Corporate Profile  
(as of March 31, 2014)

Company Name  
Da Nippon Printing Co., Ltd.

Head Office  
1-1, Ichigaya Kagacho 1-chome, Shinjuku ku, Tokyo 162-8001, Japan
Tel: +81-3-3266-2111

Established  
October 1876

Incorporated  
January 1994

Paid-in Capital  
¥114,464 billion

Number of Employees  
39,024 (Consolidated)
10,827 (Non-consolidated)

Group Companies  
Consolidated subsidiaries: 119
Equity-method affiliates: 12

Financial Data

Net Sales  
¥1,448.5 billion (up 0.1% year-on-year)

Operating Income  
¥50.0 billion (up 40.0% year-on-year)

Ordinary Income  
¥53.2 billion (up 32.2% year-on-year)

Net Income  
¥25.6 billion (up ¥33.4% year-on-year)

Business Segments

Printing  
Our printing operations comprise an extensive range of businesses aimed at offering solutions to consumers and corporate clients in a variety of sectors through application and advancement of printing and information technologies.

Information Communication  
Books and magazines, commercial printing, smart cards, network businesses, etc.

Percentage of total sales  
48.0%

Lifestyle and Industrial Supplies  
Packaging, lifestyle materials, industrial supplies, etc.

Percentage of total sales  
36.5%

Electronics  
Display components, electronic devices, etc.

Percentage of total sales  
11.7%

Beverages  
In addition to bottling and selling beverages, Hokkaido Coca-Cola Bottling develops new and original products with its Coca-Cola brand advantages.

Percentage of total sales  
3.8%

Editorial Policy

To provide stakeholders with a clear picture of DNP, it is vital that we provide appropriate information relating to the company’s finances and other business matters. The DNP website is a vast database of all such information. Our goal is a high degree of transparency, and we will disseminate information that especially requires disclosure through a variety of channels.

Non-financial information, including information concerning activities to support society and the environment, is disseminated each year in this report and on an ongoing basis on our website.

Details on P8

This DNP CSR Report 2014 includes a Special Feature profiling our activities under the banner of “Today’s Innovation is Tomorrow’s Basic” from a CSR standpoint; a FY2013/14 CSR Management Report that profiles the current progress of our CSR activities; and Annual CSR Topics, which offers an in-depth look at some of the key elements of our CSR practices. It is our aim to present DNP’s activities in reader-friendly terms and to deliver information of immediate interest to a broad readership.

Detailed information on our environmental performance is available in the Environmental Report, which is available as a PDF file on the company website.

Going forward, we will continue to enhance and upgrade the content of this report so that it may serve as a tool for building effective communication between DNP and its stakeholders.

Period covered by this report

This report focuses on activities carried out in the period of April 1, 2013 to March 31, 2014 (FY2013/14). However, reporting is not confined to this period regarding some important matters.

Scope of report

This report applies to all companies and divisions of the DNP Group. In this report, “DNP” indicates the DNP Group, as distinct from Da Nippon Printing Co., Ltd. The designation “DNP Group” shall be used in contexts where we emphasize the Group as a whole.

Stakeholders’ views

Comments from DNP stakeholders are provided to add context to the report’s content and to bring objectivity to the assessment of our activities. One Akajama, president of Integrex Inc., adds her opinion to bring further third-party perspective to DNP’s overall CSR activity reports.

Reference guidelines

• GRI (Global Reporting Initiative)
• Sustainability Reporting Guidelines
• Ministry of the Environment
• “Environmental Reporting Guidelines (2012 edition)“
• ISO 26000, JIS Z 26000

About the cover design

Last year’s report adopted a seed motif as a symbol of a sustainable society based on responsible resource use. Now, the seeds planted by DNP’s CSR activities have grown and flowered for the future. DNP’s “flowers” are its diverse human resources, its technology and accumulated expertise, and more. Combined into beautiful bouquets, the synergistic combination of these strengths will, we hope, further contribute to a sustainable society for the benefit of all.

Norito Shimmura, graphic designer

Born in Yamaguchi in 1960, Shimmura graduated from Osaka Designers’ College. After working at the design firm of renowned designer Shin Matsunaga, Shimmura established the Shimmura Design Office, where he has worked on projects for Shiseido, the Muji Campground, McDonald’s Japan, SSD, Shimmura Susan, and the successful Tokyo bid for the 2020 Olympic games. Shimmura has won a number of awards, including the Japan Graphic Designers’ Association New Designer Award, top honors in the Mainichi Design Award, the Environmental Advertisement Contest Grand Prize, the New York Art Directors’ Club ADC Awards Silver Prize, the International Bienal of Graphic Design Brno Gold Prize, and the Tokyo Art Directors’ Club Prize.
“Today’s Innovation is Tomorrow’s Basic”

Shueisha, DNP’s predecessor, was established in 1876. The company utilized movable type printing—a most advanced technology for the time—and was founded with a commitment to facilitating Japan’s rapid modernization. Shueisha strove tirelessly to disseminate information concerning advanced Western technology and concepts to the widest possible Japanese readership. Subsequently, the company expanded its business activities by leveraging its printing technology, and has come to offer a diverse range of products and services for the improvement of society.

Today’s Innovation is Tomorrow’s Basic

Diversifying values, globalization, ICT, and many other factors have combined to drive increasing social change. In this dynamic environment, DNP is accurately assessing the challenges facing society and working to provide new products, services, approaches, and platforms that begin as innovation and evolve to become integral aspects of daily life. DNP is convinced that today’s innovation truly is tomorrow’s basic, and we believe that corporations have a responsibility to contribute to social development through value creation. Consequently, innovating today to create the basis for society’s tomorrow is the essence of DNP’s corporate social responsibility credo.

To put this credo into action, it is of the utmost importance that we remain keenly aware of consumer preferences and values. We therefore actively promote contact with consumers. In January 2013, we opened Communication Plaza “dot DNP,” a touch-and-try product showroom, in Tokyo. In April, we also opened “CAFE Lab.” in Osaka. DNP will stay close to consumers to better position us for the creation of new value.

Moreover, we believe that an environment that promotes employee satisfaction is important for creating new value. Today, when change is more rapid than ever, it is difficult to achieve the required results by adhering to existing approaches, and difficult to identify where innovation is needed. To further accelerate its response to the changing social environment, DNP has been engaged since 2009 in a workstyle innovation program to maximize the creativity of each employee.

As part of these efforts, DNP has introduced a Mentorship Program to support female employees in upgrading their skills and advancing their careers. We have also worked to encourage male employees to deepen their understanding and support of the program.

DNP emphasizes flexible, synergistic interaction between its various departments and divisions. This enhances our capacity to respond to emerging challenges.

Globalization Strategy

The accelerating pace of globalization in the economy and society demands increasingly diversified, meticulous responses. In July 2006, DNP endorsed the United Nation’s Global Compact and committed itself to upholding the Compact’s 10 principles, which cover human rights, the environment, and other important issues. DNP has actively engaged in international operations for more than half a century, and has always been mindful of the importance of issues relating to human rights and the environment such as those addressed by the Global Compact. We steadfastly respect the Compact’s principles, and this respect is reflected in all of our domestic and international business activities.

DNP also strives to promote sustainable business practices with a goal of living in harmony with the environment. In FY2013/14, we strengthened our efforts to reduce our environmental impact through the application of the Corporate Value Chain (Scope 3) Standard aimed at assessing the greenhouse gas emissions of our overall supply chain, and other measures with the goal of supporting the environment on a global basis.

In addition, the supply chain for our domestic business activities has also taken on a global character, and the impact of this globalization is tremendous. DNP is collaborating actively with its suppliers to fully implement procurement that fulfills its corporate responsibilities.

A Wide Range of Social Contribution

DNP has always been committed to staking out a long-term commercial presence in areas close to its core printing business. In particular, we have long been active in promoting graphic design, which has a deep connection with printing. In 1986, we launched egg, Japan’s first specialized graphic arts gallery, in our corporate birth area of Ginza, Tokyo, and are engaged in similar efforts in Osaka and Fukushima.

DNP is also active in educating the children who will go on to become the next generation. We dispatch employee tutors to elementary schools near our facilities or to public meeting facilities around Japan. We also held a workshop regarding biomass materials for Japanese and international junior and senior high school students as part of a science event.

Providing ongoing support for the people still suffering after the Great East Japan Earthquake is another DNP priority. Our Group employees are engaged in such activities as volunteer work in the disaster recovery areas, and we plan to continue providing support in various ways.

As the challenges facing society have become increasingly complex in recent years, enterprises have been called upon to play a key role in responding to these challenges. To meet these expectations, DNP will continue to promote new value creation and, as a corporate citizen, to engage in activities that contribute to society.

President

Yoshitoshi Kitajima
CSR at DNP

DNP’s CSR activities are nothing less than the realization of its Management Concept. With the establishment of the DNP Group Vision for the 21st Century and a global scope and perspective as a foundation, the DNP Group operates under a unified structure. Through this unified structure, we practice our principles based on dialogue with our stakeholders to promote CSR management, aiming for corporate growth and the realization of a sustainable society.

DNP Group Vision for the 21st Century / Code of Conduct
The DNP Group Vision for the 21st Century is comprised of its Management Concept, Business Vision, and Guiding Principles, and outlines the intention and direction of DNP’s contributions to society.

In addition, the DNP Group’s Code of Conduct forms the basis for everything we do toward realizing our Management Concept. In accordance with the Code of Conduct, our employees strive to act with integrity based on a high level of ethics.

Our Management Concept, Business Vision, and Guiding Principles symbolize our commitment to society, to drive the creation of significant value that contributes to solving the challenges faced by society.

International Standards
Our modern business is carried out through markets and supply chains that straddle the globe. We believe it therefore naturally behooves us to carry out our business activities in conformance with international standards. In July 2006, DNP announced its endorsement of the United Nations’ Global Compact. We will continue to uphold the Compact’s 10 principles regarding human rights, labor, the environment, and anti-corruption, and seek to reflect the spirit of the Compact in all areas of Group management. We are also a member of the Global Compact Japan Network, a local network of enterprises that support the Global Compact, and are undertaking to coordinate with other members. Furthermore, we review our activities in light of the ISO 26000 guidelines on social responsibility, and respect the ideals represented by pertinent international treaties and conventions.

Corporate Governance
We at DNP regard strengthening corporate governance as an important management issue for fulfilling our social responsibilities as an emergent corporation within 21st century society.

In addition to building and operating a system to enable accurate decision-making, proper and prompt execution of business operations based on those decisions, as well as oversight and auditing of such operations, we are also working to raise awareness among our employees of the importance of compliance through thorough training and education, and by working to improve internal controls and other areas of corporate governance.

CSR Promotion System
At DNP, we have a CSR Committee comprised of directors and corporate officers in charge at head office. The committee deliberates and decides on the company’s CSR policies and targets.

Participation of our directors and corporate officers in discussion enables the integration of management opinion into our CSR activities. It also enables the sharing of information, including that concerning social trends and the public’s expectations.

Based on CSR objectives discussed by the committee, the dedicated CSR office coordinates with each main division to devise specific action plans for achieving those objectives.

Principal CSR themes, including corporate ethics and the environment, are overseen by dedicated committees in coordination with the CSR Committee.

CSR in Practice
DNP aims to maintain the trust of its stakeholders and society through the firm fulfillment of its Three Corporate Responsibilities: Value Creation, Integrity in Conduct, and Transparency (Accountability).

In addition, TAIWA with the full spectrum of its stakeholders is essential to the practice of our CSR activities. DNP does not simply attempt to engage in communication. Through the interactive TAIWA process, we share concerns and problems, discuss how such issues may be addressed and resolved, and how to move forward together to effect solutions. TAIWA enables DNP to disseminate information appropriately and receive opinions and suggestions from its stakeholders. This in turn enhances the quality of our corporate activities.
### CSR at DNP

#### Establishing Principal Themes and Promoting Continuous Improvement Activities

Activities on the part of our employees to realize DNP’s Management Concept are predicated on respect for laws and regulations, and on the highest standard of business ethics as set forth in the DNP Group Code of Conduct. Based on our analysis of the priorities embodied in this ethical reference point, as well as those of social reference points, such as international standards, we establish specific CSR activities for promotion.

As its social reference points, DNP acts in accordance with the 10 principles of the UN Global Compact, which it endorsed in July 2006; the core themes of the ISO 26000 international guidelines for social responsibility; relevant international treaties and agreements; issues regarded as important by socially responsible investors; and stakeholder opinions as conveyed through such channels as report questionnaires.

To ensure the ongoing enhancement of our CSR activities, we establish fiscal year targets for each principal CSR theme. At the end of each fiscal year, the CSR Committee applies the PDCA cycle to compare performance against targets and establish targets for the following year. These efforts help ensure continuous activities that enhance value added.

#### CSR at DNP

<table>
<thead>
<tr>
<th>DNP’s Three Corporate Responsibilities</th>
<th>DNP’s Principal CSR Themes</th>
<th>Corresponding Core Subjects of ISO 26000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundations of the Three Corporate Responsibilities</td>
<td>Compliance with the Law and Social Ethics</td>
<td>Fair Operating Practices, Human Rights</td>
</tr>
<tr>
<td></td>
<td>Development of a System for Business Continuity</td>
<td>Consumer Issues</td>
</tr>
<tr>
<td>Responsibility #1 Value Creation</td>
<td>Contributing to the Development of Society</td>
<td>Consumer Issues, Community Involvement and Development</td>
</tr>
<tr>
<td>Responsibility #2 Integrity in Conduct</td>
<td>Respect for Human Dignity and Diversity</td>
<td>Human Rights, Labor Practices</td>
</tr>
<tr>
<td></td>
<td>Realization of a Safe and Vibrant Workplace</td>
<td>Human Rights, Labor Practices</td>
</tr>
<tr>
<td></td>
<td>Realization of a ’Universal Society’</td>
<td>Consumer Issues</td>
</tr>
<tr>
<td></td>
<td>Ensuring the Safety and Quality of Our Products and Services</td>
<td>Consumer Issues</td>
</tr>
<tr>
<td></td>
<td>Ensuring Information Security</td>
<td>Consumer Issues</td>
</tr>
<tr>
<td></td>
<td>Promoting Social Responsibility through the Supply Chain</td>
<td>Consumer Issues</td>
</tr>
<tr>
<td></td>
<td>Social Contribution as a Good Corporate Citizen</td>
<td>Community Involvement and Development</td>
</tr>
<tr>
<td></td>
<td>Environmental Conservation and the Realization of a Sustainable Society</td>
<td>The Environment, Consumer Issues</td>
</tr>
</tbody>
</table>

#### CSR Disclosure and Communication Tools

In 2013 we significantly revised our editorial approach for the DNP CSR Report printed booklet.

Previously, we disclosed our CSR management summaries (table of goals and achievements) and reports of our activities for each principal theme. However, beginning last year, we moved activity reports to our website. The CSR Report booklet retains the table of targets and results, with a Special Feature on key subjects for the year and three sections—Environmental Activities, Overseas CSR Initiatives, and Social Contribution Activities—that review developments over the past year.

As a result, the CSR booklet has fewer pages, but by maximizing the respective advantages of the physical booklet format and our website, feedback reveals that the information is now more accessible to our stakeholders.

Furthermore, we continue to publish our Environmental Report, which details our environmental activities for the fiscal year, in PDF format on our website.

Integrated disclosure of financial and non-financial information has, in recent years, become important for corporations. DNP carries out disclosure in a wide variety of media, centering on its website and including its annual and CSR reports. We believe that our approach provides the degree of disclosure that stakeholders and other interested parties demand.

By using these tools to ensure that important information is both accessible and timely, we are building positive communication with stakeholders.

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**Providing accessible CSR information and financial data most required by stakeholders via a range of media**

**On the website:**
- "CSR" [http://www.dnp.co.jp/eng/csr](http://www.dnp.co.jp/eng/csr)

**CSR Reports** (this report)
- [Booklet/PDF](http://www.dnp.co.jp/eng/csr)

**Environmental Reports**
- [Annual Reports](http://www.dnp.co.jp/eng/)

**DNP Corporate Site**
- A vast database of financial and non-financial information about DNP can be found at [http://www.dnp.co.jp/eng/](http://www.dnp.co.jp/eng/)

**CSR Reports (this report)**
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**CSR at DNP**

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**CSR at DNP**

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To Solve Challenges, Renew Your Perspective

Society today faces a wide range of challenges that must be solved. Through the provision of its products and services, DNP is contributing to the solution of these problems and is aiming for the realization of an abundant, sustainable society in which people can live with peace of mind. In line with this goal, it is important for DNP to become an enterprise capable of promoting new ideas and innovation.

Furthermore, we must also build a strong foundation in order to be able to act as an enterprise that is not only able to conduct business activity, but is in a position to discharge its responsibilities to society. That foundation is the vitality of our employees, the ethical soundness of the organization, and positive relationships with our stakeholders.

This foundation must also be imaginative and capable of innovating to create new value.

Today, DNP management and employees are striving as a unified team to renew our perspective. To achieve this, we are working to incorporate both the consumer perspective (what consumers truly desire) and the social perspective (what society requires as a shared human enterprise). By expanding these perspectives to a global framework, we are actively renewing our perspective; and by renewing perspectives on the level of the individual employee and incorporating this renewal in our activities as an organization, we are expanding the scope and evolving the nature of the products and services we offer in both our BtoB and BtoC businesses.

Delivering tomorrow’s basic requires independent creation of new value. DNP will leverage its 138 years of accumulated expertise and work tirelessly to respond appropriately to society’s changing requirements in each era. This is the new DNP.

DNP is becoming a problem-solving enterprise at which today’s innovation is tomorrow’s basic.

“Today’s Innovation is Tomorrow’s Basic”

DNP believes that today’s innovation is tomorrow’s basic.

The basic things in life are with us all the time. At DNP, we aim to create innovations that will become part of everyone’s daily life and make it more convenient, safer, and happier.

Moreover, we are convinced there are many future innovations that, while they are currently undiscovered or may be difficult to realize, will be a basic part of everyday life as the result of technological progress, changing values, and a more advanced society.
Direct, Active Communication with Consumers Uncovers Future Possibilities

To create tomorrow’s basic, it is important to listen closely to input from society. DNP believes such communication can provide the seeds of future possibilities. Consequently, we are actively creating opportunities for direct communication between consumers and DNP.

There are many insights to be had when different people gather to communicate. DNP strives to make these venues enjoyable for visitors, and the direct, active communication that arises as a consequence affords many insights into future possibilities. DNP is using these insights to nurture new products and services that will deliver value into the future.

A wide range of venues for communicating with consumers — Communication Plaza dot DNP / The Lab. CAFE Lab.

Communication Plaza "dot DNP" opened in January 2013 in Ichigaya, Tokyo, and incorporates a showroom where consumers can experience new ways to enjoy books and photographs. In its first year of operation, the facility received approximately 50,000 visitors.

Visitors of all ages, from children to the elderly, can enjoy e-books, digital picture books, a photo studio corner and other objects of interest. Every day, a wide range of communication takes place at "dot DNP," both across generations and between visitors and DNP.

In addition, in April 2014, we opened "CAFE Lab," at Knowledge Capital, a multi-use facility in Osaka’s Grand Front Osaka. "CAFE Lab" is a cross-field collaboration between corporations, universities, and research organizations. "CAFE Lab" makes available tablet devices to allow visitors to read sample pages of a carefully selected range of books that are also available in physical format. "CAFE Lab" also hosts a wide range of workshop events.

Building an organization that can maximize its performance while responding to social change — Global expansion that delivers tomorrow’s basic to meet local needs

Society is changing rapidly. As a provider of products and services that are integral to daily life, it is incumbent on DNP to respond urgently to these trends. As such, we are building new organizational structures that will maximize the strengths of the DNP Group, so as to be able to respond appropriately with our full technological capabilities.

To respond to the rapidly growing markets of Asia, DNP is seeking to reinforce its manufacturing presence in Southeast Asia. We will deepen the collaboration between these international production bases and our businesses in Japan to generate synergy on a global scale.

Evolving toward an organization that can independently create new value

 Amid rapid social change, it has become increasingly important for enterprises to adopt a social and consumer perspective to rapidly identify, and offer solutions to, pressing challenges. To meet this requirement, DNP is deepening collaboration within the Group as well as with external entities, and continuously reinventing itself as an organization that can mobilize its strengths to independently create new value.

Takako Kisanuki
honto Business Operations

Creating new reading experiences with consumer input

At honto Cafe, visitors can experience e-books using tablet devices. Many older visitors are encountering e-books for the first time, and we have received many favorable comments, such as "It’s different but easy to read," and "I was able to absorb a lot of new and interesting information." At the same time, we have received a number of highly useful comments that reflect the value of customer input.

When people envision selecting, buying, and reading a book, most still think of books as something one purchases in a bookstore as a collection of bound pages. DNP is listening carefully to consumers and creating numerous ways to maximize the unique advantages of both printed and e-books. In this way we are creating new ways of experiencing books that will become tomorrow’s basic.

Tomorrow’s Basic

Tomorrow’s Basic - Creating new reading experiences with consumer input

Packaging plant in Vietnam

Building New Structures to Maximize Group Strengths by Activating Human Ties

The approximately 40,000 employees of DNP are engaged in a broad spectrum of businesses. To maximize the power of DNP as a whole, we are working to build an optimal organizational structure.

Following on the integration of our packaging production divisions in October 2012, we decided in July 2014 to restructure our Information Communication segment sales and production business, as well as our packaging sales business, on a nationwide basis. This move will position us for deeper communication, between both employees and between employees and customers, which will lead to a maximized performance.

The high-growth Southeast Asian region is now a focus of attention as an important base for global manufacturing and distribution, and as a market for highly functional products and services.

In May 2013, DNP commenced production of packaging at a new plant in Vietnam. In December, we also established a plant in Malaysia to produce dye-sublimation thermal transfer printing materials for photo printing.

Hirofumi Hashimoto
General Manager, Strategic Business Planning & Development Office

Packaging plant in Vietnam
Changing Our Culture with Workstyle Innovation for Ongoing Personal and Organizational Growth

Whether it be launching a new business or carrying out positive communication with society, the key to everything is people. People are a priceless management asset. A solid diversity perspective will be important for enterprises seeking sustained growth in the society of the future. People from many different backgrounds interacting together enable the birth of highly imaginative businesses.

Workstyle innovation is DNP’s term for efforts to assist each employee in achieving ongoing personal growth so the enterprise as a whole can also grow.

Information Solutions Operations assists client businesses with sales promotion tools and other solutions to motivate consumers to purchase. For enterprises to achieve sustained growth, it is critically important that employees incorporate their own attitudes and perspectives as consumers, as well as social attitudes and perspectives, into their work. To further implement workstyle innovation as a company-wide effort, each division is carrying out its own unique efforts.

Work-Life Blend Project

DNP launched its Mentorship Program in June 2013. Under this system, colleagues designated as mentors reach out to provide female employees with support in improving their workstyle and furthering their careers. Information Solutions Operations has introduced the Work-Life Blend Project as an extension of the Mentorship Program.

The project’s goal is to formulate a desired state for each employee that integrates work, free time, and other life aspects; characterize the challenges to be addressed to reach this end state; and formulate specific measures to address these challenges. Activity targets are tracked numerically to make progress visible. Changing the corporate culture takes time; project members therefore serve for defined periods and are then replaced on an ongoing basis, enabling employees of all age ranges to participate, and the organization maintains the project on a continuous basis.

The ultimate goal is an organizational culture in which employees of both genders can work with enthusiasm and generate active communication.

Toward Diversity Management — Activities of the Information Solutions Operations

Information Solutions Operations makes efforts to provide female employees with support in improving their workstyle and furthering their careers. Under this system, colleagues designated as mentors reach out to provide female employees with support in improving their workstyle and furthering their careers. Information Solutions Operations has introduced the Work-Life Blend Project as an extension of the Mentorship Program.

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Management takes the lead to demonstrate workstyle innovation

For enterprises to achieve sustained growth in a rapidly changing social environment, their employees must be strongly autonomous, and management must be capable of maximizing employee capabilities. This in turn requires innovative workstyles that enable individuals and the organization to grow, with new workstyles evolving and maturing through the process of achieving respective targets. Workstyles appropriate for the future will be the key to creating tomorrow’s basic. To achieve this objective, we are creating time resources and using them to develop judgment and acuity, thus converting time to value. We have established a dedicated organization, the Office of the Workstyle Innovation Committee. This body operates to support departments, the smallest organizational unit, in their practical activities toward effective use of time resources.

In furthering these efforts, it is essential that managers demonstrate leadership by autonomously making their own efforts to achieve workstyle innovation. In addition, they need a detailed understanding of individual employee capabilities and conditions they are facing, and must manage them to maximize their strengths within time constraints.

The goal of these efforts is to achieve growth through activities that will realize both individual and organizational ideals. This will enable us to contribute to society by offering solutions it truly needs.

Tomorrow’s Basic Point

For enterprises to achieve sustained growth in a rapidly changing social environment, their employees must be strongly autonomous, and management must be capable of maximizing employee capabilities. This in turn requires innovative workstyles that enable individuals and the organization to grow, with new workstyles evolving and maturing through the process of achieving respective targets. Workstyles appropriate for the future will be the key to creating tomorrow’s basic. To achieve this objective, we are creating time resources and using them to develop judgment and acuity, thus converting time to value. We have established a dedicated organization, the Office of the Workstyle Innovation Committee. This body operates to support departments, the smallest organizational unit, in their practical activities toward effective use of time resources.

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Work-life balance allows individuals to shine

We are making efforts to create environments where people can work with vitality so their ideals are achieved. Realizing an organization in which a diversity of individuals can make unique contributions does not only benefit women. I hope these activities will be a step toward creating a more flexible division in which diversity can be mutually recognized. Furthermore, I hope we can grow along with the organization while adding a feminine perspective.

Individual response to social change means growth for the individual and the organization

I believe it is important for employees to understand why innovation is necessary, and to take autonomous action. It is also important for managers to involve themselves actively in the innovation process, and help employees achieve their ideals. The Office of the Workstyle Innovation Committee will not only devise measures to achieve these objectives, but will also meet with all departments on a monthly basis to track progress and help energize the process.

Nobuyuki Asaba
Corporate Officer; General Manager of Information Solutions Operations

Yoshinori Niitsu
Office of the Workstyle Innovation Committee, Information Solutions Operations

Akiko Ototake
Work-life Blend Project Member, Information Solutions Operations

VOICE

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Yoshinori Niitsu
Office of the Workstyle Innovation Committee, Information Solutions Operations

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Akiko Ototake
Work-Life Blend Project Member, Information Solutions Operations
FY2013/14 CSR Management Report

At DNP, we have established important CSR themes, which are based on a thorough analysis of the areas most important to DNP and society. These themes are subject to annual targets, which we strive to achieve through our day-to-day work. At the end of the business year, the CSR Committee applies the PDCA (Plan-Do-Check-Act) cycle to evaluate the year’s outcomes and determine the next year’s targets.

Furthermore, starting in FY2013/14 (April 1, 2013 to March 31, 2014), we have established mid-to-long-range targets, which provide goals for three to five years of ongoing CSR activities.

**2013/14 Mid-Range Target**

**Progress in relation to growth strategy**

- Establish an organization conducive to overseas expansion.

**Progress in relation to profit strategy**

- Develop products and businesses—businesses achieving DNP strategy.
  1. Health and medical care
    - Work with medical institutions to develop medical products using image processing and microfabrication technology.
  2. Environment and energy
    - Develop consumer-related energy creation, storage, and conservation, as well as services from fossil to more effective use of energy.

**Contribution to the Development of Society**

**Promotion of building of an organizational structure based on DNP’s new international strategy.**

**Development of a System for Business Continuity**

**Strengthening the DNP Group’s ability to withstand natural disasters.**

**Health and medical care**

- Conduct preparedness self-assessments, revise disaster response measures in light of the damage estimates and response measures that government agencies have prepared, implement disaster damage prevention measures and conduct education/training in accordance with the Disaster Prevention Plan and Business Continuity Plan.
- Adopt safety measures formulated for an earthquake directly under Tokyo and the latest disaster response plans in place in the Ichigaya Redevelopment Plan. Where relevant, the business continuity plan of each division will intensify their promotion of corporate ethics to enrich and strengthen internal group controls.
- Introduce SSFC-based printing management systems at four large-scale sites. In conjunction with this measure, introduce tools to implement disaster damage prevention measures and conduct education/training in accordance with the Disaster Response Work and Business Continuity Plan.
- Introduce advanced disaster response facilities, including base isolation, shock-absorbing equipment; introduce internal mobile phone service (FMC).
- Maintain and enhance the disaster response framework.

**Compliance with the Law and Social Ethics**

**Improvement of effectiveness of internal controls and risk management, ensure corporate ethics become firmly established.**

**Ensuring Information Security**

**Reserve online environments and cut back on neutralization of paper in order to achieve both strong information security and efficient, high-productive work.**

**Activity Example 1**

**Building a wide-area joint support framework**

We learned numerous lessons from the Great East Japan Earthquake of March 2011. One was the importance of rapid recovery support for the disaster area from the outset of information damage to Tokyo due to an earthquake. Another is to mount significant recovery activity from its head offices.

We are therefore strengthening the disaster readiness of our installations in the Ichigaya area to enable the Group to maintain its central functions and respond in a rapid manner to a wide-area earthquake disaster support framework based on the CSF structure and速報支援体制でなければならない．

We continue promotion of the building of an organizational structure based on DNP’s new international strategy.

**2014/15 Annual Targets**

- Conduct a review of the Compliance Assessment System, and self-conduct consolidated and enhanced preventive self-assessments.
- Introduce centralized control of the security measures for the corporate network and permit access to it, including co-management of corporate networks.
- Establish DNP Kashiwa Data Center in seismically safer Kashiwa, Chiba; to ensure ICT systems through redevelopment of Ichigaya, Tokyo.
- Promote the digitization of documents at 12 head office divisions; derive issues to be addressed in the next phase of the digitization program.
- Promote promulgation and adoption of corporate ethics in coordination with designated representatives in International Group companies.
- Establish an improved social responsibility system based on DNP’s new international strategy.

**Evaluation Targets**

- Target achieved or making steady progress toward target
- Making active efforts but target not achieved
- Effort insufficient
**Activity Example 2**

Strengthened Disclosure of CSR Information

DNP regards the disclosure of information concerning its businesses and activities as crucial to maintaining the trust of society.

In FY2013/14, we comprehensively reviewed our methods for disseminating CSR information, and revamped our CSR report and website. Our new approach to the CSR report focuses on the relationship between our business activities and society, such as providing information on our growth strategy from a CSR perspective. The website was also revamped to fulfill dual roles, with database functions and active information dissemination. Activity information previously included in the report was moved to the website, with timely information release for 33 activities. As a result of these changes, we received 6,902 responses to our internal CSR report survey and an average of 3,982 daily page views for our CSR website, an increase of around 500% in both cases. The new approach is also generating more inquiries and other productive communication.

- **Major Results**
  - Completed a survey to confirm compliance to our CSR Procurement Criteria (1,126 companies).
  - In FY2013/14, we comprehensively reviewed our methods for disseminating CSR information, and revamped our CSR report and website.
  - Completed supplier survey and reporting relating to conflict minerals.
  - Conducted a pilot survey to confirm CSR (Procurement of Forest Products) (138 companies).
  - Completed the collaboration with the Color Universal Design Organization (RcPD), a cooperative of over 200 companies.
  - Completed a survey to confirm compliance to our CSR Procurement Criteria (1,126 companies).

- **Evaluation Targets**
  - Increase the number of supplier survey respondents, from 1,126 to 1,800.
  - Provide clarity and objectivity to the CSR Procurement Criteria.
  - Improve the usability of the CSR Procurement Criteria.

- **Annual Targets**
  - In FY2014/15, we will conduct a pilot survey to confirm CSR (Procurement of Forest Products) (138 companies).
  - In FY2014/15, we will conduct a supplier survey and reporting relating to conflict minerals.
  - We will conduct a pilot survey to confirm CSR (Procurement of Forest Products) (138 companies).
  - We will conduct a survey to confirm compliance to our CSR Procurement Criteria (1,800 companies).

- **Activity Example 2**

**Proper Disclosure of Information**

Improve transparency and increase the corporate foundation by the disclosure of the important information to our stakeholders, shareholders, partners, and the public to enhance their understanding.

<table>
<thead>
<tr>
<th>2013/14</th>
<th>Evaluation Targets</th>
<th>Major Results</th>
<th>2014/15</th>
<th>Annual Targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013/14</td>
<td>Target achieved or making steady progress toward target</td>
<td>• Provided easy-to-understand information needed for stakeholders to understand DNP’s growth strategy and policies</td>
<td>• Provided clear, comprehensive information and feedback to encourage further improvements. Continue to create a database of corporate information, and provide information as needed to stakeholders via the company website and the media.</td>
<td>2014/15</td>
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Expanding Fairtrade Activities

“Fairtrade” supports the principle of paying appropriate prices for raw materials from developing countries, thereby supporting a fairer standard of living for the producers. Since 2006, DNP has worked to support this cause by fairtrade-certified products, such as coffee. Our longstanding, active efforts in this regard have drawn praise from society.

While efforts to date have included such commodities as coffee and chocolate, we are also seeking to expand our fairtrade activities. One item that has caught our attention is cotton products, which represent a challenge for society. In January 2014, we created a Fairtrade-certified tote bag with DNP’s original, character, on it. With cooperation from the Wakachai Project, this cotton tote bag is fully compliant with international fairtrade standards throughout its production process, and is available to the general public at Plaza “dot DNP” in ichigaya, Tokyo. DNP will continue to work toward broad adoption of fairtrade standards.

Major Results

- Make of Fairtrade-certified clothing for employees, and from the fairtrade activities.
- Implement a health improvement plan with the aims of reducing the work accident occurrence rate to no more than 0.30 (23% down compared with 0.40 in 2013).
- Offer clear policies for residential lifestyle support, making the DNP Health Support Office a standard for the whole company, and providing a happy company image.

Activity Example 3

The Productive Time Resource Project was held and follow-ups conducted regarding efforts in the Productive Time Resource Plan in 2013 and 2014. Improved working conditions for employees in the Productive Time Resource Plan were reported high levels of satisfaction; programs are scheduled for repeat next year.

Activity Example 4

- To support the balance of work and nursing care, carry out review of working system and business processes.
- To achieve an environment that employees can flexibly respond to changes in the social environment, and implement measures to improve job productivity.

FY2013/14 CSR Management Report

Respect for Human Dignity and Diversity

Social Contribution as a Corporate Citizen

- Raise awareness across the entire DNP Group of the true meaning of social contribution.
- Enhance activities relating to the improvement of the next generation, one of the five focused themes for our social contribution activities and an area where DNP can make a difference in its own distinct way.

Evaluation Targets

- Target achieved or making steady progress toward target
- Major results achieved
- Efforts insufficient

Mid-Range Target

- Support fairtrade policies to help producers in developing nations improve their lives.
- Implement measures to improve job productivity, such as through personalized health improvement programs and other related information.

Annual Targets

- Establish a regular newsletter for DNP employees.
- Implement a health improvement plan with the aims of reducing the work accident occurrence rate to no more than 0.30 (23% down compared with 0.40 in 2013).
- Offer clear policies for residential lifestyle support, making the DNP Health Support Office a standard for the whole company, and providing a happy company image.

Realization of a Safe and Vibrant Workplace

- Wear awareness across the entire DNP Group of the true meaning of social contribution.
- Enhance activities relating to the improvement of the next generation, one of the five focused themes for our social contribution activities and an area where DNP can make a difference in its own distinct way.

Annual Targets

- Implement a health improvement plan with the aims of reducing the work accident occurrence rate to no more than 0.30 (23% down compared with 0.40 in 2013).
- Offer clear policies for residential lifestyle support, making the DNP Health Support Office a standard for the whole company, and providing a happy company image.

Stakeholders

- Make of Fairtrade-certified clothing in DNP’s employee uniform, or expand the range of fairtrade-related activities.
- Provide clear policies for residential lifestyle support, including dormitories.
- Promote workstyle innovation to enable DNP to respond swiftly and flexibly to changing social environments, and implement measures to improve job productivity.
- Expand productive time resource measures and project to create tools and training materials.
- Establish a regular newsletter for DNP employees.
- Implement a health improvement plan with the aims of reducing the work accident occurrence rate to no more than 0.30 (23% down compared with 0.40 in 2013).
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19

20
Environmental Activities to Realize Sustainable Business

Assessing and Mitigating the Environmental Impact of Our Global Supply Chain

The proportion of DNP’s business accounted for by international activities is growing each year. In FY2013/14, our international sales ratio was 14.9%. Furthermore, our raw material and other supply chains have taken on a global character.

At the same time, the challenges facing the global environment extend beyond the borders of any one country. The only way to address these challenges is on a global basis.

In FY2013/14, we bolstered environmental management efforts at our international business sites, including setting targets for reduction of greenhouse gases, waste, and atmospheric emissions of volatile organic compounds (VOCs). We also believe it is important for all of our stakeholders, from upstream to downstream, beginning with our suppliers, to work to address environmental challenges with the same commitment. As such, we are collaborating with a wide spectrum of stakeholders on a range of efforts.

Environmental Management Overview

Proprietary Technology

Domestic and international regulations concerning the use of chemical substances are becoming increasingly rigorous, requiring an accurate grasp and appropriate management of chemical substances contained in products. In response to these regulatory trends, DNP carried out a major review of its chemical substance management standards in April 2013, and established its Green Procurement Guidelines for Chemical Substances. In September, we carried out seminars to explain the guidelines to suppliers and request their compliance. We also gave seminars relating to Scope 3 calculations of greenhouse gas emissions and shared our views on overall environmental management.

Reducing Our Environmental Impact through Responsible Procurement with Suppliers

Survey on DNP Group Guidelines for Procurement of Paper for Printing and Converting

Paper is indispensable for the continuation of DNP’s business. To contribute to the sustainable use of forest resources, DNP established its Guidelines for Procurement of Paper for Printing and Converting in 2012. In FY2013/14, we surveyed our suppliers to obtain an accurate assessment of compliance with these guidelines, as well as to promote compliance. For suppliers, 90% or more of whose sales to DNP are accounted for by paper for printing and converting, we carried out a survey covering six items relating to such areas as procurement policies and origin certification.

We will work with our suppliers to reinforce management of these areas and increase procurement of paper from responsibly managed forest resources.

Environmental Management Overview

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We will work with our suppliers to reinforce management of these areas and increase procurement of paper from responsibly managed forest resources.
Bolstering Development of Eco-Friendly Products and Services

Based on its responsibility as a manufacturer, DNP wants not only its production processes, but also the products and services it offers, to be considerate of the environment. To reduce environmental impact throughout the product lifecycle (see note below), we established our Environmentally Conscious Products and Services Development Guidelines. In FY2012/13, we expanded the scope of definition of environmentally conscious products, and in FY2013/14 we began to implement the guidelines. The revised policies include making environmental impact visible, considering for biodiversity, and other environmental challenges that require increased efforts to address. We also introduced a Super Eco-Products certification system.

To further promote the development and commercialization of more advanced eco-friendly products and services, to date, we have certified 10 products as Super Eco-Products, and hope to increase the number of certified products by familiarizing employees with the certification system and promoting understanding of the system among suppliers. Going forward, DNP will promote manufacturing with more value-added from a broad perspective.

Environmentally Conscious Products and Services Development Guidelines

1. Reduction of environmental pollutants
2. Resource and energy conservation
3. Sustainable use of resources
4. Long-term usability
5. Reusability
6. Recyclability
7. Utilization of recycled materials
8. Ease of treatment and disposal
9. Making environmental burden visible and taking into consideration biodiversity
10. Supporting and promoting environmental education and awareness

Super Eco-Products Case Study

A World First! Plant-Derived Vapor-Deposited Innovative Transparent Barrier Film Developed!

DNP is actively developing a wide range of packaging materials that are eco-friendly, sustainable, and considerate of biodiversity. Our Biomatech® PET Film uses less petroleum, which is a diminishing resource, and incorporates renewable plant-based materials. We recently upgraded this product to create a new product, Biomatech® IB-PET Film, using the first stand-alone vapor deposition technology to enhance its barrier properties.

This material is currently being used in the UD Ecopouch (Biomass Spec), a standing pouch container for products from J-Oil Mills, Inc., an Ajinomoto Group company.

Employee’s view

Using DNP’s Biomatech® IB-PET Film, we collaborated with J-Oil Mills to develop the UD Ecopouch (Biomass Spec). The goal was to use DNP’s deposition technology to enhance package functionality, but getting to the commercialization stage was proving to be very challenging. However, through collaboration with related divisions, I believe we were able to solve the problems quickly. Our film is plant-based, making it eco-friendly, and its superior barrier properties make it one of DNP’s representative products. We plan to develop more packaging materials based on Biomatech® IB-PET Film in our efforts to contribute to the realization of a sustainable society.

Naho Ishikawa
Development Division, Packaging Operations

Partner’s view

Our goal was to make the UD Ecopouch even friendlier to the environment, so when we received DNP’s proposal for a container using Biomatech® IB-PET Film, the timing was perfect. We needed time to work out the specifications and evaluation methods, and we carried out extensive testing over many days on our production line to verify the appropriateness of the product. We’re proud of our joint success with DNP in enhancing the value of our product with a container that appeals to our customers. The container is getting broad coverage in industry publications and other media, and is fulfilling a major role in our CSR activities.

Kenichi Watanabe
Packages and Factory Supplies Purchase Department, J-Oil Mills, Inc.

Achievements in 2013/14

Super Eco-Products: Examples

Products that earn a certain score: Eco-Product designation

High-scoring products: Super Eco-Product designation

Products that earn a certain score: Super Eco-Product designation

Evaluation Targets

Target achieved or making steady progress toward target
Efforts insufficient
Efforts made but target not achieved
Target exceeded by a wide margin

Note: Greenhouse gas emissions due to electric power consumption are based on coefficients for FY2013/14 published by the Federation of Electric Power Companies of Japan.
Creating a Future Where Imaging Connects People to the World

During the 1980s, DNP applied coating and other technologies accumulated through its printing business to develop two types of heat transfer media supplies (dye-sublimation transfer paper and thermal transfer paper), and began marketing these papers for use in such output devices as video printers and fax machines. In particular, demand for dye-sublimation transfer paper, which enables high-resolution full-color image printing, rose sharply in the late 1990s with the rapid popularization of digital cameras and changing approaches to printing. Since then, the market has continued to expand.

The business vision of Imaging Communications Operations is to create a future where imaging connects people to the world. We are not only engaged in production and marketing of thermal-transfer media supplies; our business encompasses the entire range of the imaging market, from image input, including capture and processing, to output including content sales of printed and other images.

By offering new imaging products and services that give concrete form to emotions, memories, and information, we are enriching communication and creating a future in which people and the world communicate their joys, memories, and emotions to each other.

Providing the World with Products and Services Close to People’s Lives

The concerns of Imaging Communications Operations currently center on its ST business, which includes dye-sublimation transfer media supplies for photo prints and ID cards, and its TR business, which includes thermal resin-type transfer printing media for bar codes and other uses.

The ST business offers not only original equipment manufacturer (OEM) products, but also DNP-branded products and services for consumers, such as self-service photo print systems and ID photo booths. Heat transfer media supplies and printers share common worldwide standards. Based on these standards, we are developing printing systems and services that match distinct needs in each country and region to enhance user convenience and satisfaction.

In April 2014, Information Media Supplies Operations changed its name to Imaging Communications Operations. At the same time, we established a new brand mark, DNP | Photo Imaging, with the aim of strengthening our photo business and further propagating the DNP brand.

DNP’s ST business has been a leader propelling the market for dye-sublimation transfer media supplies since its independent development of this product category in 1985. The needs of today’s global market for photographic prints are transitioning from “wet processing,” which uses liquid chemical solutions to develop silver-halide printing images, to “dry processing,” which uses dye-sublimation transfer and other technologies to develop images without chemical solutions. Wet processing requires management of such parameters as solution temperature and number of prints processed per volume of solution, as well as disposal of silver halide waste, while the advantages of dry processing include the elimination of solution maintenance and disposal as well as the use of relatively inexpensive, compact processing equipment.

DNP also offers a comprehensive lineup of printing-related products and services, including ink ribbons and specialized receiver paper as well as printing systems and software. Our reliable technology and capacity to respond to local needs as well as our dependable product manufacturing and supply structure are recognized globally. As a result, we have gained a top-class global market share.

In contrast to an international sales ratio of 14.9% for the DNP Group as a whole, the ratio for Imaging Communications Operations is over 50%.

The division is building a business with a conspicuously high international sales ratio compared to the rest of DNP. Since our advance into the US market in 1994, we have reinforced our manufacturing and sales structure in North America and Europe.

In developing nations, beginning with the rapidly growing economies of Southeast Asia, we are expanding our range of solutions for rapid printing of such images as ID and travel photos. To meet these needs in a timely, rapid manner, we established a new manufacturing plant in Malaysia in December 2013. Going forward, we will further bolster our business structure, including our sales structure.
Offering Value Suited to American Culture

Imaging Communications Operations has been active in entering international markets. DNP Imagingcomm America, our first international operation, currently operates a dye-sublimation transfer media plant in Concord, North Carolina, and a thermal transfer media plant in Pittsburgh, Pennsylvania. DNP is offering products and services with new value that fit local customs and lifestyles in America, a country with a deep-rooted culture of enjoying photographs.

Partnering with Customers

Even today, as digital photography becomes increasingly widespread, it is common to find American homes decorated with photographic prints. DNP partnered with Walgreens, which owns a major American drugstore chain, to develop and offer a wide range of products and services that enrich America’s photographic culture. One of these services allows customers to send digital photos to Walgreens via the Internet and pick up prints at their designated outlet an hour later. This service is supported by DNP’s eco-friendly dye-sublimation transfer printing system.

Furthermore, in 2014, DNP began to offer a two-sided printing system. By reducing printing time and making operation simpler and more convenient, this new system is offering a wider range of ways to enjoy photos, including custom photo books and personal photo editing.

Consideration for the Environment

Coating equipment that applies uniform layers of ink to a film base was installed in our Pittsburgh Plant. At the same time, we installed a new system for recovering toluene, a toxic chemical. By revamping our ink production processes, we manufactured a dye-sublimation transfer media plant in Pittsburgh, Pennsylvania. DNP is offering products and services with new value that fit local customs and lifestyles in America, a country with a deep-rooted culture of enjoying photographs.

Employee Relations

DNP Group Code of Conduct education

The DNP Group Code of Conduct is the reference point for our employees in all of their activities. We believe that our employees worldwide engaging in activities with integrity based on a solid ethical foundation will make an appropriate impact on society.

DNP Imagingcomm America is also working to instill these values in our employees with a firm belief that sharing DNP’s Management Concept and Code of Conduct between employees is the shortest path to business success.

Let’s Walk! Campaign

As a health promotion measure, employees of DNP Imagingcomm America are engaging in the Let’s Walk Campaign. In FY2013/14, the Concord Plant also held this event. For a period of 90 days from January to March 2014, over half of the employees participated in a 600-kilometer walkathon, a distance equivalent to walking from the plant to the Atlantic coast.

Employees were provided with pedometers and gave their all in monitoring their daily walking distances. Participants enjoyed accruing more steps in a game-like setting while improving their health. This activity also served to generate more active and vibrant communication between colleagues.

One Direction initiative

DNP built its business in the US through multiple mergers and acquisitions as well as mid-career personnel hires. To develop and foster a unified corporate culture at the Pittsburgh and Concord plants, we launched the One Direction initiative, which provides employees with numerous opportunities to engage in communication and interchange.

As a result of this effort, communication at both plants has become more active and business performance has also benefited from collaboration between the two plants on development work and sharing of successful business cases and other information.

Relations with Local Communities

Lectures at the Japanese Language School in Charlotte

In February 2014, DNP Imagingcomm America President Kazuhiro Kawabata gave a lecture at the Japanese Language School in Charlotte. This school Kawabata lectured on the importance of TAIWAN. Children who have spent an extended time away from their homes in Japan sometimes find it difficult to adjust to the different lifestyle and ways of communication when they return. To help the children prepare themselves for this challenge, Kawabata spoke from first-hand experience, touching on such subjects as the best approaches to communicating with others and the meaning of work.
DNP Social Contribution Activities

Aiming for Social Contribution Activities Representative of DNP

DNP established its Group Social Contribution Activities Policy in 2007. This policy set forth five major activity themes representative of DNP’s commitment to society: environmental conservation, community engagement, encouragement of the next generation, arts and culture, and humanitarian aid. Since then we have been promoting activities centering on these themes.

With respect to each theme, we consider what it is that society truly needs and what kind of contribution DNP can make, and review and enhance our activities accordingly. In this way, we undertake to impart vigor to the activities of the Group as a whole. We see this approach as promotion of social contribution activities that are representative of DNP. The unifying elements of these efforts are TAiWA with society, sustainability, and employee participation.

DNP Social Contribution Activity Policy

Social Contribution Activities for Sustainable Social Development

Five activity themes

- Environmental conservation
- Community engagement
- Encouragement of the next generation
- Arts and culture
- Humanitarian aid

Information sharing and dissemination

Programs representative of DNP

A

TAiWA with society

B

Individual division and Group company programs

Resonance

Participating employee’s view

As we were cleaning, we had a chance to talk to the residents about all kinds of things. Sometimes it was hard to know what to say; even though the residents seemed cheerful, I realized that for them, full recovery is still far in the future.

Mayuko Abe, DNP Tohoku

Once again I realized I could only make a small contribution, but I also experienced the importance of sincere, face-to-face communication. I also felt that for the affected areas, recovery is just getting under way.

Yasuhiro Iizumi, Business Development Center

DNP believes that ongoing support is critical if communities are to recover from the effects of the Great East Japan Earthquake. For example, a special “Tohoku support menu” has been made available at all domestic Group employee canteens, proceeds from which are donated to the recovery effort. In Miyagi Prefecture, where DNP has a business site, we continue to support the recovery of seafood processors and other local businesses. In 2013, Group employees provided volunteer assistance to residents of temporary housing in Ishinomaki, Miyagi Prefecture. Most of the work involved cleaning hard-to-reach places and appliances both inside and outside the housing. A task that most residents are not able to perform regularly. In cooperation with a regional NGO, the volunteers visited 40 residences, most occupied by the elderly. During their visits, the volunteers heard many accounts of the disaster and its aftermath, giving them an opportunity to learn anew about the trials faced by residents and their progress toward recovery.

On-Site Volunteers Support Recovery from the Great East Japan Earthquake

Collaborating organization’s view

During the visit by DNP volunteers, I was able to observe their enthusiastic efforts to provide assistance, as well as the gratitude felt by the residents and the heart-to-heart communication that took place between volunteers and residents. This experience has something to teach even those of us who work in the affected areas every day, and I would like to express my gratitude. The residents in temporary housing will soon move to public housing facilities. For many, this is an additional source of stress. Ahead of this move, both we local volunteers and the residents are looking forward to seeing DNP volunteers here again in July.

Tomoharu Yamaguchi

Ishinomaki Revival Support Network (Yappesu)

Major Efforts in FY2013/14 Programs Representative of DNP
Major Efforts in FY2013/14  

**DNP Digitalcom**  

**Supporting Education for Children in Developing Nations**

Since 2009, DNP Digitalcom has been supporting the NPO Room to Read, which is working to provide children in developing nations with quality education. DNP Digitalcom’s Hachidori-no-Hitoshizuku Project is another effort to contribute our strength to society as a trusted corporate citizen, and as one of these activities, we created the website for Room to Read. This was the beginning of our support efforts for this NGO. In addition to contributing books that generate funds for Room to Read, in FY2013/14 we conducted an information gathering visit to Nepal, one of the beneficiary countries.

DNP Digitalcom’s “Hachidori-no-Hitoshizuku Project”

DNP Digitalcom aims to contribute to the development of society by returning the knowhow accumulated through its business activities to a wide range of stakeholders. Our Hachidori-no-Hitoshizuku (the Hummingbird and the Water Drop) Project, launched in 2009, is an expression of this joint commitment by labor and management. The concept for this project is based on a folk-tale from the Andes, as introduced, for example, in a best-selling book.* Although each person may only be capable of a small contribution, it is still very important for each to do his or her part. During FY2013/14, 622 employees participated in project activities spanning four themes. In addition to the education-related efforts already noted, volunteers participated in lectures for the elderly on how to utilize the Internet, sponsored by the Silver University in Shinagawa, where DNP Digitalcom is located. Other social contribution themes included internships for junior high school students.

**Employee’s view**

DNP Digitalcom has been supporting Room to Read for five years now. This support has been ongoing since the Hachidori-no-Hitoshizuku Project was initiated, and as a result of regular participation, many of our employees are firm supporters of this activity. Donating books to generate funds for education in developing nations provides children with greater learning opportunities, and the benefits they receive last their entire lives. For the future, we plan to further consider what sort of support we can best provide as an enterprise, and maintain our activities on an ongoing basis.

Takuya Hiramoto  
Solution Planning Division, DNP Digitalcom Co., Ltd.

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**Collaborating organization’s view**

The books donated by the employees of DNP Digitalcom generate funds that are used for elementary school libraries in rural Nepal. The colorful books written in the Nepalese language that are found in these libraries generate curiosity among children and help them find their own dreams for the future. In addition, the Room to Read website created with support from the Hachidori-no-Hitoshizuku Project receives more visits every year and is a key asset in propagating our activities in Japan. We are really appreciative of the help!

Reiko Imao  
Room to Read Japan

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1. 622 used books were donated during FY2013/14. 2. Reviewing books for classroom use. Room to Read creates school books that are suited to the local culture, using local authors and illustrators. This makes it easy for children to enter into the world of reading. 3. A lesson in Kathmandu.

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Major Efforts in FY2013/14  

**DNP Chubu**

**Environmental Conservation Activities in Concert with Local Communities**

To support the development of a sustainable society, DNP Chubu is active in protecting the global environment, which is a prerequisite to such development. As a manufacturing company, we not only plan to upgrade and enhance these environmental conservation activities, but believe that collaborating with local communities to share the significance of those activities will further increase their effectiveness. To leave a planet blessed in natural abundance to the next generation, DNP Chubu is deepening its education and communication relating to environmental conservation in collaboration with local communities, centering on Education for Sustainable Development (ESD).

Holding Workshops a Year Preceding the UNESCO World Conference on ESD*

In November and December 2013, in an event marking one year before the UNESCO World Conference on ESD (Education for Sustainable Development), scheduled to be held in 2014, DNP Chubu hosted environmental workshops in Owari and Mikawa, Aichi Prefecture. The workshops included hands-on experience with printing as well as paper craft model-making of the endangered Chinese Windmill butterfly, painting their models to create their own original butterfly model. Increased participation in the workshops throughout the event period and learned about the importance of biodiversity.

*Planned to be held in October 2014 in Aichi Prefecture

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**Employee’s view**

DNP Chubu’s environmental protection activities are carried out as part of being a corporate citizen, and we are working with local communities and related organizations to cultivate people with the capability to support a sustainable society. We believe that by working through our business to mitigate global warming, reduce industrial waste, and preserve biodiversity, and implementing related programs, our employees can contribute directly to the future of the planet and the next generation in ways that are characteristic of our company.

Toshiki Yatsuhashi  
CSR Group, General Affairs Dept., DNP Chubu

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**Collaborating organization’s view**

DNP Chubu is hosting truly wonderful workshops that take up themes such as preservation of biodiversity, species endangerment, and water purification—challenges that are somewhat difficult to grasp yet have direct relevance to our daily lives—and make them fascinating to children and adults alike. DNP’s use of paper as a workshop material is unique and characteristic of a printing company. In the future, I hope to see DNP introduce their environmentally conscious technologies and manufacturing processes, as well as initiatives relating to sustainability, in their workshops so as to inform as many people as possible that business entities, in collaboration with local communities, are operating in consideration of the future of the planet and our children. Because that future is something we all must build. I look forward to further efforts by DNP Chubu that combine their business activities with CSR work.

Yoko Shinkai  
Environmental Partnership Office Chubu, Ministry of the Environment

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Shonai River Adoption Activities are aimed at creating a better riverine environment and a Shonai River that residents can be proud of. With support from the Shonai River Office of the Ministry of Land, Infrastructure, Transport, and Tourism, residents and enterprises situated near the river collaborate in a self-managed way to protect the environment. Since 2011, DNP Chubu, DNP Trading, and DNP Logistics have participated in Shonai River reed trimming activities. In 2013, we produced graduation certificates printed on paper made from these reeds for Tochi Elementary School, whose students take part in these reed trimming activities. We also held workshops at the school to demonstrate how reeds contribute to riverine water quality.

Participation in Shonai River Adoption, Holding Environmental Workshops at Local Elementary Schools

1. Strolling along the Shonai River. 2. In the sessions involving paper craft model-making of the Chinese Windmill butterfly, painting their models to create their own original butterfly model. 3. Trimming reeds by the Shonai River. 4. Tochi Elementary School workshop on how reeds promote water quality

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Annual CSR Topics 3 Social Contribution Activities

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* (Shin’ichi Tsuji, Kobunsha Co., Ltd., 2005)
DNP to implement their activities steadily while ensuring that the Management Concept is realized. This year in particular, as an effort to realize the Management Concept of contributing to the emergently evolving society of the 21st century, we are focusing on innovating our organizational management and employee workstyles. In essence, we are adopting the CSR viewpoint to redefine what an organization exists to carry out business activities should look like.

In reviewing the Special Feature, Ms. Akiyama highly evaluated DNP’s degree of commitment to realizing its goals, and noted that we presented a clear exposition of the Group’s basic aims, the structures it will use to achieve them, and how, through practical implementation, DNP will realize enterprise growth and a sustainable society. The implementation of the principal themes of DNP’s CSR activities is founded on DNP’s Three Corporate Management Concepts: contributing to the emergently evolving society of the 21st century, their commitment to realizing its goals, and the activities it is currently engaging in to realize them. One clearly senses the strong commitment of DNP’s senior management to achieving these aims. The next section, CSR at DNP, follows up the message with a clear exposition of the Group’s basic aims, the structures it will use to achieve them, and how, through practical implementation, DNP will achieve enterprise growth and a sustainable society. At the same time, she notes that a considerable degree of commitment and resolve will be necessary if DNP is to make Tomorrow’s Basic and its Management Concept a reality.

Indeed, it is only when trust underpins the relationships between company, management, and employees that specific operational improvements and innovation become possible. This is why DNP’s employees unite to realize the goals embodied in “Today’s Innovation is Tomorrow’s Basic.” As DNP’s employees unite to realize the goals embodied in “Today’s Innovation is Tomorrow’s Basic,” and the Management Concept of contributing to the emergently evolving society of the 21st century, their commitment to these ideals will truly be tested.