

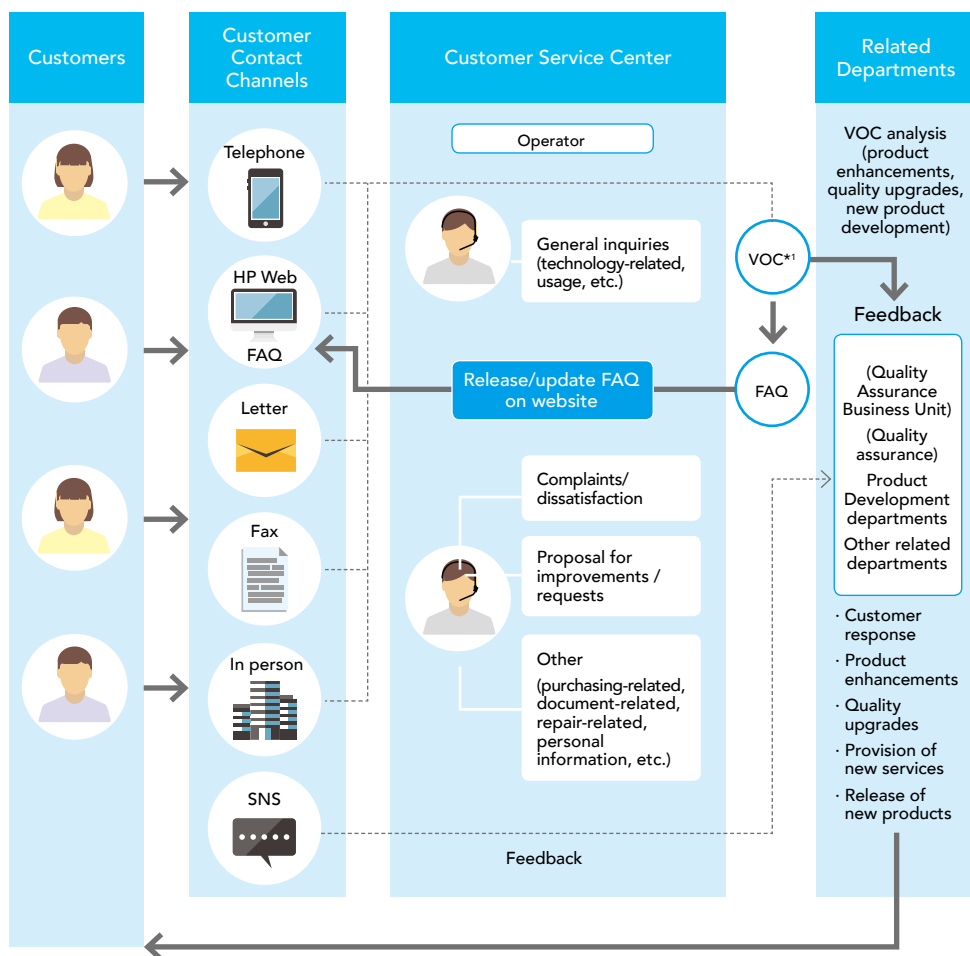


With Customers

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 approximately 80% or more. The center will continue its policy of kindness, politeness, and quickness, and will make persistent efforts to improve its response system and upgrade the skills of its staff.

Response and Gratitude Call Percentages

	FY2016	FY2017	FY2018
Response percentage*2	75%	79%	81%
Gratitude call percentage*3	5.1%	5.6%	5.7%

*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 Products and Implementing Reforms to Address VOCs

To market better products by listening to customers, we flag customer feedback received through our Customer Service Center that could give rise to the development of new products or improvements to existing products.

[Examples of Development and Improvement Initiatives for Fiscal Year 2018]

- We introduced the MPC-C6700 large-capacity mobile rechargeable battery in eight colors in response to customer requests for a mobile battery that offers the right color for everyone. Additionally, these batteries offer an easy-to-hold arch-shaped design and meet customer needs for lightweight and easy-to-carry features as they weigh only 130 g despite the large 6,700 mAh capacity.
- In response to misleading information that was identified in the instruction manual for MOTECARE EMS exercising device, we made revisions to the manual to make it easier to understand.
- We introduced blister packaging for our coin-type CR batteries to prevent accidental ingestion by newborns and small children, and this invention was honored with the Electric Equipment Packaging Award at the 2018 Japan Packaging Contest, as well as for "designs that contribute to the safety and security of children" at the 12th Kids Design Award.



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 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

Since joining Maxell Digital Products China Co., Ltd. in 2009, I have been in charge of quality assurance duties as a manager of the quality division and the ISO management system. My position entails conducting on a day-to-day basis the activities necessary for achieving higher levels of quality with the aim of turning the company into a global enterprise that delivers top-of-the-line quality to customers. Specifically, we continue to invest in our human resources development and our employee licensing certification system and, as a result, our LED headlamp lenses for vehicles have been recognized with the Quality Excellence Award*3 for two years running.

In addition to our usual quality-related activities, in 2019 we began Feedforward-type activities for enhancing quality to ramp up management of our daytime and nighttime operations through RCA (root cause analysis) and human error prevention activities.

I believe that high levels of quality are realized when each and every employee understands the importance of quality. We encounter new issues in the day-to-day production activities at our factories and this presents a great opportunity for superiors to cultivate their subordinates by leveraging their personal experiences for analyzing the root of problems and solving them. We will be confident in our pursuit of continuing to maintain our high standard of quality in regards to the transfer to our new factory and the establishment of our new businesses as well.

*3 An award presented to suppliers that demonstrates the utmost levels of quality among our major Chinese customers.



Jiangping Li
Senior Manager
Quality Assurance Department
Maxell Digital Products China Co., Ltd.

Status of Quality Management System Standards Acquisitions

(As of April 2019)

Name of Certification	Division Acquiring Certification
ISO 9001	Maxell, Ltd. (all offices/works) / Maxell Joei Tech Co., Ltd. / Maxell System Tech Co., Ltd. / Ube Maxell Kyoto Co., Ltd. / Maxell Izumi Co., Ltd. / Maxell Kureha Co., Ltd. / Wuxi Maxell Energy Co., Ltd. / Maxell Europe Ltd. Telford Plant / Maxell Digital Products China Co., Ltd. / Maxell Tohshin (Malaysia) Sdn. Bhd. / PT. SLIONTEC EKADHARMA INDONESIA / GANGQUAN PRECISION (SHENZHEN) CO., LTD.
IATF 16949	Ono Works (Maxell, Ltd.) / Yokohama Office / Works (In-Car Camera Lens Business Division) (Maxell, Ltd.) / Maxell Joei Tech Co., Ltd. / Maxell Digital Products China Co., Ltd. / Maxell Tohshin (Malaysia) Sdn. Bhd.
ISO 13485	Kyushu Office (Maxell, Ltd.)