectives. To develop 3R-conscious products, product designers perform product assessment from the earliest design stage, in accordance with the Eco-friendly Development Standards.
Evaluation items for product assessment include reduction in the number of parts and in product weight compared to conventional products, and the use of recycled plastic and reused parts. Numerical targets for environmental impact reduction are set for each evaluation item for each production stage, such as parts production and assembly.

Low Power Consumption Design

■ Reducing standby power consumption

One of the indexes of negative environmental impact produced when using multifunctional products and printers is power consumption. Network computers used at offices, in particular, are commonly left on standby at all times. Therefore, reducing standby power consumption is an important issue in environmentally friendly product development.

To this end, Kyocera Mita tackles the development of an energy-saving controller allowing the most efficient and low-power network monitoring and power control on standby.

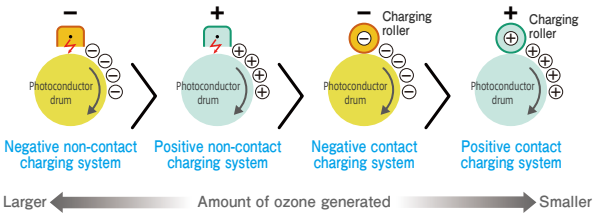
Reduction of Volatile Organic Compound (VOC) Emissions

Kyocera Mita was the first company in the world to acquire the Blue Angel, an eco-label awarded in the environmentally advanced country Germany, for its printers. By meeting its strict standards, it has been proved that the company's printers have excellent environmental performance not only in reducing negative environmental impact that causes global warming, but also in protecting the office environment by, for example, controlling dust and noise and reducing VOC* emissions.

*VOC: An abbreviation for Volatile Organic Compound.

Ozone-Free Design

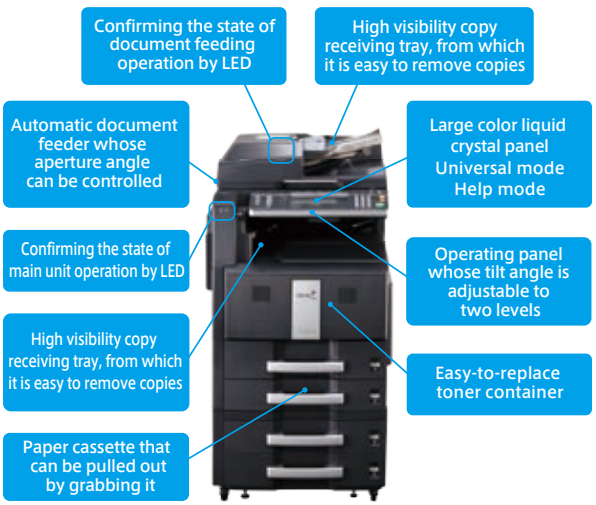
Kyocera Mita incorporates positively-charged photoconductors that generate less ozone into our products and parts, including a-Si drums.
In the TASKalfa 500ci series, color multifunctional products launched in January 2009, and FS-C540DN, a color printer launched in April 2009, the company has adopted a system in which an a-Si drum is combined with the positive charging roller system, thereby successfully reducing the generation of ozone, which was generated in small quantities in products using conventional systems, to a negligible level.



Universal Design

Kyocera Mita's universal design activities are based on the idea that engineers and designers who develop products should fully understand the difficulties and problems that elderly or disabled people might experience when using our products. Our engineers and designers use wheelchairs and simulated elderly experience kits to experience and assess the difficulties that elderly or disabled users face.

Evaluation of operability for disabled users, using a wheelchair.



In Kyocera Mita's policies of "Developing human friendly products", a particularly important factor is the usability of products. Kyocera Mita believes that this usability factor leads to improving the operational efficiency of its customers.

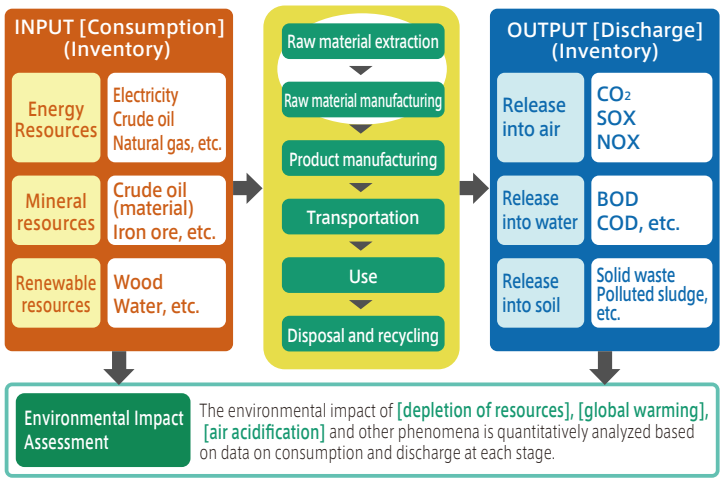
Implementation of LCA / Efforts in Resource

Kyocera Mita implements life cycle assessment (LCA) on all of its products in order to grasp the negative environmental impact of products over their entire life cycle and reduce such impact.

What is Life Cycle Assessment (LCA)?

Life cycle assessment (LCA) is a tool for analyzing negative environmental impact of products by quantifying it imposed by resources and energy consumption and discharge over the entire life cycle of products and services — from raw material extraction to production, transportation, use, disposal and reuse/recycling.
LCA supports business activities by providing scientific and objective grounds for making decisions to improve business activities based on environmental impact assessment, which objectively quantifies environmental load (negative environmental impact) such as global warming and depletion of resources.

Life cycle stages



Expected Effects by LCA

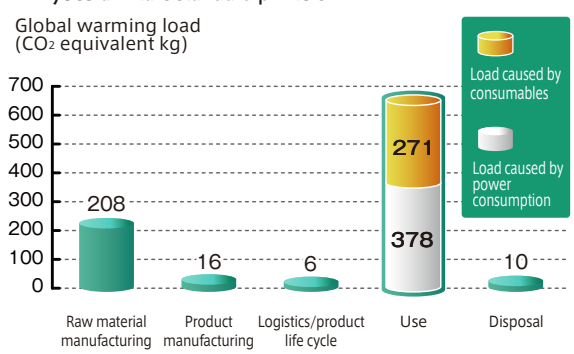
Implementation of LCA is expected to produce the following effects:

1. It is possible to choose the most appropriate from several environmental technologies.
2. It is possible to know which stages in the entire life cycle are important for reducing negative environmental impact.
3. It is possible to prevent a certain problem from causing a new negative environmental impact or from spreading or shifting to other stage(s) in the life cycle.
4. It is possible to gain the grounds for making decisions on scientific and objective environmental policies.
5. It is possible to provide and publicize environmental information in a timely manner.

Our Efforts

By implementing LCA, Kyocera Mita can find out the stage(s) where high negative environmental impact is produced out of the entire life cycle of products or services to determine which areas are necessary to be focused on for improvement. For example, the figure below shows the results of LCA that is carried out regarding the company's products' life cycle, focusing on the negative environmental impact that could cause global warming. According to this figure, key stages for reducing negative environmental impact are the "stage where the raw materials of products are manufactured" and the "stage where customers use the products."
It is striving to reduce negative environmental impact by using information obtained from the results of LCA, carefully selecting the raw materials of products and consumables, and developing products, aiming for a reduction in electric power consumption when used and a reduction in consumable-related materials.

■ Results of LCA focusing on global warming load on Kyocera Mita's standard printers



Saving and Circulation

Kyocera Mita not only provides products with lower negative environmental impact to the market, but also establishes and operates a system for collecting and reusing/recycling the products no longer used.

Efforts of Re-Conditioning (RC) Products

When dealing with used products, Kyocera Mita places top priority on reuse, which exerts less environmental load, rather than recycling of used products and parts.

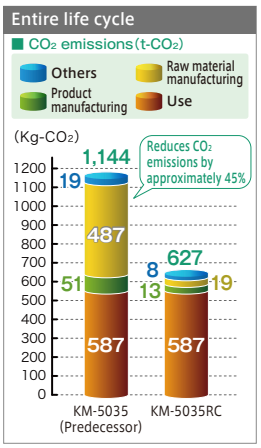
Processes for Re-Conditioning Multifunctional Products

Used products collected from customers are gathered to Kyocera Mita's collection centers. At the centers, the existence of cracks and/or flaws caused by transportation and the number of sheets of paper printed by the relevant products are confirmed. Then, the products are sorted out according to certain criteria, such as whether they function well when they are turned on. Only products that pass the tests are transported to the Reconditioning Plant as potential RC products. At the Reconditioning Plant, the transported products receive an acceptance inspection based on more detailed and stricter criteria, and only products that pass are put into production processes.

In the production processes, parts in the worn-out areas are replaced by reference to the status of use of the products at customers' locations and the history of their quality. After they go through disassembling, cleaning, adjusting and other necessary processes, only products that have passed strict inspection are restored as RC products. RC products through these processes have lower negative environmental impact in their entire life cycle, while at the same time having the same quality as newly-manufactured products.

RC Products with Lower Environmental Load

Also, according to LCA analysis for the negative environmental impact of a certain product in its entire life cycle from raw material and product manufacturing to reuse/recycling, our RC products can reduce it by approximately 45 percent compared to newly-manufactured products.



Reducing CO_2 emissions
▼
Achieves approximately a 45% reduction!!

Usage rate of reuse parts
▼
Achieves 90% or more!!

Reuse of Toner Containers

Kyocera Mita has been promoting the collection and reuse of used toner containers since 1998.

Used toner containers collected from customers are gathered to the collection centers and then transported to the recycling centers. These toner containers are sorted out regarding cracks, flaws and the like based on the criteria used at the center.

After that, reusable toner containers are transported to the Reconditioning Plant, where they are cleaned and undergo strict inspection for appearance, airtightness, etc., identical to that conducted on newly manufactured toner containers. After that, they can finally be reused.

Efforts in fiscal 2009

In fiscal 2009, 512 tons of used toner containers were collected and 198,000 toner containers, were reused.

Reuse of Parts

Kyocera Mita is also engaged in the business of supplying reusable parts recovered from collected used products to the market as reuse parts.

Based on the information about used products confirmed in the collection centers, reusable plastic parts, printed circuit boards, electric parts and other parts are sorted out, cleaned and inspected for quality at the recycling centers. After that, stricter inspection is conducted on these parts and only parts that passed the inspection are shipped as reuse parts.

Kyocera Mita's Environmental Efforts

Environmental Action Plan and Achievements

The main items of the Second Environmental Action Plan which comprises priority action items carried forward from the First Environmental Action Plan and newly set priority items are introduced.

Environmental Management Basic Strategies

1. Promoting business activities that will help build a recycling-oriented society

   Create a resource-recycling society through continuous activities to reduce the environmental load.

2. Providing superior eco-friendly products

   Develop and provide more evolved eco-friendly products (longer life and more energy efficient), on the basis of the ECOSYS concept.

3. Establishing environmental management

   Provide environmental education and training to all employees and establish an environmental index management system to implement continuous and profit-yielding environmental management.

4. Strengthening corporate social responsibility (CSR) activities

   Fulfill social responsibilities as a business enterprise through information disclosure and social contribution activities.

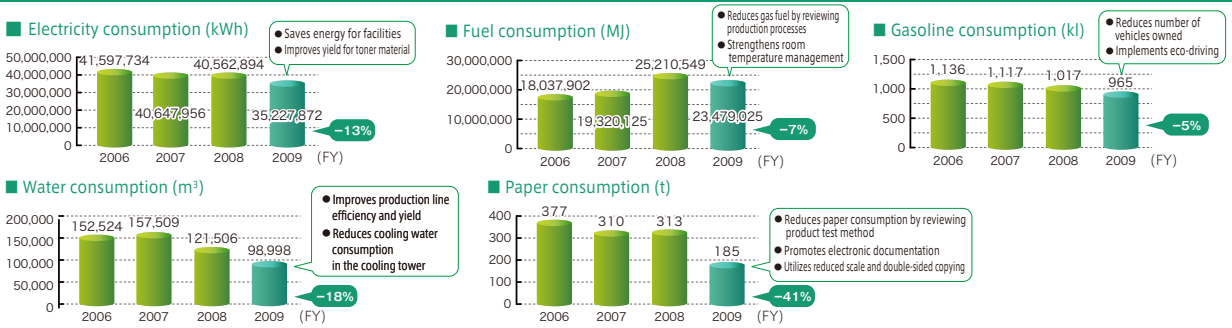
The Second Environmental Action Plan and Achievements (April 2008 to March 2010)

(Promotion activity items are extracted from major activities.)

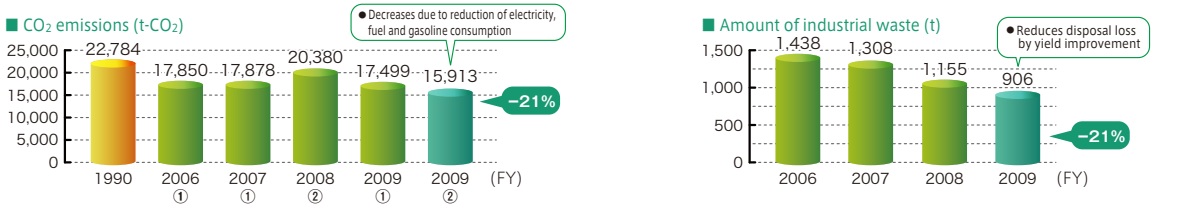
Promotion Action Item	Target	FY2009 Result	Evaluation
Introducing the environmental efficiency (factor 2) to ensure that reduction of negative environmental impact is compatible with business performance	Doubling domestic environmental efficiency in FY2014, compared to FY2004 (Formula for calculating domestic environmental efficiency: Domestic sales amount of the Kyocera Mita Group divided by CO_2 emissions generated from domestic business activities)	Placing the top priority on compliance with the Kyoto Protocol (reducing the absolute amount by 6% from FY1990), efforts to reduce the absolute amount of CO_2 were made. A reduction by 30.2% compared to FY1990 (an electricity to CO_2 conversion factor for reporting that is stipulated in the Act on Promotion of Global Warming Countermeasures is used) has been achieved.	▲
Achieving zero emissions at overseas production sites	Achieving zero emissions at overseas production sites (final landfill waste amount: less than 1%) by the end of March 2010	The landfill waste rate has been significantly reduced at Kyocera Mita Shilong Plant in China (from over 20% to 5% or less).	▲
Implementing closed material recycling for plastics	Establishing closed material recycling system for plastics used for exterior covers (PC-ABS) by the end of December 2008 and commencing system use in January 2009	Resource collection channels and a recycling system have been developed. Due to production transfer to overseas plants, this item has been put on hold.	×
Introducing a product environmental efficiency index	Developing a product environmental efficiency index to measure environmental impact reduction effects of products by the end of July 2008 and start of use of the index in August 2008	Internal information disclosure on the product environmental efficiency index began in June 2009. On the back of this, setting targets by LCA will be promoted.	▲
Complying with the EU REACH Regulation	Establishing a system that ensures proper registration and notification in compliance with REACH Regulation (Preliminary registration should be completed by the end of November 2008.)	Preliminary registration was completed in November 2008. The SVHC (Substances of Very High Concern) survey in March 2009 was started.	○
Implementing social welfare activities	Cooperating with welfare activities undertaken by social welfare organizations	July 2008: Invited children from a children's home in Osaka City to a professional baseball game January 2009: Offered items as awards and participation prizes at the art exhibition of the New Year Meeting for Children held in Tennoji Civic Center	○
Implementing activities for promoting the sound nurturing of youth	Implementing the Science Experiment Project for elementary school students Cooperating with Career Education Promotion Projects (job experience programs for junior high school students)	February 2009: Implements science experiment projects at seven elementary schools in Osaka City. November 2008: Accepts junior high school students in Osaka City as job experience trainees. March 2009: Conducts a seminar for 32 prospective graduates from junior and senior high schools on guidelines for working in the real world.	○

Business Activities and Overall Picture of Environmental Load (Business Offices in Japan)

Input energy



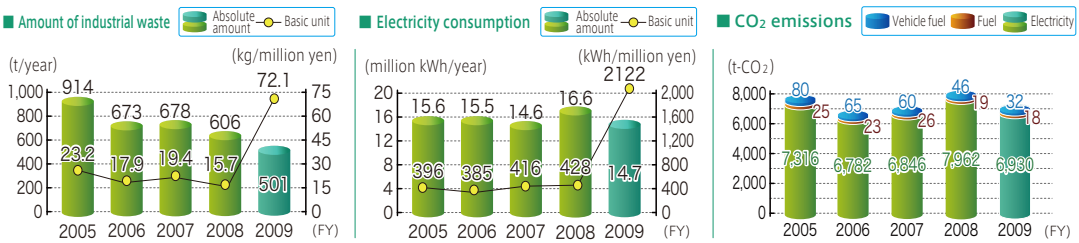
Output



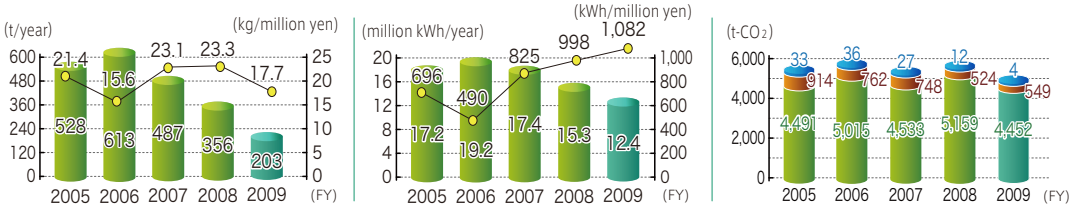
① A fixed electricity to CO_2 conversion factor for internal management is used.
② An electricity to CO_2 conversion factor for reporting that is stipulated in the Act on Promotion of Global Warming Countermeasures is used.

Environmental Load in Plants

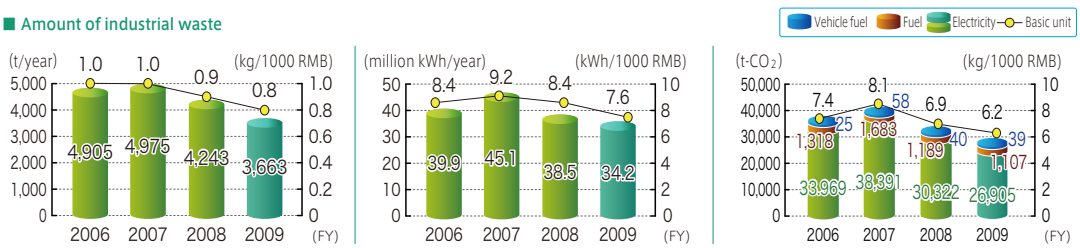
Tamaki Plant



Hirakata Plant



Shilong Plant



Kyocera Mita's Environmental Efforts

Kyocera Mita has made various efforts to reduce our transportation-related environmental load as much as possible also while distributing our products to our customers, such as through the development of new distribution routes and the improvement of modes of transportation throughout the world.

Kyocera Mita's CO_2 Reduction Activities in Europe

In the past, Kyocera Mita's products destined for Europe had been transported via truck to its warehouses after discharging them at the Port of Rotterdam in the Netherlands. Since 2007 its mode of transportation has been shifted to trains and/or barges*, reducing its truck transportation accordingly. The proportions of its modes of transportation in fiscal 2009 were: 84% for trains, 7% for barges, and 9% for trucks.

Kyocera Mita, since June 2009, has reduced the number of trucks it uses for transportation in order to improve its shipping efficiency travelling from the Netherlands to Italy by using double-decker trailers.

*Barges: Small transport vessels that carry containers from ports to the destination using rivers and canals.

Efforts of CO_2 Reduction at Factories in China

Our products for the Chinese market were transported via land to AVX/KYOCERA (Tianjin) International Trading Co., Ltd. This was done by way of Shanghai after shipping from the Shilong Plant in Dongguan City to a warehouse in Guangzhou, by truck. To reduce CO_2 emissions from transportation, we changed our mode of transportation to shipping products to Shanghai and Tianjin by sea from fiscal 2009.

Export containers from our Shilong Plant, which had once been transported via truck to Yantian Port in Shenzhen, are currently transported via truck to Changping Railway Station in Dongguan City (Guangdong, China), the location of the Shilong Plant, and via railway from Changping Railway Station to Yantian Port. The shift in mode of transportation in the area between Changping Railway Station and Yantian Port has allowed the transport distance by truck to be reduced.

Kyocera Mita Germany presents the Second Kyocera Eco Award

In 2007, Kyocera Mita Germany along with the German Environmental Aid Association (DUH) and the Federal Association of Medium-size Enterprises (BVMW), established the Kyocera Eco Award, which is designed to award small- and medium-sized businesses that have contributed to the development of new energy saving technologies and environmental protection projects. On April 29, 2009, the second award ceremony of the Kyocera Eco Award was held in Bonn, Germany.

The screening this time was conducted by a panel of 10 judges with Prof. Klaus Topfer, then Executive Director of the United Nations Environment Programme (UNEP) and then German Federal Minister for the Environment as chairman, resulting in the selection of the following three companies out of over 60 nominees.

First Prize	SkySails GmbH & Co. KG.
Second Prize	LichtBlick AG
Third Prize	Groz-Beckert KG

Kyocera Mita Germany Signs Contract for Green Electricity Supply

Kyocera Mita Germany has been engaged in reducing its CO_2 emissions by installing solar panels on the roof of its company building in November 2007. In addition, it signed a Green Electricity Supply contract with SWE, a German power supply company.Through this , it is expected that approximately 870 tons of CO_2 will be reduced annually.

The SWE' S Green Electricity, which is supplied from a hydroelectric power plant in Norway, has been approved by TÜV Rheinland, as emitting no CO_2.

Kyocera Mita Taiwan Participates in One-day Volunteer Activity to Protect Natural Ecosystem

On October 31, 2009, all the employees of the Taiwan Office of Kyocera Mita Taiwan participated in a one-day volunteer activity to protect the natural ecosystem. This event was organized by the Taiwan Butterfly Breeding Academic Society, which conducts long-term research on butterflies. In this event, an ecosystem protection activity was conducted to remove golden ivy, an exotic species, which incurs serious damage to the ecosystem, in Kiam-lam-lou in Taipei City.

Kiam-lam-lou, or "Treasure Low Mountain," was originally an area blessed with abundant nature inhabited by many types of butterflies. In recent years, the ecosystem at the foot of this mountain has been steadily damaged by the impact of urban development. The Academic Society initiated activities to protect the natural environment of Kiam-lam-lou. Through these activities, as many as 145 types of butterflies have been recorded and the area's natural environment is gradually being regenerated.

Kyocera Mita Thailand Carries out "Big Cleaning Day"

On March 20, 2010, Kyocera Mita Thailand carried out a volunteer clean-up campaign known as "Big Cleaning Day." This activity was initiated from the rise of consciousness among employees about contributing to the protection of the global environment in the process of Kyocera Mita Thailand acquiring its ISO14001 certificate. The first campaign was conducted on June 3, 2006. In this campaign, the fifth Big Cleaning Day, approximately 50 employees participated in cleaning the beach of Khung Kraben Bay in Chantha-buri Province in eastern Thailand and collected litter filling 10 trash bags.

Kyocera Mita Australia Participates in "Business Clean-up Day"

On March 2, 2010, 13 employees of Kyocera Mita Australia participated in Business Clean-up Day. Business Clean-up Day is an annual company-based volunteer clean-up campaign carried out throughout Australia. Kyocera Mita Australia, which is a sponsor of the campaign organizer, Clean-up Australia, has participated in this campaign for the last 10 years.

Shilong Plant Reduced Fossil-fuel-origin CO_2 Emissions by approx. 14.6%

In January 2010, Kyocera Mita Shilong Plant changed the fuel for the boilers used in its buildings for manufacturing photoreceptors from light oil to natural gas. This reduced CO_2 emissions to 13.6 tons monthly. As a result, fossil-fuel-origin CO_2 emissions from the whole plant were reduced by approximately 14.6%.

Also at the Shilong Plant, we have been engaged in various energy-saving activities such as the renovation of the air conditioning system with energy-efficient turbo chillers, thorough control of air-conditioned temperatures on each floor, and reduction of the electricity used for unnecessary lighting by approximately 9,000 electric lights through thorough lighting control.

Tamaki Plant Promotes Energy Saving with Bitter-gourd Curtain

The Tamaki Plant has promoted various energy saving activities. One of them, which was added as a new attempt in fiscal 2009, is the "Green Curtain Activity," in which the outer walls of the plant are covered with leafy bitter-gourd vines. This activity was started by planting 25 roots of bitter-gourd at the south side of No. 1 plant. In July, the roots grew to form a beautiful 15 m-wide and 5 m-high green curtain. When the temperature of the outer wall was measured to examine its effectiveness, the average decrease in temperature turned out to be 4.1°C.

The ECOSYS FS-C5400DN Package Wins Japan Packaging Contest's Technical Packaging Award

The technology used to pack the color printer FS-C5400DN won a technical packaging award at the 2009 Japan Packaging Contest. We have won awards at the contest for six consecutive years since 2004.
We met the challenge of using a pulp mould cushioning material to package a product weighing more than 20 kg, a feat that had been thought impossible. The result was the packaging of a 33.5 kg product using pulp mould, an achievement that won the aforementioned prize.

Pulp mould is the product of a process that involves dissolving used paper in water, moulding it in the shape of a cushioning material and drying it. Since neither adhesives nor solvents are used, it is possible to produce a brand-new packaging material by collecting and dissolving used pulp moulds in water.
Global collection and recycling systems have been established for corrugated cardboard and other packaging paper. Use of pulp mould, which is also made from used paper, contributes to resource recycling.
However, packaging paper has drawbacks in that it is vulnerable,difficult to restore once deformed and, when moistened, loses strength.
The use of pulp moulds as packaging material requires advanced technical prowess.
Our designers have a thorough knowledge of the structures of and distribution channels for our products. Their packaging designs meet such basic performance requirements as resistance to impact from transportation and dropping, safety during unpacking and ease of work. Moreover, these designs have reduced environmental loads.

Kyocera Mita U.K. Won the Best Green Radio Campaign in the Green Awards 2009

In fiscal 2009, Kyocera Mita U.K. won the Best Green Radio Campaign, one of the categories of the Green Awards.
The Green Awards were established in 2006 under the aegis of the United Nations Environmental Program (UNEP) as a method of recognizing outstanding creative works of brands that promote everything, including renewable energy, resource efficiency and waste awareness. Of the 16 categories of Green Awards, Kyocera Mita received Best Green Radio Campaign, an award which is presented to companies and organizations that have called via radio commercial in the United Kingdom or in local communities for the importance of protecting the environment in the most effective ways.
Kyocera Mita U.K. has managed the "Green Card Network," a network that provides environmental information for customers and related companies, and has presented the "Greenlight Awards" to companies and organizations that have actively conducted environmental protection activities. Kyocera Mita U.K. believes that the raised awareness of the environment by all its employees, which has been fostered by these activities, had led to its winning the Best Green Radio award.

Comment from Tracey Rawling Church, Head of the Public Relations Sector

It was a great pleasure for us to be honored with this award, which was given for our campaign to call for environmental considerations via radio. Since launching the sales of Ecosys printers in the United Kingdom in 1992, we have called for the importance of environmental protection. I believe that this award was given to us in recognition of this long-term campaign.

Kyocera Mita U.K. Won Green IT Magazine Company of the Year Award

Kyocera Mita U.K. won the Green IT Magazine Company of the Year award in the Green IT Awards organized by the Green IT Magazine.
The Green IT Awards, which are organized by this magazine, were founded in 2009. The awards are presented to products or companies that have made remarkable contributions to environmental protection. Kyocera Mita U.K. received the Green IT Magazine Company of the Year award this time for the technology of its Ecosys printers and various efforts for the environment during a long period of time.

Comment from General Manager Jun Okumura of Kyocera Mita U.K.

It was a great pleasure for us to be awarded Green IT Magazine Company of the Year for our efforts for the environment at Kyocera Mita U.K.. This award is the result of efforts made by all our employees. In the recent shift in views on corporate social responsibilities, this is proof that we are heading in the right direction. Our responsibilities in the environmental aspect should be compatible with our commercial success. I strongly believe that we will be able to receive stable support from the business world by winning this award.

Comment from Green IT Magazine' s Editor Brian Wall

Since the time when the term "environmental protection" was not generally known to the public, Kyocera Mita U.K. has been continuously contributing to the global environment by formulating its basic philosophy on environmental protection and promoting environmental activities based on this philosophy. In praising these valuable activities, we presented the Green IT Magazine Company of the Year award to Kyocera Mita U.K..

Our Headquarters R&D Center building wins the Special Prize in the Third Osaka Sustainable Building Award for fiscal 2010

Kyocera Mita Headquarters R&D Center building won the Special Prize in the Third Osaka Sustainable Building Award for fiscal 2010, which was organized by the Osaka prefectural government.

Our Headquarters R&D Center building, the winner of the award this time, is the central R&D facility for document processing machines, including printers and multifunctional systems. In constructing this building, various environmental considerations are incorporated, such as the introduction of photovoltaic power generation systems, gas heat pump air conditioning systems with power generating functions, lighting motion sensors and lighting dimming sensors, which are designed to adjust lighting according to sunlight from windows; the adoption of water-saving toilets; and sprinkling retained rainwater onto the plantation. The building was awarded based on an overall evaluation of the factors, including the afforestation of 20% of the premises in order to maintain the landscape, and contribution to the local community by opening the premises to the public as the venue for a neighborhood summer festival.

Our building was awarded because it was approved to be a model for future environmental buildings as an environmentally friendly facility. Taking this opportunity as a start, Kyocera Mita will contribute to society as a green company.

Environmental Label Certified Products /

Kyocera Mita has been actively promoting the acquisition of various environmental labels, aiming to provide products that are safe and comfortable for our customers to use and have minimal environmental impact.

Environmental Labels and Environmental Labels Certified Products

The ISO* defines the three types of environmental labels: Types I, II and III. The following are descriptions of each environmental label and our environmental label certified products.

*ISO:International Organization for Standardization

■ Type-I Environmental Labels

Type-I environmental labels are certified by third parties based on their own product categories and criteria.

● Eco Mark (Japan)

Eco Mark is an environmental label established by the Japan Environment Association (JEA) in 1989. Products that have low environmental impact throughout their entire life cycle and are useful for environmental protection can be labeled with this label.

Kyocera Mita's Eco Mark-certified products

http://www.kyoceramita.co.jp/products/index.html

● Blue Angel (Germany)

Blue Angel is an environmental label whose criteria are stipulated by the Germany Federal Environment Agency (UBA) and which is operated by the German Institute for Quality Assurance and Certification (RAL).

Kyocera Mita's Blue Angel-certified products
(as of May 30, 2010)

■Copiers and multifunctional products
FS-1028MFP · FS-1128MFP · KM-2560 · KM-3040 · TASKalfa 180 · TASKalfa 220 · TASKalfa 181 · TASKalfa 221 · TASKalfa 300i · TASKalfa 420i · TASKalfa 520i · TASKalfa 620 · TASKalfa 820 · TASKalfa 250ci · TASKalfa 300ci · TASKalfa 400ci · TASKalfa 500ci

■Printers
FS-1300D · FS-1350DN · FS-2020D · FS-3920DN · FS-4020DN · FS-6970DN · FS-C5100DN · FS-C5200DN · FS-C5300DN · FS-C5350DN · FS-C5400DN

● Nordic Swan (North Europe)

Nordic Swan is an environmental label for which shared criteria are stipulated by the Nordic Eco-Labeling Board and which is used in Sweden, Norway, Finland, Iceland, and Denmark. It is operated by the relevant ministries and agencies of these countries.

Kyocera Mita's Nordic Swan-certified products
(as of May 30, 2010)

■Copiers and multifunctional products
FS-1028MFP · FS-1128MFP · KM-2560 · TASKalfa 180 · TASKalfa 220 · TASKalfa 181 · TASKalfa 221 · TASKalfa 300i · TASKalfa 420i · TASKalfa 520i · TASKalfa 620 · TASKalfa 820 · TASKalfa 250ci · TASKalfa 300ci · TASKalfa 400ci · TASKalfa 500ci

■Printers
FS-1300D · FS-2020D · FS-3920DN · FS-4020DN · FS-6970DN · FS-9530DN · FS-C5100DN · FS-C5200DN · FS-C5300DN · FS-C5400DN

● China Environmental Labelling Scheme (China)

China Environmental Labelling Scheme is an environmental label that is supervised by the State Environmental Protection Administration (SEPA) and operated by the China Environmental United Certification Center Co., Ltd (CEC).

Kyocera Mita's China Environmental Labelling Scheme-certified products
(as of May 30, 2010)

■Copiers and multifunctional products
FS-1016MFP · KM-1635 · KM-2035 · KM-1648 · KM-2540 · KM-3040 · KM-2560 · KM-3060 · KM-4050 · KM-5050 · TASKalfa 180 · TASKalfa 220 · TASKalfa 181 · TASKalfa 221 · TASKalfa 620 · TASKalfa 820 · TASKalfa 250ci · TASKalfa 300ci · TASKalfa 400ci

■Printers
FS-1300D · FS-2020D · FS-6970DN · FS-C5100DN

● Green Mark (Taiwan)

Green Mark is an environmental label that is supervised by Taiwan's Environmental Protection Administration (EPA) and operated by the Environment and Development Foundation (EDF).

Kyocera Mita's Green Mark certified products
(as of May 30, 2010)

■Copiers and multifunctional products
KM-1635 · KM-2035 · KM-2540 · KM-3040 · KM-2560 · KM-3060 · KM-4050 · KM-5050 · TASKalfa 180 · TASKalfa 220 · TASKalfa 181 · TASKalfa 221 · TASKalfa 300i · TASKalfa 420i · TASKalfa 520i · KM-C3225E · KM-C3232E · TASKalfa 250ci · TASKalfa 300ci · TASKalfa 400ci · TASKalfa 500ci

■Printers
FS-1100 · FS-1300D · FS-2025D · FS-3925DN · FS-6950DN · FS-6970DN · FS-9530DN · FS-C5100DN · FS-C5200DN · FS-C5300DN

ISO14001-Certified Business Offices

■ Type-II Environmental Labels

Type-II environmental labels are self-declared labels where companies establish their own criteria and certify their own products in order to claim that their products are environmentally conscious.

■ Type-III Environmental Labels

Under the Type-III environmental label program, the negative environmental impact of a product from raw material extraction to disposal is calculated using the LCA method and its results are quantitatively analyzed and disclosed. The general rules and procedures of Type III environmental labels are stipulated in ISO14025. A major feature of this program is that it only discloses quantitative data of products and leaves the decision whether to purchase the relevant products to (potential) users.

● EcoLeaf Environmental Label (Japan)

EcoLeaf Environmental Label was introduced by the Japan Environmental Management Association for Industry (JEMAI), and its implementation started in 2002. It conforms with the framework of the Type III environmental labels stipulated by ISO.

Kyocera Mita' s EcoLeaf Environmental Label-certified products

http://www.kyoceramita.co.jp/products/index.html

■ Others

● International Energy Star Program

International ENERGY STAR Program is an international power-saving program for office automation equipment. It has been implemented since October 1995. Products that meet certain standards can be labeled with the International Energy Star Logo.

Kyocera Mita' s products registered by the International Energy Star Program

http://www.kyoceramita.co.jp/products/index.html

● Law on Promoting Green Purchasing (Japan)

As a yardstick for customers when considering purchasing our products, Kyocera Mita marks products that meet the standards for eco-friendly goods and services stipulated by the Law with its own compliance on its catalogues and website.

Kyocera Mita' s products meet the standards stipulated by the Law on Promoting Green Purchasing

http://www.kyoceramita.co.jp/products/index.html

The Kyocera Mita Group has promoted the acquisition of ISO-14001 certificates in all its business establishments both in Japan and overseas. In Japan, starting with our Tamaki Plant acquiring the certificate in October 1996, all of our business establishments had acquired the certificate by October 2004. In overseas countries, all our business establishments, except for some newly established ones, have acquired ISO-14001 certificates.

■ Business establishments in Japan

Name of business establishments (in Japan)	Date of acquiring certificates	Certificate authority	Certification number
Kyocera Mita Headquarters	Nov.08. 2000	Japan Audit and Certification Organization for Environment and Quality (JACO)	EC99J2032-KMC
Kyocera Mita Tokyo R&D Center	Mar.25.1999	Japan Audit and Certification Organization for Environment and Quality (JACO)	EC99J2032-KMC-Y
Kyocera Mita Tamaki Plant	Oct.29.1996	Japan Audit and Certification Organization for Environment and Quality (JACO)	EC99J2032-KMC-T
Kyocera Mita Hirakata Plant	Nov.08. 2000	Japan Audit and Certification Organization for Environment and Quality (JACO)	EC99J2032-KMC-H
Kyocera Mita Japan Corp. Headquarters	Oct.29.2002	Japan Audit and Certification Organization for Environment and Quality (JACO)	EC99J2032-KMJ
Kyocera Mita Japan Corp. General Headquarters	Oct.29.2003	Japan Audit and Certification Organization for Environment and Quality (JACO)	EC99J2032-KMJ-1,2,3,4,5,6,7,8,9
Kyocera Mita Japan Corp. all business establishments	Oct.29.2004	Japan Audit and Certification Organization for Environment and Quality (JACO)	

【As of March 9, 2010】

■ Overseas business establishments

Name of business establishments (overseas)	Date of acquiring certificates	Certificate authority	Certification number
Kyocera Mita Hong Kong	Nov.13. 2000	BSI	EMS56560
Kyocera Mita Hong Kong' s Sales Company	Oct.12.2008		
Kyocera Mita Shilong Plant	Oct.10.2001	BSI	EMS60602
Kyocera Mita Australia	Jun.20.2006	SAI GLOBAL	CEM20409
Kyocera Mita New Zealand	Oct.17.2007		
Kyocera Mita Thailand	Aug.18.2006	BSI	EMS509591
Kyocera Mita European Headquarters	Mar.01.2007	BSI	ESC 243
Kyocera Mita all European sales companies	Apr.04.2008		
Kyocera Mita America	Mar.26.2007	PJR	C2007-00872
Kyocera Mita all American sales companies			C2007-00872-001,002, 003,004,005,006,007,008
Kyocera Mita Taiwan	Jan.30.2008	MATHWEA Internal,Certification	0801-E02
Kyocera Mita Singapore	Feb.21.2008	Certification,International	CI/11223E
Kyocera Mita Canada	Jul.14.2008	PJR	C2008-01750
Kyocera Mita Mexico	Nov.11. 2008	PJR	C2008-02681
Kyocera Mita Brazil	Nov.02. 2009	PJR	C2009-02749
Kyocera Mita South Korea	Feb.04.2010	BM TRADA	KRN000039

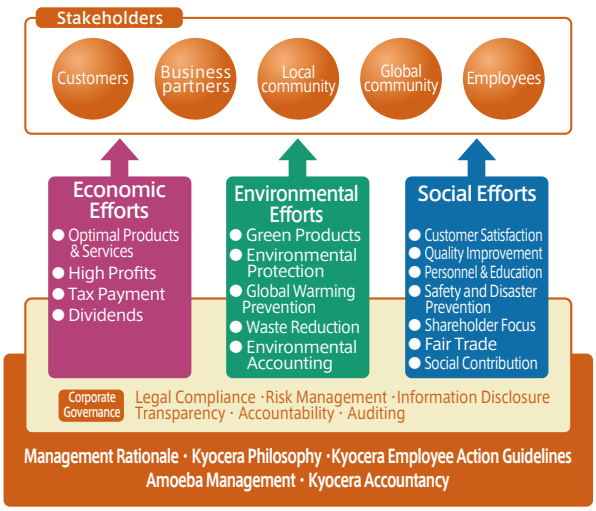
【As of March 9, 2010】

Under the corporate motto "Respect the Divine and Love People," the Kyocera Mita Group has managed its business activities in adherence to the management rationale: "To provide opportunities for the material and intellectual growth of all our employees, and through our joint efforts, contribute to the advancement of society and humankind." In keeping with the Kyocera Philosophy, which values the bonds between human minds, we have always strived to "serve society and people," in accordance with fundamental ethical and moral values—fairness, sincerity, philanthropy and industry, while always asking the question: "What is the right thing to do as a human being?"

CSR Management Is Nothing Other than Practicing the Management Rationale.

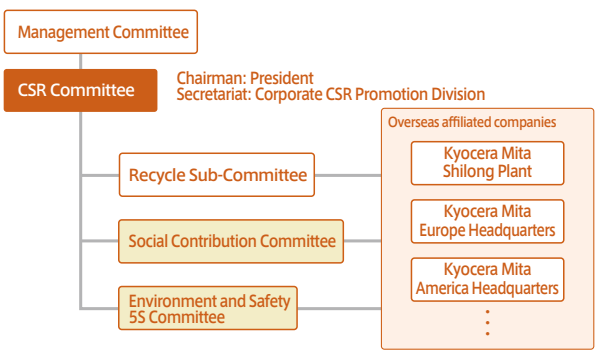
For the Kyocera Mita Group, CSR is nothing more than putting the Kyocera Philosophy into action. We believe that CSR is to continuing providing better products and services that adequately respond to the needs and demands of society and to continue pursuing transparent corporate management with a strong sense of ethics, so that we can remain a company trusted by all stakeholders.

Conceptual Diagram of CSR Activities



CSR Promotion System

The Kyocera Mita Group established the CSR Committee as a consultative and decision-making body, to develop and implement Group-wide policies and strategies for addressing applicable regulations.



(The Kyocera Mita Group Environmental Protection Assurance Committee: EPAC)

Kyocera Mita Group's CSR Principles /

Corporate Governance

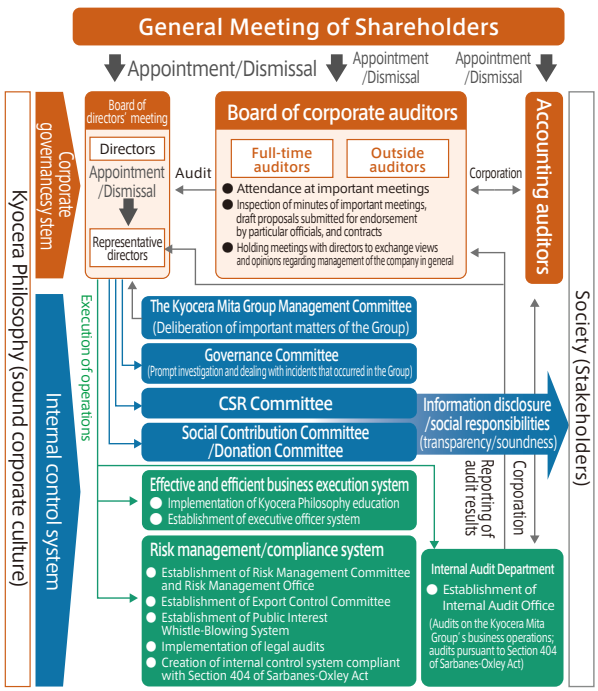
As a member company of the Kyocera Group, the Kyocera Mita Group seeks to realize fair, equitable and highly transparent corporate governance, in keeping with the Kyocera Philosophy.

Corporate Governance System

In order to ensure that the business activities of directors comply with the laws and articles of incorporation, the Kyocera Mita Group has established a corporate governance system.

Corporate Governance Organs

The Kyocera Mita Group has established the Corporate Auditors and the Board of Corporate Auditors as the organs of corporate governance. In addition, with the aim of further promoting the soundness of management, the Group has also established the Internal Audit Office that is responsible for monitoring the Group's business operations.



Quality Assurance System

In order to provide products that meet and exceed customer needs, Kyocera Mita not only complies with the safety standards, laws and regulations of each country, but also incorporates customer feedback, such as inquiries, complaints and requests, into its product planning stage, and constantly strives to deliver higher quality products.

Kyocera Mita Quality Policy

1 . Kyocera Mita places top priority on global environmental protection and product safety.
2 . Kyocera Mita provides appealing products and services to customers under the customer-first policy.
3 . Kyocera Mita aims to be a world leader in quality by doing every job right, the first time.

Efforts toward Realizing the Standard of Quality to Which Kyocera Mita Aspires

Kyocera Mita considers listening closely to customers and creating products developed from the customer's point of view to be its most important duties. To fulfill these responsibilities, Kyocera Mita implements the following reliability and safety assessments.

Realizing High Reliability

To ensure that our products work consistently in the customer' s environment, we conduct various types of tests under harsh environments ranging from extremely hot and humid to extremely cold and dry. The wide-ranging tests cover approximately 1,000 test items. We also conducted joint assessments with product planning and service staff from our domestic and overseas sales companies, at an early stage of development. The purpose of these joint assessments is to identify and correct problems caused by environments and usage unique to respective markets before the products are launched.

Assuring Safety

In addition to meeting safety standards in countries around the world, we have created our company' s own PL (Product Liability) Product Safety Standards to remove potential risks beforehand. As part of our product development process, we disassemble actual machines to identify structural problems and test serviceability and maintainability.

Maintenance and Improvement of Quality

In an effort to maintain and improve the quality of our products, we develop and implement measures based on the information obtained at the scene of the problem, and ensure that the results of the on-the-spot investigation are reflected in the development of subsequent models.
In the event that a quality problem arises in a product on the market, the information is communicated from the sales company' s quality support department to the Corporate Quality Assurance Division at the Headquarters. Depending on the nature of the problem, the sales company' s quality support staff and Headquarters staff visit the scene of the problem together, to grasp the facts accurately and to solve the problem quickly.
The problem is reproduced and verified thoroughly, and then a genuine investigation of the cause takes place and countermeasures are implemented, to ensure that recurrence is prevented. The results are also reflected in future products to prevent similar quality problems from occurring.

Kyocera Mita PL Management Rules

In addition to compliance with applicable product safety regulations (safety standards, radio wave standards, circuit standards, laser standards, environmental regulations, etc.) in every country where our products are sold, Kyocera Mita has its own "Kyocera Mita PL Management Rules" in place, which specify the steps for securing product safety and the roles assigned to each department in order to prevent accidents.

Safety Design Screening Committee

We have established the Safety Design Screening Committee, to ensure that our customers can use our products with absolute confidence and to further improve the safety of our products.
The Corporate Quality Assurance Division ensures, through the Safety Design Screening Committee, that information obtained from users is effectively incorporated into the product design.

Basic Purchasing Policy

Kyocera Mita has set forth the basic policies of its purchasing activities in the Kyocera Mita Basic Purchasing Policy.
We distribute to all our suppliers the Kyocera Mita Basic Purchasing Policy, which also includes our requests to our suppliers regarding compliance with applicable laws and regulations and the promotion of environmental conservation activities.

Kyocera Mita Basic Purchasing Policy

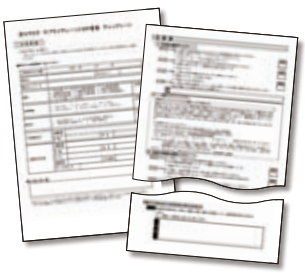
1. Kyocera Mita's procurement departments seek to establish and develop a partnership with suppliers, based on fairness, trust and a spirit of benefiting self and benefiting others.
2. Kyocera Mita conducts procurement activities in compliance with all applicable laws and regulations of the countries in which it operates, and fulfills its social responsibilities—including global environmental protection and resource conservation—through its procurement activities.
3. Kyocera Mita carries out procurement activities through fair evaluation, ensuring that all companies in and outside Japan are provided with equal opportunities.
4. Kyocera Mita continues to cooperate with its suppliers to ensure a stable supply of products in the market at optimal quality and price.

Fair and Equitable Transactions

We consider all suppliers to be our essential business partners, who have specialized knowledge and technologies. We aim to become a good partner for each of our suppliers and to achieve coexistence and co-prosperity with them, in a spirit of fairness and of benefiting self and others, in accord with the Kyocera Philosophy.
In selecting suppliers, we evaluate suppliers comprehensively against pre-established criteria, such as: compliance with applicable laws and regulations, technological development ability, environmental performance, financial stability, quality, reliability, price, delivery reliability, and after-sales service.

Status of Suppliers' Environmental Management Systems

Since fiscal 2000 we have conducted surveys to assess the status of our suppliers' environmental management systems.
Although in the past, survey questions were limited to suppliers' environmental management systems, in fiscal 2009 the scope of the survey was expanded to include suppliers' CSR management systems. In the future we intend to make changes to the survey items regarding environmental management activities (there are nine such items in the present survey) to ask more specifically and concretely about each supplier's environmental management activities, for example, the operational status of the environmental management system, environmental management status, and performance results. We will continue working on improving the quality of the status survey by ensuring that we and our suppliers mutually check each other's activities.



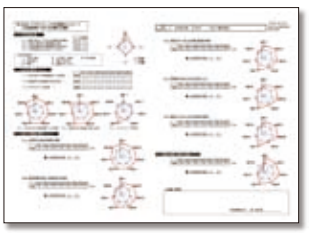
Kyocera Mita Supply Chain
CSR Promotion Check Sheet

Promoting CSR Procurement in Collaboration with Our Business Partners

To further strengthen our partnership with business partners, Kyocera Mita launched CSR procurement efforts in fiscal 2008.

Understanding CSR Promotion Status of Suppliers and Improving CSR Procurement Promotion System

In fiscal 2009, together with the Kyocera Mita Supply Chain CSR Promotion Guidebook ("Guidebook"), we distributed "Kyocera Mita Supply Chain CSR Promotion Check Sheets" ("Check Sheets") to our major suppliers in Japan, to have them self-assess their implementation status of CSR activities. We received completed Check Sheets from approx. 450 companies. We examined the returned Check Sheets to understand each supplier's CSR implementation status and conducted detailed analysis and evaluation of the self-check results.
In fiscal 2008, we distributed the Guidebooks to suppliers in Japan. In May 2009, we also distributed the Guidebooks to approx. 400 suppliers in Hong Kong and China. Furthermore,our CSR promotion staff also visited major suppliers in Hong Kong and China to explain the importance of CSR procurement and ask for their cooperation in CSR procurement promotion efforts.
In fiscal 2010, we plan to distribute Check Sheets to our suppliers in Hong Kong and China to investigate the current status of their CSR procurement.



We compile survey results on suppliers' CSR implementation statuses and conduct detailed analysis and evaluation to facilitate improvements.

Social Contribution Activities

Our Basic Policy for Social Contribution Activities

Basic Social Contribution Policy (Policy/Aims)

To make a positive contribution to society and the environment, Kyocera Mita established the Social Contribution Committee in May 2007. The Committee engages in various activities, with a special focus on promoting the healthy development of children. In line with the basic policy of "conducting social contribution activities to fulfill its corporate social responsibilities," and in accordance with the Kyocera Philosophy, we are committed to actively engaging in various activities for the benefit of society at large.

Many Happy Discoveries Were Made through the Activities

Masami Inoko
General Manager
CSR Promotion Department
Corporate CSR Promotion Division

Kyocera Mita cannot continue to exist in society without the warm support of its customers, business partners and the local community. We deeply appreciate everyone's support.
We have developed our social contribution activities in order to remain thankful, and to sow the "seeds" for returning our gratitude to society.
The seeds are sprouting little by little, and in 2007, on the occasion of the establishment of the Social Contribution Committee, activities for interacting with the local community, such as cleanup activities and social and environmental briefings, which were formerly organized separately by each of our business sites, were expanded to become corporate-wide activities. We are currently pursuing activities to strengthen our partnership with the community through contact with a greater number of people. Based on the idea that children, who represent the future, are among our most important stakeholders, we intend to implement long-term social contribution activities aimed at children.

Continued Implementation of Science Laboratory Classes at Elementary Schools

■ Holding Science Classes at Eight Elementary Schools in Osaka City

Rika Daisuki Naniwakko Ikusei Jigyo (the Project for Promoting the Love of Science among Children in Osaka) is undertaken by the Osaka Chamber of Commerce and Industry, under commission from two Japanese government ministries: the Ministry of Education, Culture, Sports, Science and Technology, and the Ministry of Economy, Trade and Industry, which is working to develop future human resources in scientific fields. With the aim of increasing children's motivation for learning through the realization that what is learned in science classes is actually utilized in everyday products, volunteer instructors from Kyocera Mita employees and Social Contribution Committee members conducted science classes in six elementary schools in Osaka City in fiscal 2008 and in eight in fiscal 2009.

Comment from an employee who served as an instructor

On the day of the class, seeing the children acting so positive and enthusiastic about learning science, I was not only excited, but also felt a sense of resolve and determination, thinking that our lesson may provoke children's interest in science and influence their future career choices. We tried our best to make the class fun and beneficial so that the children would take an interest in science. The children were very attentive while listening to our explanation on the experiment procedures, and during the experiment, they worked collaboratively in teams, while helping each other to complete the experiment. I felt great joy seeing the children enjoying our lesson.

Yuki Hamakawa,
General Affairs Division

Kyocera Mita Thailand Making Donation to the Darunee Scholarship

In January 2010, Kyocera Mita Thailand donated scholarships to the Education for Development Foundation (EDF) in Thailand.
EDF is a non-profit organization, which operates an educational scholarship called the "Darunee Scholarship" for children who are unable to attend school for financial reasons. Kyocera Mita Thailand has made donations to the EDF since 2008.
However, in farming villages in the northeast part of Thailand, there are still many children who, due to financial difficulties, cannot move on to middle school education and are forced to work as soon as they graduate from elementary school. The Darunee Scholarship supports the education of such children until they graduate from middle school. In support of the activities of the EDF, Kyocera Mita Thailand donates scholarships for 12 students each year.

KYOCERA MITA Corporation Corporate Profile

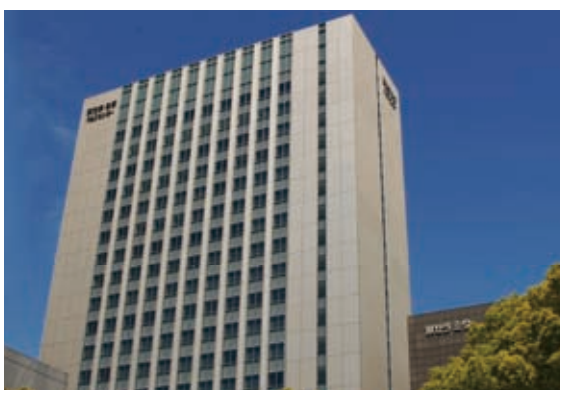
Corporate Name	KYOCERA MITA Corporation	
Global Headquarters	1-2-28 Tamatsukuri, Chuo-ku, Osaka 540-8585, Japan Phone: +81-6-6764-3555	
Board of Directors	Makoto Kawamura	Chairman (Chairman, KYOCERA Corporation)
	Katsumi Komaguchi	President
	Yoshihiro Tagawa	Director
	Makoto Koga	Director (President, KYOCERA MITA Japan Corporation)
	Keiji Itsukushima	Director
	Takashi Kuki	Director (President, KYOCERA MITA Europe B.V.) (CEO, TA Triumph-Adler AG)
	Tetsuo Kuba	Director (President, KYOCERA Corporation)
	Hisao Hisaki	Director (Vice President, KYOCERA Corporation)
Corporate Auditors	Hirokazu Kobayashi	Corporate Auditor
	Yoshihiko Nishikawa	Corporate Auditor (Corporate Auditor, KYOCERA Corporation)
	Hiroto Mizobata	Corporate Auditor (Certified Public Accountant)
Founded	November 1934	
Established	July 1948 (MITA Industrial Co., Ltd.) Name changed to KYOCERA MITA Corporation on January 18, 2000	
Capital	Yen 12 billion	
Net Sales	Yen 231.6 billion(Year ended March 31, 2010)	
Employees	13,109(As of March 31, 2010)	
Business Description	Manufacture and sale of monochrome and colour printers, multifunctional products, wide format systems, and parts and supplies.	

Research and Development Locations

KYOCERA MITA Global Headquarters R&D Center (Osaka)
KYOCERA MITA Tokyo R&D Center (Tokyo)
KYOCERA Technology Development
(San Francisco / Los Angeles)
KYOCERA MITA Technology Development (Philippines)

Production-Related Offices

KYOCERA MITA China Plant
KYOCERA MITA Hong Kong distribution
KYOCERA MITA Tamaki Plant (Mie)
KYOCERA MITA Hirakata Plant (Osaka)



KYOCERA MITA Global Headquarters R&D Center (Osaka)

KYOCERA MITA China Plant

The information contained within this report is accurate as of November 2010.
For the latest information, please visit our Website at http://www.kyoceramita.com

Global Network

KYOCERA MITA Europe : Coordinated Regions

KYOCERA MITA Europe Headquarters (Netherlands)
- Switzerland Branch Office
- Middle East Branch Office (UAE)
- Russia Branch Office

KYOCERA MITA Germany
KYOCERA MITA United Kingdom
KYOCERA MITA France
KYOCERA MITA Italy
KYOCERA MITA Netherland
KYOCERA MITA Belgium
KYOCERA MITA Spain
KYOCERA MITA Portugal
KYOCERA MITA Austria
KYOCERA MITA Denmark
KYOCERA MITA Sweden
- Norway Branch Office

KYOCERA MITA Finland
KYOCERA MITA South Africa

KYOCERA MITA America : Coordinated Regions

KYOCERA MITA America Headquarters
KYOCERA MITA Canada
KYOCERA MITA Mexico
KYOCERA MITA Brazil

KYOCERA MITA Asia : Coordinated Regions

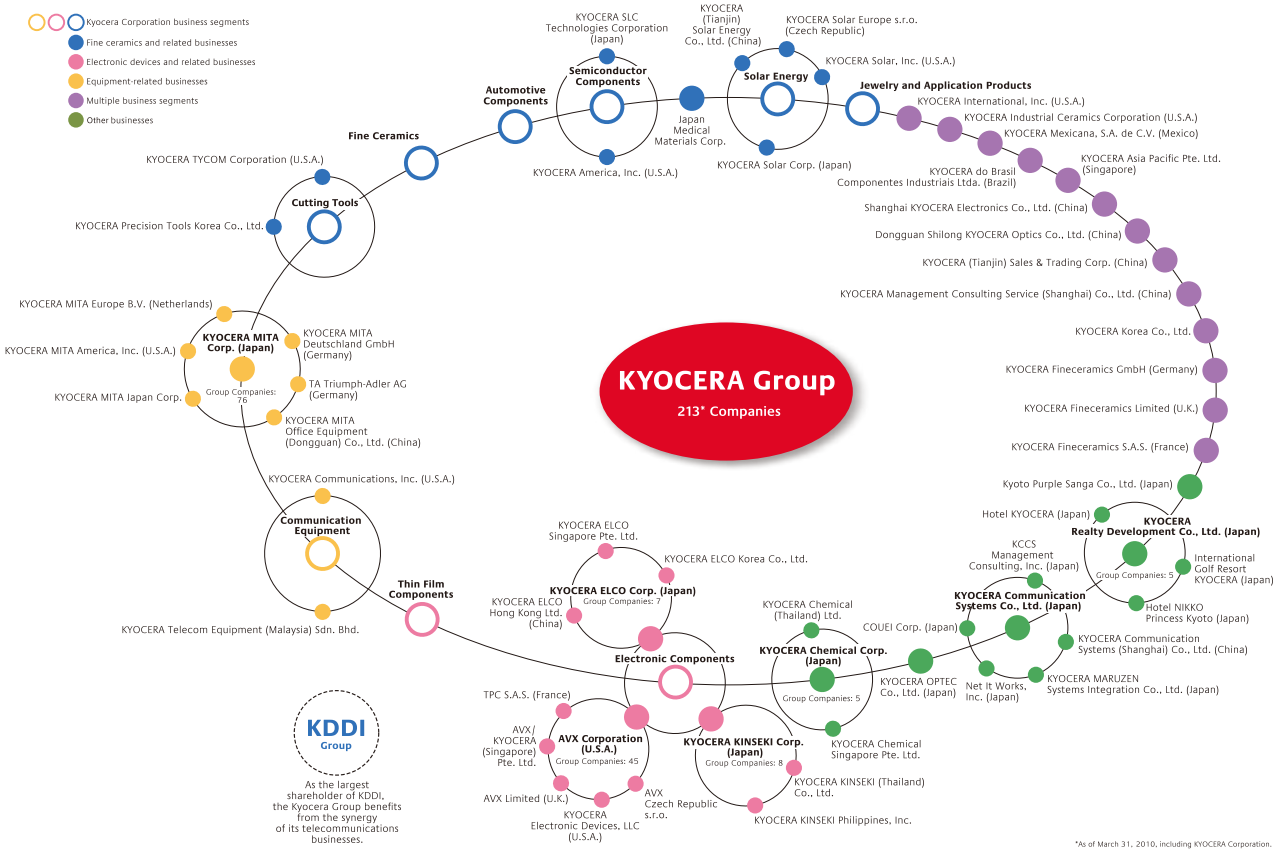
KYOCERA MITA Asia Headquarters
KYOCERA MITA Korea
KYOCERA MITA Hong Kong
KYOCERA MITA Taiwan
KYOCERA MITA Thailand
KYOCERA MITA Singapore
KYOCERA MITA India
KYOCERA China *KYOCERA Group Company

KYOCERA MITA Global Headquarters : Coordinated Regions

KYOCERA MITA Global Headquarters
KYOCERA MITA Japan
KYOCERA MITA Australia
KYOCERA MITA New Zealand

TA Triumph-Adler Group (Germany)

KYOCERA Group Related company





KYOCERA MITA Corporation

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Contact : Corporate CSR Promotion Division

http://www.kyoceramita.com

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VEGETABLE OIL INK

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