

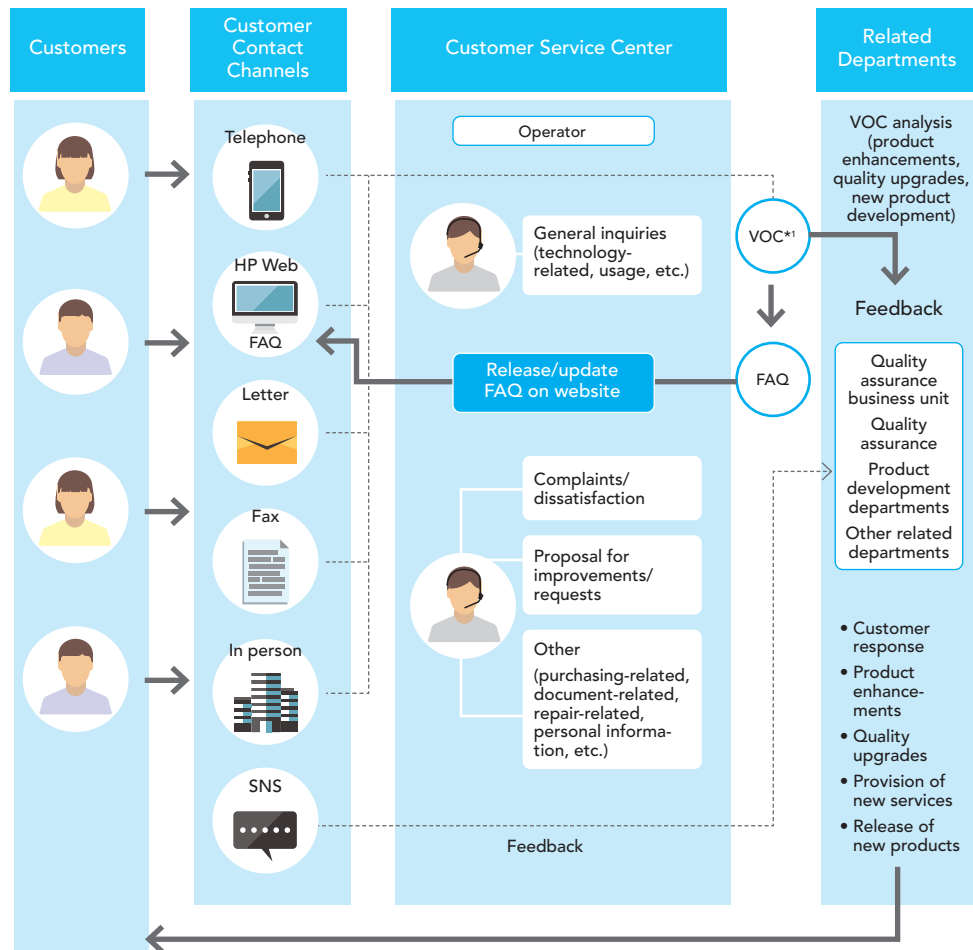


With Customers

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.

Maxell Group's Customer Service Center



*1 Voice of the customer

Enhancing Customer Satisfaction

Customer Service Center Initiatives to Sincerely Face Customer Feedback

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.

As products become more complex and diverse, the response rate reached 79% partly due to the impact of the COVID-19. 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

	FY2018	FY2019	FY2020
Response percentage*2	81%	84%	79%
Gratitude call percentage*3	5.7%	5.6%	5.1%

*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

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 development and improvement in fiscal 2020)

<ul style="list-style-type: none"> Ozone anti-bacterial deodorizer OZONEO AERO MXAP-AE270: Developed a model that responds to the breadth of residential living rooms and other areas in line with growing demand for anti-bacterials and antiviral measures. A body design that is familiar with interiors. 	<ul style="list-style-type: none"> "Izumi Shaver with six-blade": Developed the industry's first six-edge shaver in response to customer comments that "I want a quick and clean shaver" and "I want a skin-friendly shaver."
<ul style="list-style-type: none"> Ozone anti-bacterial deodorizer OZONEO MXAP-AEA255: In collaboration with Maxell Izumi Co., Ltd. in line with growing demand for commercial-use products, the Company has developed a model that can accommodate hotel rooms and medical examination rooms at hospitals. Compact size that is easy to move. 	<ul style="list-style-type: none"> "Emergency Power Supply and MES-TG1000 with UPS Function": Developed an emergency power supply with an uninterruptible power supply that enables business continuity even in the event of a power failure due to a disaster at a store or office in response to a request for an emergency power supply in the event of a power failure caused by a disaster, etc.
<ul style="list-style-type: none"> "Ilexam Hand Massagers": Development hand massaging equipment that can be used at home, incorporating the expertise and experiences of beauty salons in response to concerns about hands that tend to change with aging. 	



With Customers

Increasing Product Quality and Reliability

■ Advancing Quality Management

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 promoting activities to verify the certainty of the process, which is the basis of manufacturing, from the perspectives of “generation” and “leakage.” In addition, the Company regularly holds review meetings to prevent product accidents at domestic and overseas plants, presenting quality accidents, complaints, and notable examples of quality improvement, and exchanging opinions to help foster expertise and raise awareness of quality control. In addition, as part of our educational activities, we will give young and mid-level employees practical courses focusing on human error behavior at the workplace.

* SQM: Super Quality Management for Maxell Group

■ Quality Management System Standard

The International Organization for Standardization’s quality management system standard (ISO9001) was switched to company-wide integrated auditing in fiscal 2014, and approval was renewed in fiscal 2020. We are working to further improve quality by horizontally expanding best practices and the like.

In the future, we will develop quality control initiatives at all companies that have joined the Group.

In addition, we will thoroughly manage the quality of products in accordance with the Quality Management System Standards (ISO/IATF16949) for the automotive industry, which requires a more sophisticated quality control system, and the Quality Management System Standards (ISO13485) for medical devices.

Local Employees Supporting Global Growth

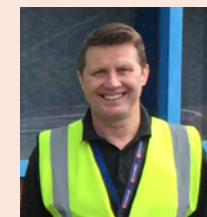
In July 1984 I joined Maxell (UK) Ltd as a Warehouse operative. MUK had been officially operating for several months meeting the global demand for VHS magnetic media. In 1989 the introduction of Audio & Floppy disc production was added. After the demise of magnetic media from 1996 MUK turned its attention to break into the automotive sector utilising machinery and available capacity that once produced media products. A diversification strategy clearly identified us as a trusted contractor and integral supplier to tier 1 automotive companies, utilising unique engineering capabilities and skill sets already existing within the business.

In 2003 we started production of medical devices which in addition to the automotive sector allowed for us to dedicate fully into a contract moulder. This tied in perfectly with the end of multimedia production in 2008 in Telford.

Having personally witnessed from early beginnings a complete change in commodity production it demonstrated a commitment to support growth within the group. Establish our position within contract moulding as a whole in the UK and internationally by maintaining high quality standards required within the very challenging medical and automotive sectors.

I am currently Production Manager at Maxell Europe Ltd Manufacturing Division known locally as (Maxell Moulding Services). Not only have we evolved as a diverse business but so have the dedicated workforce, as we have had to re-adapt our understanding, mind set, work ethic, whilst continually pursuing other business opportunities to ensure we are integral as part of a global success story.

They do say, “growth is based upon the expertise of others”. Our motto here in the Telford factory is “can do together!” and by continuing to do this we will have a bright & successful future.



John Phillips

Status of Quality Management System Standards Acquisitions

(As of April 2021)

Name	Acquisition Division	
ISO9001	Domestic	Maxell (Energy Division, Functional Materials Division, Optics & Systems Division, Life Solution 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.
IATF16949	Maxell Ono Works / Maxell Yokohama Works (automotive lens design division) / Maxell Frontier Gifu Works / Maxell Digital Products China Co, Ltd. / Maxell Tohshin (Malaysia) Sdn. Bhd.	
ISO13485	Maxell Life Solution Division, Kyushu Office	