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# Product Responsibility

The Nikon Group provides products and services based on the concepts of customer focus and priority on quality.

## Quality Control for Products and Services

### ■ Policies for Quality Control

The Nikon Group has stipulated the following Basic Quality Policy.

#### Basic Quality Policy

Based on its corporate philosophy of "Trustworthiness and Creativity," Nikon has established the following Basic Quality Policy. It aims to provide products that exceed the expectations of customers and contribute to the healthy development of society.

1. Through creative and efficient manufacturing, enhance brand value and provide high-quality distinctive products to the market in a timely manner.
2. Provide safe and environmentally friendly products to earn the trust of customers and society.

In order to implement the Basic Quality Policy, the Nikon Group has established the Quality Control Directive (QCD) as its basic rules on quality control. We are raising awareness throughout the entire company about indispensable basic items and specific operation methods to implement into quality management and are conducting quality management through the life cycle more thorough from the planning of products to the research and development, manufacturing, sales, aftercare services, and waste disposal based on these policies and guidelines.

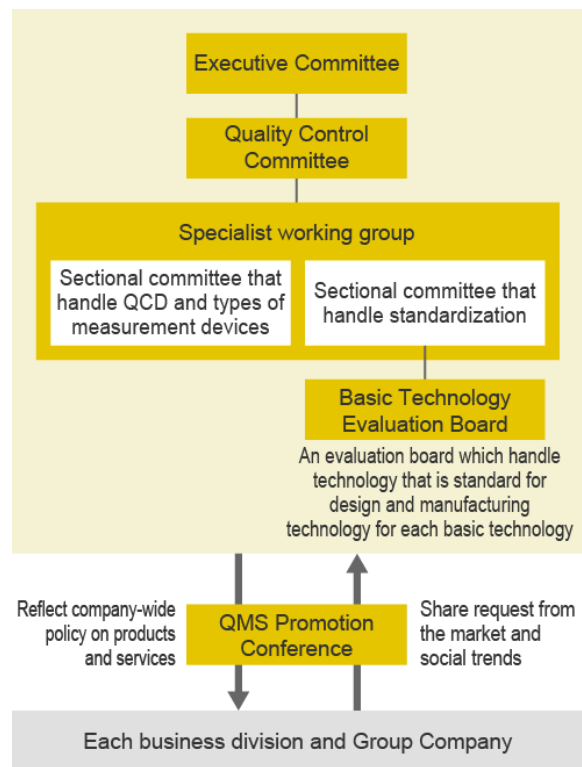
### ■ Quality Management System for Quality Control

The Nikon Group has installed the Quality Control Principle with the head of our corporate administration department as the chairperson as well as the head of each unit as its members for an organization that judges and determines important items that follow the basic policies and implementation of quality management common in all of its products. This Quality Control Principle is working to enhance the quality management system and conducting reviews of guidelines toward the efficient operation of this system.

Furthermore, we have established a sectional committee to judge items related to QCD and types of measurement devices

as well as a sectional committee to judge standardization items. Moreover, we are sharing what is determined by the Quality Control Principle through meetings such as the QMS Promotion Conference, which is held twice a year, as an informational exchange of each business division and each Group company to steadily reflect these things in our products and services.

### Image Diagram of Quality Management System



### ■ ISO9001 certification and consistent compliance with the "Quality First" policy

The Nikon Group conducts business operations in line with its Quality Manual based on the QCD or ISO9001\*, and the Nikon Corporation business divisions and major Group companies acquire ISO9001 certification as necessary. We also enter into quality assurance agreements with our business partners engaged in activities such as procurement and collaborative development based on their understanding of the Nikon Group's "Quality First" policy.

Moreover, our business partners participate in Quality Month lectures held at Nikon once a year, which we organize so that employees of both the Nikon Group and our partner companies can improve their quality-related skills. We held a lecture

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entitled, "Organizational Efforts to Establish Ongoing Competitive Superiority," by Associate Professor Yuichiro Kato from the Center for Academia-Industry Cooperation, Nagoya Institute of Technology for 39 Nikon Group directors and employees and 44 business partners in the year ended March 31, 2016.

\* ISO9001

This is an international quality management systems standard established by the ISO. The ISO9000 series designs the structure needed by an organization to maintain its quality management system, and the ISO 9001 can be obtained with a registered organization's certification.

### ■ Quality Education and Awareness Education

The Nikon Group periodically holds education from ISO auditor education training to quality engineering and QC lectures for the purpose of education and higher awareness about quality.

### ■ Quality control audits

The Nikon Group has implemented quality management audits (QCD audits) based on QCD to improve the quality of operations as well as the quality of products made in those processes by surveying, confirming, and evaluating the operational status of quality management throughout the entire Group.

These audits are conducted with the head of the Quality Control Principle (director in charge of quality) to direct corrections and improvements when something is not right and works to maintain and improve the quality management activities by quickly implementing these measures. Important findings are reported to the Executive Committee and are also used to improve internal controls. In the year ended March 31, 2016, quality control audits were performed at eight departments in Nikon Corporation and at four major Group companies.

## Maintaining Safety of Products and Services

The Nikon Group gives due consideration to the safety of its products and services throughout their life cycle, starting from the initial planning stage.

As part of maintaining safety, we have given ourselves the duty to introduce safety evaluations of all of our products and services for QCD and rules within each business division. Furthermore, we identify predictable risks and conduct security plan in order to exclude them, in line with the Safety Design Practices that we have formulated based on relevant international standards, and then ensure their safety through design reviews and inspections carried out during the production process. We are obtaining safety certification from third-party certification bodies as necessary.

Additionally, our Product Technology Test Section is responsible for ensuring that only safe products reach our customers. Testing that has passed stringent certification criteria is implemented based on the international standards set by TÜV SÜD Product Service GmbH, Germany, a certification body that tests laboratories in Europe.

### ■ Safety Education of Products and Services

The Nikon Group is conducting general and specialized education because high knowledge and awareness is indispensable in regards to the safety management of employees to maintain the safety of its products and services. We conduct periodic various professional training courses for our employees, including training on Safety Design Practices, product liability laws and electrical appliance and material safety laws.

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## Procedure in Case of an Accident

At the Nikon Group, we strive to supply the market with no deficient products by planning, designing, manufacturing, guaranteeing quality, selling, distributing and providing services, after having given careful consideration to our products' safety, in order to avoid accidents.

However, in the event a safety concern occurs, we immediately confirm the facts in cooperation with the departments concerned, quickly set up appropriate measures in line with the procedure, and make every efforts to ensure the problem does not reoccur by keeping the public informed.

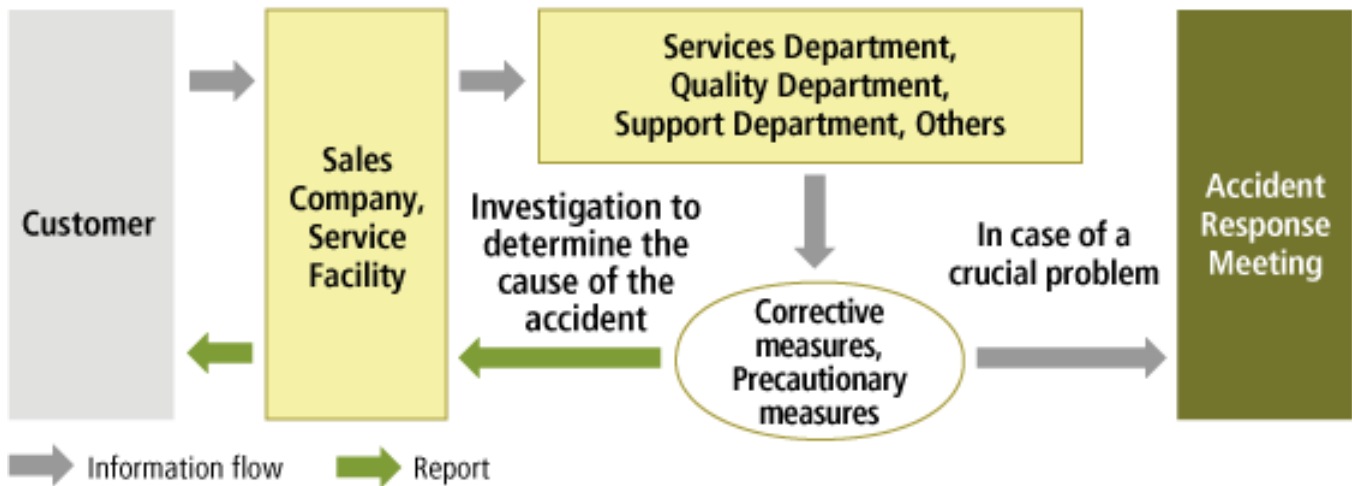
We had no violations of laws or our own internal regulations for safety in the year ended March 31, 2016.

## Information About Safe Use

The Nikon Group provides the proper information to prevent accidents before they occur from the proper use to misuse and carelessness through mediums such as displays on the device and instruction manuals for customers to use our products and services safely. We also show marks suitable for each law, regulation, and certification based on the country and region to sell products such as indicators for radio wave laws in each country that apply to products with wireless LAN built-in as well as indicators in-line with safety regulations in each country about parts such as the batteries, chargers, and AC adapters for example.

We had no violations of laws or our own internal regulations for safety indicators in the year ended March 31, 2016.

### Procedure Flowchart in Case of Accident in Imaging Business



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## Column

### Reminder of Accidents Caused by Counterfeit Batteries

Counterfeit goods such as Li-ion rechargeable batteries, battery chargers, and AC adapters for Nikon digital cameras are found in the market today. The counterfeit products are not equipped with safety mechanisms such as protective devices. Use of these counterfeit products will not only lead to insufficient operation of the camera but also to incidents such as abnormal heat and leakage of batteries, explosions, and fires. Furthermore, in worst case scenarios, there is also a risk that the camera may break or a fire may result.

The Nikon Group strives to build an environment products can be used safely by our customers through efforts such as introducing ways to identify counterfeit products from authentic products through our website and other media while issuing reminders to prevent accidents before they occur from 2007.



Comparison of authentic (left) and counterfeit (right)  
EN-EL12

### Customer Satisfaction Initiatives

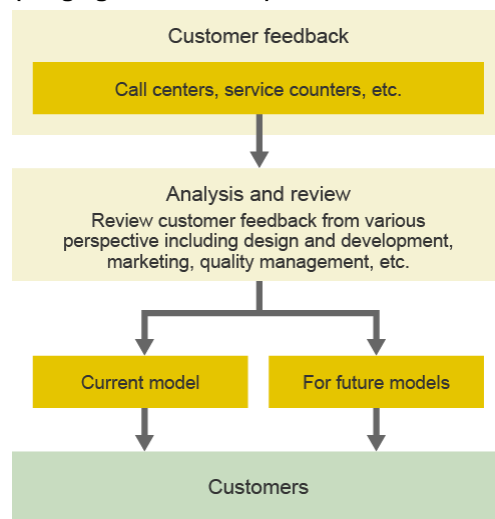
The Nikon Group provides valuable products and services with superior quality and safety to society, endeavoring to increase the satisfaction and trust of our customers.

#### Product Development Utilizing Customer Feedback in the Imaging Products Business

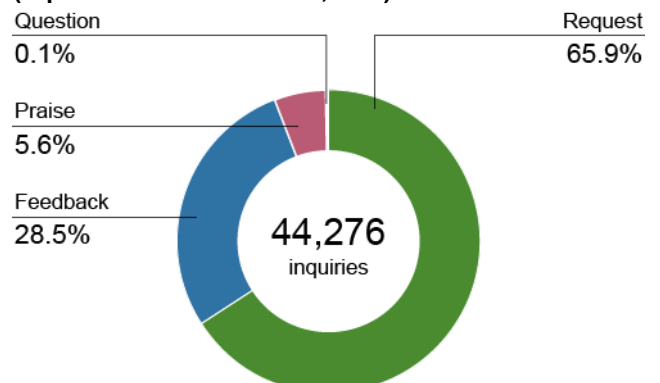
We gather feedback from general and professional users worldwide at our Imaging Business Unit through our call centers and service counters.

The feedback that is gathered from our customers is reflected in our products and services by examining the information from various perspectives after analysis through departments from development and design to marketing and quality assurance to improve the satisfaction of our customers.

#### Support Utilizing Customer Feedback (Imaging Business Unit)



#### Breakdown of Call Center Inquiries (Japan/Year Ended March 31, 2016)



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## ■ Examples Utilizing Customer Feedback in the Imaging Products Business

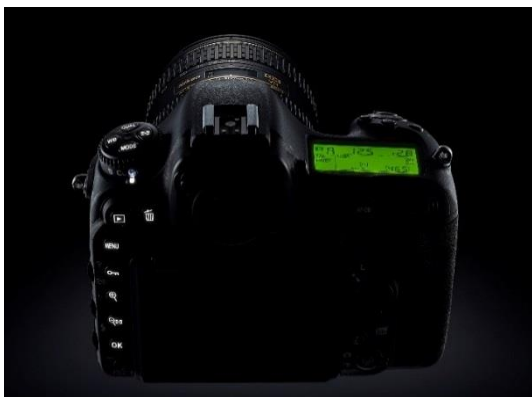
### Example (1) Request for Control Buttons

Customer feedback:

I would like the control buttons on the back of digital SLR cameras other than the D4 (professional model) to light up in dark places.

Nikon response:

We adopted button illumination for the first time in the D500 as a DX format model to support this feature in models released in the spring of 2016.



D500 control buttons

### Example (2) Request for the Touch Panel

Customer feedback:

I would like to have a digital camera with interchangeable lenses on the market that has touch AF and touch shutter functions.

Nikon response:

We built in touch AF and touch shutter functions into the Nikon 1 J5 advanced interchangeable lens camera model released in the spring of 2015 as well as the D500 SLR digital camera model to release in the spring of 2016.

## ■ Initiatives to Improve Services at the Imaging Business Unit

We are advancing various initiatives at the Imaging Business Unit to provide the higher quality services as we are always aware of maximizing customer satisfaction.

We have established repair facilities and direct touch points (customer windows) so that many customers will feel products close to them. These touch points in 70 countries and regions worldwide, are now in over 300 facilities as of the end of March 2016.

We also are working to share examples of success and improve problem by exchanging the latest information in addition to setting targets shared worldwide and confirming the progress by holding service manager meetings two times a year that gather together service representatives from each location around the world to improve our service level.

We are striving to educate human resources so that the highest quality of services are provided equally in any country or region, and are conducting training by dispatching service staff overseas to Japan and staff from Japan to overseas. Furthermore, we are introducing e-Learning to teach the basic required knowledge such as optical and lens education, and have conducted these courses for a total of 2,466 staff around the globe up until now, including our distributors. Additionally, we created educational materials in case-study format to distribute to each location for problematic actions related to compliance that actually occur for receptionists and technicians of the service center to connect to customers as customer support education in the year ended March 31, 2016.



Service manager meeting