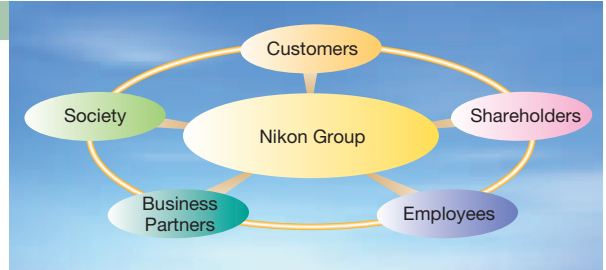


Relationship with Stakeholders

With the aim of gaining the confidence of stakeholders, the Nikon Group has implemented a wide range of measures to enhance communication with all of its stakeholders.

Nikon Group Stakeholders

The Nikon Group defines all of its “customers, shareholders, employees, business partners and society” as a whole as stakeholders, and makes every effort to meet all of their expectations.



Basic Stance Towards Stakeholders

As it develops business worldwide, the Nikon Group bears responsibility for a diverse range of stakeholders. To maintain a good relationship with these stakeholders and further strengthen that relationship, two-way communication is a vital consideration.

By communicating with as many stakeholders as possible Nikon acquires an understanding of their intentions and desires. It then applies this knowledge during policy planning and when making other decisions to work towards the resolution of problems if they arise. Through activities such as this, Nikon aims to gain the confidence and trust of its stakeholders as a company that continues to be highly appreciated.

Communication Results

To achieve meaningful communication with its stakeholders, Nikon applies different methods depending on the stakeholder to acquire a broader range of information, which in turn enables more effective utilization.

Stakeholder	Major means of communication	Information utilization results
Customers	Customer satisfaction surveys, questionnaires	Improved products, services, etc.
	Customer Support Centers to answer inquiries	As above
	Product pamphlets, detailed product manuals	Deeper understanding of products
Shareholders, investors	Explanation meetings	Reflects management objectives, etc.
	Plant tours	Deeper understanding of the company among participants
	Visits to corporate investors (Japan, overseas)	Reflects management objectives, etc.
	Interviews with corporate investors, analysts	As above
	Fact books, annual reports (printed material)	As above
	Investor information (website)	Deeper understanding of the company among users
	Business reports (printed material)	Deeper understanding of the company among readers
Employees	In-house publications	Improved in-house communication
	In-house information sharing systems	As above
Business partners	Procurement policy explanation meetings	Improved procurement methods, etc.
	Quality improvement meetings, opinion exchange meetings	Improved quality, etc.
Society	Sponsorships	Improved brand strategy, planning for new initiatives, etc.
	Social contribution activities	Improved social contribution activities, planning for new initiatives, etc.
All	Website	Reflects overall management, etc.
	Public relations magazines, corporate profile (printed material)	Deeper understanding of the company among readers