

Sincerely Meeting the Needs of Society and Creating Value beyond Expectations

We started the previous fiscal year in a global economic recession, and in the face of the difficult business environment, the Nikon Group has been making a concerted effort to implement structural reforms and strengthen its business foundation. The economy seems to be generally recovering now in 2010, although there are differences in the recovery level between different industries and in different regions. Recent economic changes seem to have altered the values of individuals and society in a rapid manner. Reflecting these trends, the Nikon Group has resolved to devote itself to further improving the profitability of its core business. At the same time, we will provide people with new value in response to changes in society toward further the growth of the Group.

Although our business environment is changing rapidly, the Nikon Group will never change its CSR-oriented management policies. Because the situation is challenging, we are encouraging employees all the more to become more aware of the importance of CSR.

The Nikon Group is committed to fulfilling its CSR by sincerely meeting the trust and expectations of customers and society at large and by constantly meeting new challenges to create value beyond people's expectations, thereby contributing to the sustainable development of society. The Nikon Group is engaged in businesses that underpin the foundations of society and those that bring inspiration and excitement to people. In our CSR activities, we must give priority to constantly providing society with useful and excellent products and services that are high in quality and safety by making use of the technologies and know-how that we have long accumulated since our foundation. For the Nikon Group, CSR means implementing a process to achieve specific results in its quest for "Trustworthiness and Creativity," which are at the heart of its corporate philosophy. To this end, each and every employee must carefully listen to the voices of both customers and the general public to identify their needs, some of which customer themselves have yet to recognize, and to create new value that exceeds their expectations. This is precisely what we believe the Nikon Group should achieve in the future.

To meet these requirement, we are sharing our corporate philosophy "Trustworthiness and Creativity," our management vision "Meeting needs. Exceeding expectations.", the Nikon CSR Charter, and the Nikon Code of Conduct among all members of the Nikon Group, which will help individual employees fulfill corporate social responsibilities in their daily business operations.

In 2007, we participated in the United Nations Global Compact and expressed our support for its 10 principles regarding human rights, labor standards, the environment, and

anti-corruption. The Nikon Group is developing its business on a global scale, and we decided to join the UN Global Compact believing that participating in this initiative, which follows international CSR guidelines, would help the Group to demonstrate its focus on CSR more clearly to the public and to implement CSR measures across its bases throughout the world. Since last year, we have been making efforts to make all Nikon Group employees both within and outside Japan more aware of the 10 principles of the UN Global Compact in addition to the corporate philosophy and the Nikon CSR Charter.

The Nikon Group has been implementing a range of CSR-related measures, listing "CSR-oriented management" as one of its priorities in its Medium Term Management Plan, and also setting the themes to be prioritized in its CSR activities.

Building a low-carbon society is one of the top challenges to be met for the sustainable development of global society. At the Hokkaido Toyako Summit held in July 2008, the world leaders declared that they would reduce the world's greenhouse gas emissions by half of present levels by 2050, and to meet this goal, medium- to long-term measures are being studied also in Japan. Recently, there have also been increasing concerns about biodiversity conservation. In light of these trends in Japan and in the international community, the Nikon Group has revised the Nikon Basic Environmental Management Policy to more clearly state its basic commitment to the environment, including measures regarding climate change and biodiversity. In line with this revised policy and based on the idea of making the continuous development of our business compatible with the protection of the environment, we will implement measures to improve the energy efficiency of our products throughout their lifecycles. In addition to these measures, we will take a range of environmental measures to stop polluting the Earth as a fundamental requirement. As for reducing greenhouse gas emissions, we will set the reduction targets and make a concerted effort to achieve them. We will thus continue to make strenuous efforts to attain even higher goals for the environment.

Conducting its business activities in compliance with laws, regulations, and other rules is one of the most important issues for the Nikon Group. We can build a relationship of trust with society by complying with society's rules and acting in a sincere and honest manner. To ensure compliance, our Group companies both within and outside Japan are now making efforts to make their employees more aware of the Nikon CSR Charter, the Nikon Code of Conduct, the UN Global Compact, and other rules in a manner that is appropriate for each region.

In the activities to promote the diversity of employees, we have been implementing measures mainly to encourage female employees to display more of their abilities and to employ more people with disabilities. In 2009, we selected some Group companies in which to implement special measures that give more opportunities to female employees. We will continue to seriously implement similar measures based on the idea that diversity will provide the driving force for our corporate activities.

We have included issues related to human rights and the labor environment that are now attracting much attention internationally as a priority theme to be tackled in our CSR activities this year onwards. Accordingly, we will make employees of the Nikon Group more aware of the issues, identify related problems and implement countermeasures at an early stage by regularly checking the situation at Nikon Group companies. We will also implement necessary measures across our supply chain based in cooperation with our procurement partners.

The Nikon Group is engaged in a range of social contribution activities taking root in the local communities in each of the regions where it operates. Specifically, we are engaged in support for educational activities such as the Nikon Scholarship Program for young people in Thailand; environmental activities including cosponsoring the UN International Children's Painting Competition on the Environment; and in activities that contribute to the world of photography.

The Nikon Group's CSR activities have begun to be recognized externally too, but we are still not satisfied with them. We will make further contributions to the sustainable development of society by conducting CSR-oriented business activities based on our corporate philosophy "Trustworthiness and Creativity" and our corporate vision "Meeting needs. Exceeding expectations."

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