

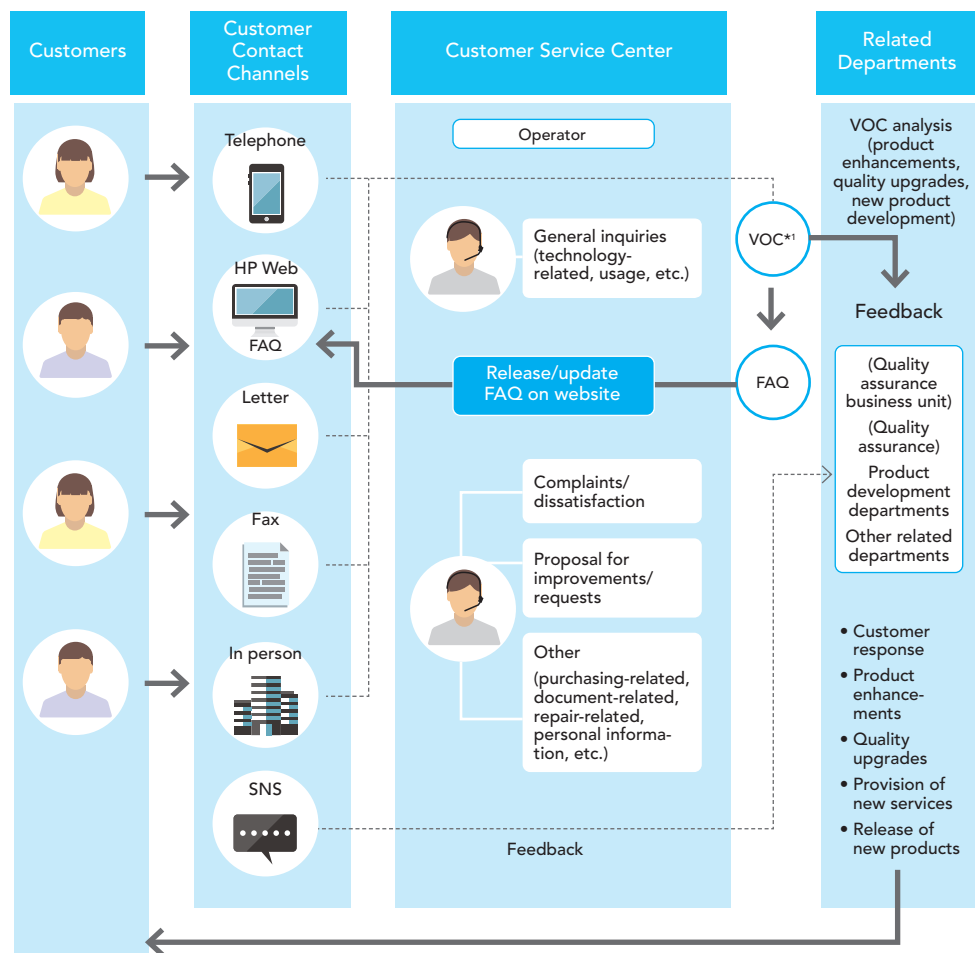


# With Customers

## Basic Policy

We enhance customer satisfaction and product quality through a range of concerted efforts involving our employees. In providing products and services that satisfy customers, we anticipate changes in society's needs while giving the highest priority to quality and customer feedback.

### ▶ The Maxell Group's Customer Service Center



\*1 Voice of the customer

## Enhancing Customer Satisfaction

### ▲ Listening Sincerely to Customers

At our Customer Service Center, employees with experience in sales and quality assurance handle all types of inquiries.

The center shares feedback at monthly sales meetings comprising members of all consumer product related departments, and this feedback is used to help enhance customer satisfaction and upgrade and develop products.

As customer satisfaction indices, the Customer Service Center uses response and gratitude call percentages. Despite the increasing diversity and complexity of our products, we have improved our response percentage to 84%. The center will continue its policy of kindness, politeness, and quickness, and will work to improve its response system and upgrade the skills of its staff.

Response and Gratitude Call Percentages

	FY2017	FY2018	FY2019
Response percentage*2	79%	81%	84%
Gratitude call percentage*3	5.6%	5.7%	5.6%

\*2 Percentage of telephone calls received to which operators respond

\*3 Percentage of telephone calls received to which operators respond that subsequently lead to customers expressing gratitude

### ▲ Creating and Improving Products to Address VOCs\*1

To market better products by listening to customers, we refer to all customer feedback received through our Customer Service Center when developing new products or making improvements to existing products.

#### Examples of Developments and Improvements in Fiscal 2019

- In response to a large number of comments from customers seeking to be able to purchase replacement gel pads for their MOTE CARE EMS device, we coordinated with Maxell's online store to ensure that customers would be able to purchase them regularly.
- In response to a customer wanting to be able to use the OZONEO ozone anti-bacterial deodorizer in large spaces with a lot of human traffic, such as hospital waiting rooms, we developed the MXAP-AE400 for business use to handle large rooms of around 50 m<sup>2</sup>.
- Energy Station MES-TR470 is a large-capacity portable power supply that we developed in response to customers who want to use electricity in situations where power supplies are not available, such as outdoors. It can also be used as a backup power supply for homes and offices during emergencies, in preparation for increasingly frequent natural disasters.



## With Customers

### Increasing Product Quality and Reliability

#### ▲ Advancing Quality Management

The Maxell Group delivers products and services of a quality that satisfies customers by continually strengthening quality management based on the SQM\*1 Movement, which is set out in the Product Safety Voluntary Action Plan.

We are also promoting quality assurance activities based on our *Monozukuri* manufacturing capabilities that verify each and every process. In addition, we periodically hold a review meeting called *Ochibohiroi*, or gleaning, at both domestic and overseas plants to prevent product-related accidents. At these meetings, we present case studies of quality-related accidents, complaints, and notable quality improvements, followed by exchanges of opinion aimed at helping raise awareness and cultivating know-how related to quality management. Also, as part of our educational activities, we hold practical FTA and FMEA\*2 lectures for new and mid-level employees.

\*1 Super Quality Management for the Maxell Group

\*2 Failure Mode and Effects Analysis

#### ▲ ISO 9001 Standard for Quality Management Systems

As for the International Organization for Standardization's ISO 9001 standard for quality management systems, integrated audits have been conducted throughout the Group since fiscal year 2014. Since then, we have been introducing examples of good practice throughout the Group with a view to further improvements in quality. While learning from the favorable points of new Group companies, we will advance quality management even further.

In addition, we will manage product quality in compliance with the exacting quality management system requirements of ISO/IATF 16949, a quality standard for the automotive market, and ISO 13485, a quality standard for medical devices.

### Local Employees Supporting Global Growth

I started working at Maxell Corporation of America as a marketing assistant in 2011. As my job evolved, so did I with the help of my mentors at MCA.

I saw opportunities in the marketplace and never gave up when an obstacle seemed out of reach. First off, I started with the care and maintenance category, such as recording media, then it evolved into headphones and earbuds. Because the market changes at an alarming rate, I am constantly seeking and developing new ideas for products and categories.

Products are always evolving and transforming into something more visionary. It is important to bring diversity to the functionality of our products rather than generic ideas. This allows us to capture market share, maintain sustainability, and realize growth. The excitement and motivation drive us to achieve a better solution and features for consumers, as there is always room for improvement, whatever the product category might be. I could never achieve anything I do without my fellow team members in the Marketing Department, Patrycja and Ashley. We challenge each other and strive for the same goal, which is making the best products to represent Maxell. Together as one, we can make the world get blown away once more!



**Eric Walbrecht**  
Senior Product Manager  
Maxell Corporation of America

#### Status of Quality Management System Standards Acquisitions

(As of April 2020)

Name of Certification	Division That Acquired Certification	
ISO 9001	Japan	Maxell, Ltd. (Energy Division, Sliontec Division, Life Solution Division, Optronics Division) / Maxell Frontier Co., Ltd. / Ube Maxell Kyoto Co., Ltd. / Maxell Izumi Co., Ltd. / Maxell Kureha Co., Ltd.
	Overseas	Wuxi Maxell Energy Co., Ltd. / Maxell Europe Ltd. Telford Plant / Maxell Tohshin (Malaysia) Sdn. Bhd. / Maxell Digital Products China Co., Ltd. / PT. SLIONTEC EKADHARMA INDONESIA / GANGQUAN PRECISION (SHENZHEN) CO., LTD.
IATF 16949	Ono Works (Maxell, Ltd.) / Yokohama Office / Works (Design department for In-Car Camera Lens Unit) (Maxell, Ltd.) / Gifu Works (Maxell Frontier Co., Ltd.) / Maxell Digital Products China Co., Ltd. / Maxell Tohshin (Malaysia) Sdn. Bhd.	
ISO 13485	Life Solution Division, Kyushu Office (Maxell, Ltd.)	