

CSR Activities at Overseas Group Companies

With manufacturing and service bases around the world, the Nikon Group maintains high standards of quality control, and conducts a range of CSR activities as an enterprise with its roots in the local community. As an example of these activities, we will introduce the initiatives taken at four Group companies.

Europe: Nikon Nordic AB (AB)

Compliance Compliance workshop

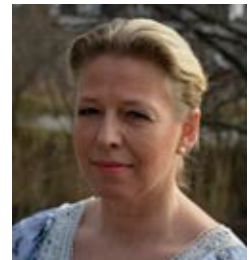
In May 2011, the entire staff from Sweden, Denmark, Norway, and Finland participated in a workshop held by Nikon Nordic AB in Finland. As one part of the workshop facilitators had a two-hour session regarding CSR activity. Various Code of Conduct (CoC) issues were also brought up. In general, all employees have a responsibility to follow Nikon's CoC, but sometimes we end up in "grey zones." Facilitators presented some difficult situations to the participants and asked them "how would you normally act," and "what's the best way to act." Some discussions took place in the full group and some in smaller groups. These discussions heightened participants' awareness of the issues.



Employees taking part in a workshop in Finland

Participating in the workshop

The workshop threw us various questions mixed with bits of humor. There was not necessarily a single correct answer to the questions, and so they led to some good discussion. This made the workshop very productive. I felt that the workshop was very meaningful because we all left with an understanding of how we could improve awareness in many ways, both as an individual and also as a member of a team.



Lotte Kallas
Office Manager, Danish Branch
Nikon Nordic AB

United States: Nikon Precision Inc. (NPI) and Nikon Research Corporation of America (NRCA)

Contributions to society Employee participation in the Charitable Contributions Program (CCP)

In order to support activities for social welfare, a committee comprised of employees selects which organizations to support and conducts fund-raising activities. Funds for one of these organizations—the American Heart Association (AHA)—have been raised for seven years now, with employees also participating in charity walks. The CCP also collects donations to support the development of neighboring communities as well as reconstruction assistance for countries stricken by natural disasters. The Group companies also match donations collected by employees to support programs with the employees and companies are actively involved in.



Employees taking part in an AHA charity walk

Positive effect on employees

By running the CCP, our company connects with neighboring communities and helps make them more viable and safe. The CCP also has an effect on employees. Employees have come to a deep understanding that their activities are helping to improve the lives of the people around them. Through these activities, the Nikon brand has gained broad recognition within the community, and employees have gained a stronger sense of solidarity with other employees and a stronger sense of belonging to the company.



Cecilia Vidal
(Chairperson of the Charitable Contributions Committee)
Project Engineer, Nikon Precision Inc.

Asia: Nikon (Malaysia) Sdn. Bhd. (NMY)

Contributions to society

Supporting children's futures through photography

As one CSR effort in 2011, Nikon (Malaysia) Sdn. Bhd. chose 20 underprivileged children who had passion in photography but did not have the opportunity to showcase their talent. These children were each presented with a camera and invited to participate in a photography workshop. During the outdoor photography shooting at a local park, the children had a marvelous time capturing images of the various species of birds and were given an overview of photography by Nikon volunteers. The following 2 week, they visited the children's homes to provide morale and technical support to enhance their passion in photography. A panel of judges selected the children's best photos, which were then displayed for public viewing and sale. Proceeds from the sale of the photos were then channeled to the children's savings accounts for their future education funds.



Children taking part in a photography workshop in Kuala Lumpur

A motto of "we share, we care"

One of the activities we do to contribute to social development is sharing time with children in photography workshops, and providing them with opportunities to enhance their photography skill. Our role in this is to discover and nurture their hidden talents. At times their talents amazed us adults, and at times they humbled us. Through this activity, we hope to show the children that society cares and that they are never alone.



Mok Chuang Ming

Human Resource &
General Affairs Executive
Nikon (Malaysia) Sdn. Bhd.

Asia: Nikon India Private Limited (NIND)

Customer satisfaction

Utilizing the opinions voiced by customers to improve after-sales support

NIND has launched "Happy Call," an initiative where NIND call customers who have previously put in a request for repair and ask them in person about what they thought of the response provided by the service center. This activity enables the company to confirm customers' satisfaction level from their own words. As well as assisting NIND to understand and improve the service level in terms of customer satisfaction, repair time, and ratio of repeat repairs, it has also narrowed the sense of distance between NIND and their customers, and has enabled the company to get a more accurate grasp of customer expectations.



Call center

Further enhancing Nikon's quality and trustworthiness

The motive behind adopting the "Happy Call" activity was that we wanted to further enhance the quality and trustworthiness that Nikon had earned over the decades. In order to maintain a high level of service, we also made additional improvements to this activity while taking local customs and cultures into consideration. On average, we speak with 500 customers every week. Listening to the views of customers firsthand is very meaningful. We will continue to strive to improve customer satisfaction while resolving any problem areas raised by customers.



Tarun Siwach

Call Center Supervisor
Nikon India Private Limited

Web The activities of other Group companies are also posted on the Nikon website.

<http://www.nikon.com/about/csr/feature/activity/>