DNP Group

CSR Report 2010 Information and Data

11 DNP Group Code of Conduct

DNP Group Code of Conduct

1. Contributing to the development of society	We shall contribute to the development of society by offering new values through our business.
2. Social contribution as a good corporate citizen	We, as good corporate citizens living in harmony with society, shall deepen our ties with society and make social contributions through our solutions to various social issues and through our cultural activities.
3. Compliance with the law and social ethics	We shall contribute to the sustainable development of free and orderly market competition while assuming a fair and honest attitude at all times, in compliance with the law and social ethics.
4. Respect for human dignity and diversity	The dignity of humanity is of supreme importance to us. We shall respect diversity in the culture, nationality, creed, race, ethnicity, language, religion, gender, age and ways of thinking of all persons, and conduct ourselves in a disciplined manner.
5. Environmental conservation and the realization of a sustainable society	We are contributing to building a sustainable society so as to pass on the rich blessings of the Earth to future generations.
6. Realization of a "universal society"	We shall work on the development and diffusion of easy-to-use functional products, services and systems so that everyone can live in safety and comfort, and thus contribute to the realization of a "universal society" in which all kinds of people can lead pleasant lives.
7. Ensuring the safety and quality of our products and services	We shall strive to win over the satisfaction and trust of consumers in general and of our corporate clients by ensuring the safety and quality of our products and services.
8. Ensuring information security	We shall strive to ensure thorough security measures to protect information assets entrusted to us by our clients as well as those retained by the DNP Group itself (industrial secrets, personal information, intellectual property, etc.).
9. Proper disclosure of information	We shall take the initiative to disclose information in a timely and appropriate manner so as to have our own business and activities properly understood by our various stakeholders with the goal of maintaining a high degree of transparency.
10. Realization of a safe and vibrant workplace	We shall exert ourselves for the maintenance and improvement of the safe and hygienic conditions of our workplace and shall always endeavor to seek ways to implement new improvements. At the same time, we shall respect working styles suited to the diversity of our employees and make efforts to create a safe, healthy and vibrant working environment.

14 Internal Control Systems

Basic Policies Concerning Preparation of Systems for Ensuring Proper Business Conduct 3 - 1

(revised March 17, 2010)

1. A system for ensuring that the work executed by directors and employees conforms to all laws, regulations, and articles of incorporation.

(1) The DNP Group has established the DNP Group Code of Conduct to govern the conduct all employees (including directors). The Group provides all employees with a copy of the guidelines and conducts training to familiarize them with it.

(2) The Board of Directors meets once a month, in principle. Based on the Company's Board of Directors Regulations, the directors ensure that operations are appropriately run and mutually supervise their duties. By naming outside directors with no relationships or interest within DNP, the Company has established a control function for ensuring that the work of the directors is in compliance with the law. Also, directors executing work shall grant authority as stipulated in the Organization Rules, Work Authority Regulations, Proposal System Regulations, and other company rules, and shall preempt acts in violation of laws or the Articles of Incorporation by supervising the conduct of the heads of the various operating units, including corporate officers.

DNP is a company with a Board of Statutory Auditors. The Statutory Auditors, including independent outside statutory auditors, audit the execution of duties by the directors in accordance with the Board of Statutory Auditors' prescribed audit criteria and responsibilities.

(3) The Corporate Ethics Committee, which consists of the directors in charge of each main head office organization, oversees the establishment and management of systems, etc., for ensuring the propriety of operations in the DNP Group based on the DNP Group's Basic Compliance Management Regulations.

(4) Under the general oversight of the Corporate Ethics Committee, the Information Disclosure Committee, Insider Trading Prevention Committee, Information Security Committee, Product Safety Committee, Environmental Committee, Complaint Handling Committee, Central Disaster Prevention Council, and each head office division in charge of specific laws and regulations conduct reviews, provide guidance, and offer training for operating units and Group companies in their areas of responsibility.

(5) The heads of each head office organization autonomously determine, implement, inspect, review and improve the required systems and procedures for their own divisions, based on the DNP Group's Basic Compliance Management Regulations and in light of the specific operations of each division.

(6) As stipulated in the Internal Audit Regulations, the Auditing Department, which is independent of the operating units, conducts internal audits and provides guidance to the head office organizations and group companies regarding the establishment and operation of systems for ensuring the propriety of operations.

(7) The Corporate Ethics Committee has established the Open Door Room as a conduit for the reporting of internal matters, as well as the Supplier Hotline for reporting by materials suppliers and contractors, at the DNP Group for receiving and responding to reports concerning legal violations or similar matters by Group employees.

(8) The Board of Directors shall handle the development and management of internal controls concerning financial reports, and their evaluation/reporting as stipulated in the Basic Policy Guideline and Annual Plan Guideline Concerning Internal Controls on Financial Reports, ensuring legal compliance and the reliability of the financial reports.

(9) In regard to systems for severing any relations with antisocial forces, all DNP employees shall comply with the DNP Group Code of Conduct stipulation that the company shall engage in no activities with antisocial forces, and in the event that a trading partner is revealed to be an antisocial force, a decision making it possible to sever relations shall be pursued with each trading partner. The DNP Group shall also strengthen ties with outside organizations such as the police and law offices to guard against any inappropriate demands issued by antisocial forces.

14 Internal Control Systems

2. Loss exposure management regulations and other systems

To manage risks that could have a material impact on business, such as those related to compliance, the environment, disasters, product safety, insider trading and export management, the Corporate Ethics Committee, other special committees and other head office organizations develop rules, make improvements, and conduct training in an effort to prevent risk occurrence, and respond promptly to avert or minimize losses to the DNP Group when risks arise. Under the oversight of the Corporate Ethics Committee, risks are regularly inventoried. For any new risks that could have a serious impact on business, the organizations and persons in charge are designated to respond properly.

3. Systems for ensuring efficient work execution by directors

(1) The basic system for ensuring efficient work execution by directors shall be the Board of Directors meeting, which is held once a month or additionally as necessary. Also, so as to contribute to efficient decision making by management, a Management Committee composed of directors of the rank of senior or above shall as a rule be convened once monthly for the examination and discussion of important management matters; in addition, Executive Committee Meetings shall be held monthly so that directors can exchange management information.

(2) The execution of duties based on Board of Directors meeting decisions shall be conducted by the persons responsible in accordance with their authority within the range so stipulated in the Organization Rules, Work Authority Regulations, Proposal System Regulations, and other company rules. Also efficient execution shall be sought through the delegation of the appropriate authority to the corporate officers and/or supervisors in charge of each basic organization.

4. System for the retention and control of information pertaining to work executed by directors

Information pertaining to work executed by directors shall be documented or recorded in paper or electronic form, such as Board of Directors meeting minutes, special committee meeting minutes, proposal documents, or in other formats. Also, such information documented or recorded in paper or electronic form shall be appropriately and safely retained and controlled, in an easily searchable manner, for 10 years or more in accordance with the Basic Information Security Rules, Document Control Standards, and Electronic Data Control Standards.

14 Internal Control Systems

5. Systems for ensuring proper business conduct by the corporation, parent company and subsidiaries which comprise the business group

(1) To ensure the proper conduct of business by members of the DNP Group, each DNP Group company shall conduct business in compliance with the DNP Group Code of Conduct, which governs the conduct of all employees (including directors). Additionally, each DNP Group company shall seek to make all personnel thoroughly familiar with the Code of Conduct, as well as construct and operate systems as stipulated in the DNP Group Basic Compliance Regulations. Moreover, each Group company shall establish and maintain their rules using the above as the foundation for establishing and maintaining the various rules and regulations of their companies.

(2) Each DNP Group company shall determine autonomously the necessary systems and procedures appropriate to the content of each operation, and shall execute, inspect, evaluate, and implement improvements for these systems and procedures, based upon the policy outlined in (1) above.

(3) The Auditing Department, the Corporate Ethics Committee, each Special Committee, and each headquarters organization shall audit, check, and conduct guidance and training concerning the status of the items described in (1) and (2) above.

6. Items concerning systems for employees assisting auditors in their work, and the independence from directors of those employees

(1) An Auditing Department with dedicated staff shall be established to assist the auditors.

(2) Auditing Department staff shall conduct their work under the direction of the auditors. Any personnel evaluation, transfer, or disciplining of Auditing Department staff shall require the consent of the Board of Statutory Auditors.

7. A system for directors and employees to report to the auditors, a system for other reporting to auditors, and a system for ensuring that auditors can conduct audits effectively

(1) Auditors may at any time they deem it necessary request that directors or employees report on the execution of their business, and DNP Group directors or employees shall respond promptly to such requests.

(2) In the event that a director discovers a legal infraction that could potentially cause another company to sustain a significant loss, the said fact shall be promptly reported to the auditors.

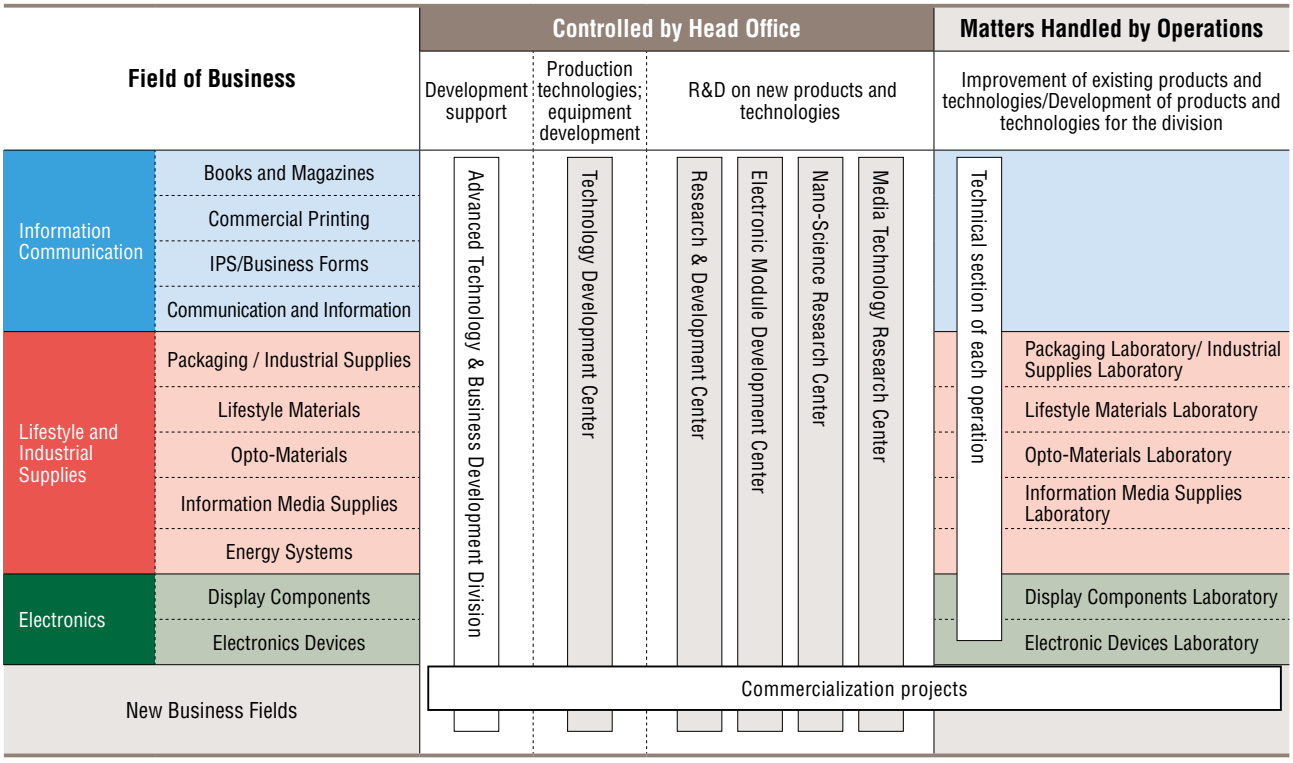
(3) The Auditing Department and/or the Corporate Ethics Committee shall report to the auditors regularly concerning the audit content and the construction or operational status of systems for ensuring proper business conduct.

(4) The President shall conduct regular exchanges of opinion with the Board of Statutory Auditors.

23 Research & Development System

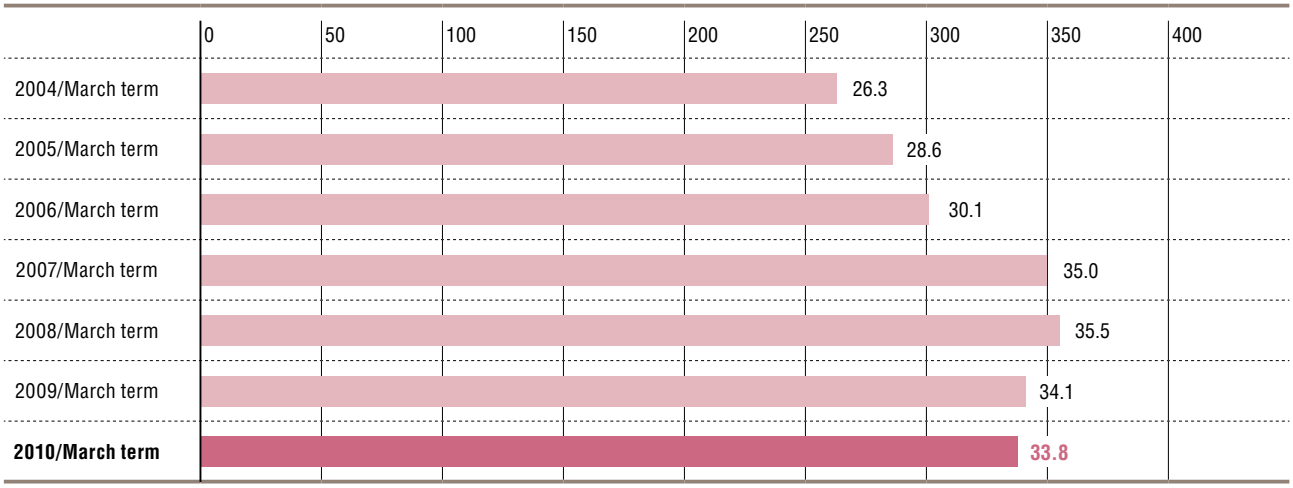
Our Research & Development Division develops the seeds of solutions in a broad range of R&D fields, and creates systems that take the commercialization of these seeds into the market.

The Research & Development Division consists of the Research & Development Centers, the Nano-Science Research Centers, the Media Technology Research Center, the Electronic Module Development Center, the Technology Development Center, and seven business specific laboratories (Packaging, Industrial Supplies, Lifestyle Materials, Opto-materials, Information Media Supplies, Display Components, and Electronics Devices). They all work closely with our business operations in seeking to create new values.



Investment of Research and Development

(Unit: JPY1 billion)



23 Printing Technology (PT) and Information Technology (IT)

DNP seeks to solve the issues faced by our customers and consumers and to create new values through a synthesis of the printing technologies (PT) and information technologies (IT) that we have cultivated over many years. We believe that contributing to society through our business is fundamental to our CSR efforts.

During a time of great changes in market trends and technologies, we maintain the trust of our customers by spurring our R&D Division to develop our own technologies, creating the seeds of new solutions and offering higher-quality solutions.

What is PT (Printing Technology)?

PT is the core reproduction technology that makes information or functions take shape.

Materials technology	**Synthesis of new materials and dispersion/mixing technologies.**

Examples: Planning and manufacturing technologies for inks and adhesives, photosensitive materials, coatings, etc.

Patterning technologies	**Technology that causes letters, pictures, or patterns to take form on a base.**

Examples: printing technology, typeset/offset/gravure printing, lithography, inkjet and other non-solid printing technologies

Conversion technologies	**Technology for changing the form of materials, or materials processing such as by combining materials.**

Examples: Processing technologies for film, paper, and other materials, such as membrane manufacturing, coating, lamination, excipient, transfer, cutting, polishing, bag manufacturing/forming, and book technologies

What is IT (Information Technology)?

IT is the core technology that makes human communications rich and rewarding.

Information processing technologies	**Input/output, conversion, synthesis, compilation, and transmission technologies.**

Examples: Text and picture processing, editing technologies, database compilation technologies, CG technologies

Human Media Interaction (HMI) technologies	**Technologies related to the interaction of humans with information.**

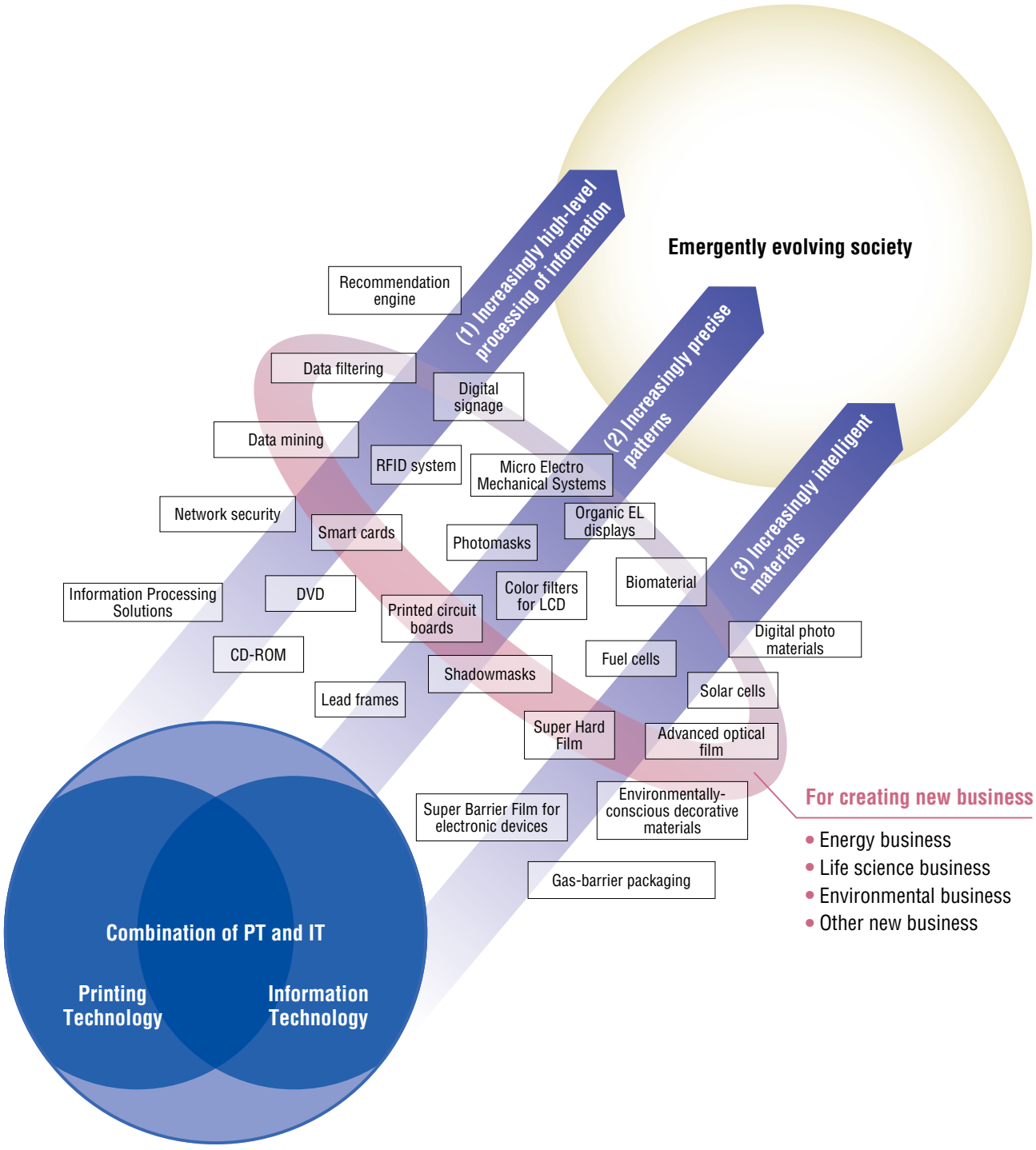
Examples: font design, expressive technologies such as color matting, IF technologies, natural language processing technologies

Information security technologies	**Technologies for the accurate transmission of the correct subject, retention, and improper use prevention.**

Examples: Code processing technologies, personal data processing, control technologies, copyright maintenance, biometrics

23 DNP Technology: Advancement Seeking an Emergently Evolving Society 1 2

New Business Is Developed by Combining the Three Paths of Product Development.



23 DNP Technology: Advancement Seeking an Emergently Evolving Society 1 2

1) Increased information processing sophistication

Information processing, which was fostered through printing technology as a communication medium, is becoming more and more sophisticated as the networking society develops. We are developing digital printing technology that brings personalized elements to mass production, security technologies for improved information security, and processors such as Smart Cards and RFIDs that further modularize information processing.

"Visualization" of word-of-mouth content "Future Vision (sakimi) ™" service

We have begun our "Future Vision (sakimi) ™" service, which "visualizes" word-of-mouth consumer information from blogs and SNS (social networking services) in a highly readable way.

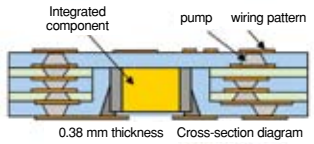
2) Precision patterning

Printing, which is the mass-production of precise patterns, is a manufacturing technology for which we seek thoroughgoing improvements and advances. We are, for example, developing semiconductor photomasks that require ever smaller nano-scale circuits, as well as ultra-miniature three-dimensional structured Micro Electro Mechanical Systems (MEMS), Ink Jet Technology, and manufacturing innovations for display components using printing technologies.

The world's thinnest integrated printed wiring board

Micro flow-channel chip (size comparison)

Micro flow-channel chip (size comparison)



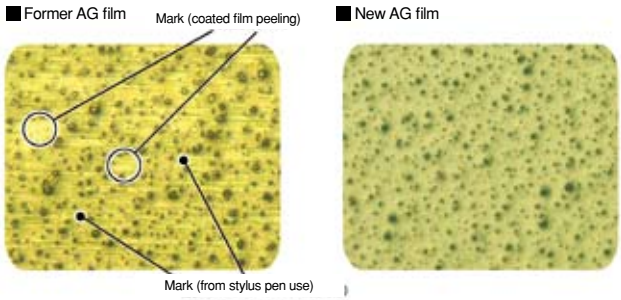
Using our proprietary B²it (Be Square It) technology, DNP has created the world's thinnest integrated printed wiring board at 0.38mm thick by improving base and wiring materials, so as to support ever thinner and smaller digital devices such as mobile phones. We have realized the thinnest and most precise printed wiring board.

3) Increasingly intelligent materials

Incorporating more sophisticated nanomaterials technology in printing techniques make products with more sophisticated and complex functions. Other areas of interest include gas-barrier packaging that will enable the long-term storage of processed foods, safe and environmentally-conscious building materials, advanced optical film for clearer displays, and digital photo materials. We are also beginning to turn our attention to the bio and energy areas.

New anti-glare film for touch panels that combines durability with the anti-glare function

Film surface after glide testing



We have developed a new film that combines Anti-Glare function for stopping outside and interior light reflection with high durability and pen-like write-feel for touch-panel monitors and PCs.

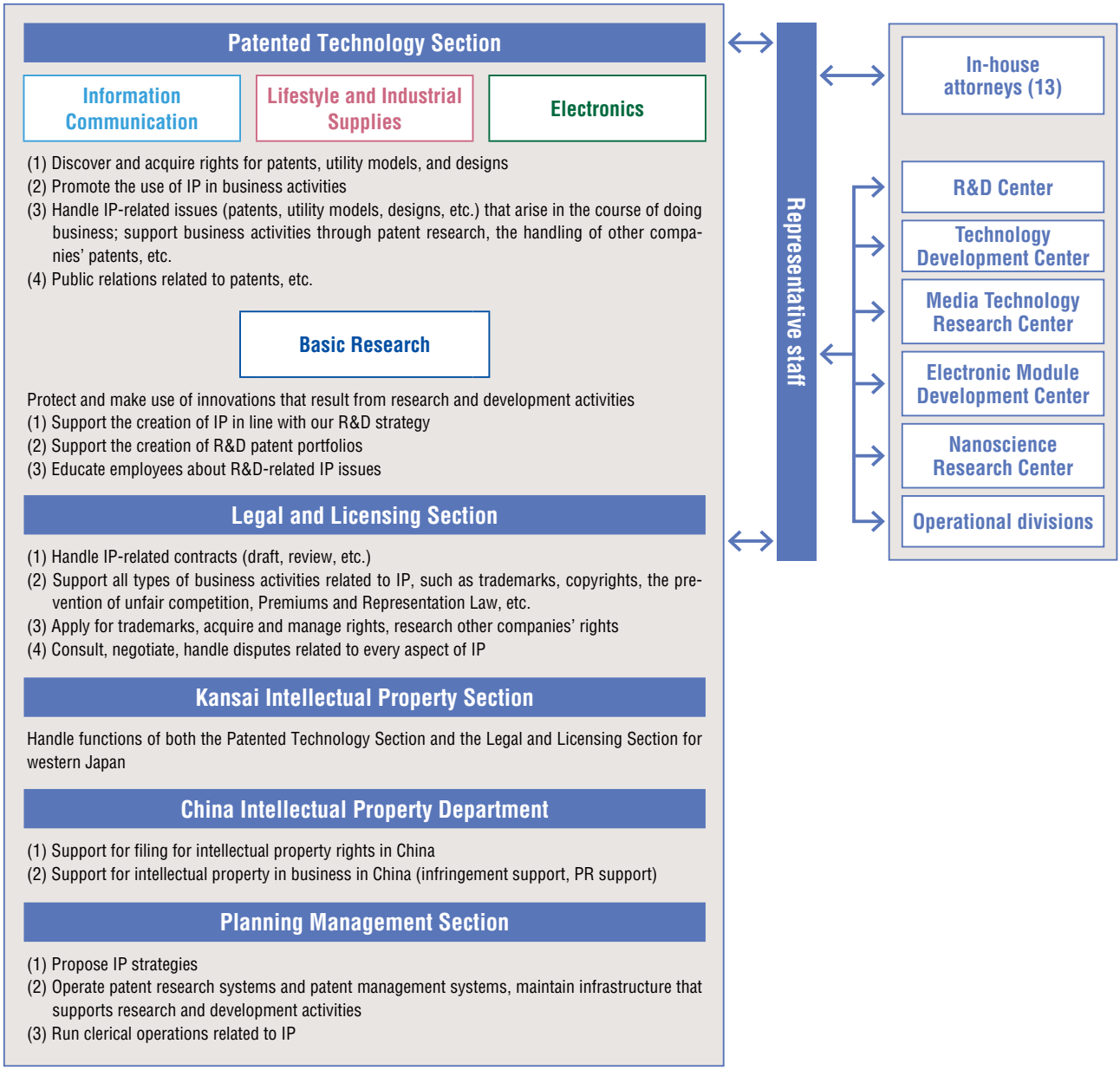
23 Intellectual Property Efforts 1 2 3

Outline of Our Intellectual Property Efforts

Intellectual property education and awareness	We conduct intellectual property training that extends from the basics to practical use, so as to improve our intellectual property generation and application skills. Also, we cultivate fairness in our corporate culture so that the rights of others are respected as are ours by creating a compliance culture and by seeking to acquire strong rights.
Support for business activities	We seek to enhance our own patent portfolio, provide guidance for strategic patent applications and evaluation of patent specifications, and generate strong patents, so as to create and nurture intellectual property with high business values. We also provide the results of analysis of the merits to the business segment and compliance-related issues of all agreements to show compliance with laws and existing agreements.
Ties with customers and society	We dispatch representatives to all intellectual property organizations (Japan Intellectual Property Association, Fair Trade Institute, Licensing Executives Society Japan), so as to contribute to the creation of an advantageous environment in the industry by offering positive recommendations. We engage in active legal support of our clients by making design proposals that take intellectual property laws (copyrights, premium and representation rules, trademarks, etc.) into consideration and conducting training workshops.

23 Intellectual Property Efforts 1 2 3

IP Promotion Framework

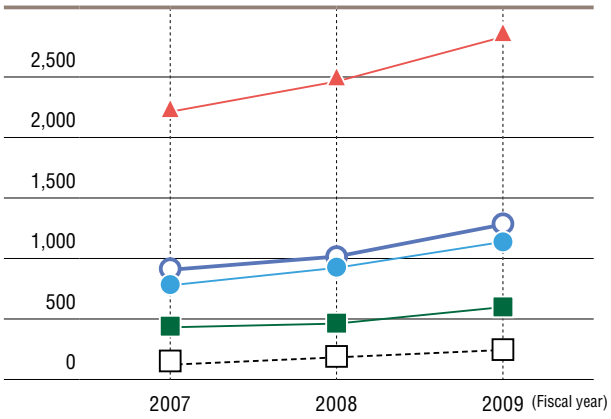


DNP's IP promotion framework consists of five sections and employs 13 in-house attorneys: The Patented Technology Section handles DNP's main business segments, i.e., Information Communication, Lifestyle and Industrial Supplies, Electronics, and Basic Research; the Law and Contracts Section supports the legal and agreement aspects of IP; the Kansai Intellectual Property Section handles both patent and license related functions for Kansai and the rest of western Japan, combining the functions of the first two sections; the China Intellectual Property Specialty Section; and the Planning Management Section proposes IP strategies and operates DNP's patent information management system.

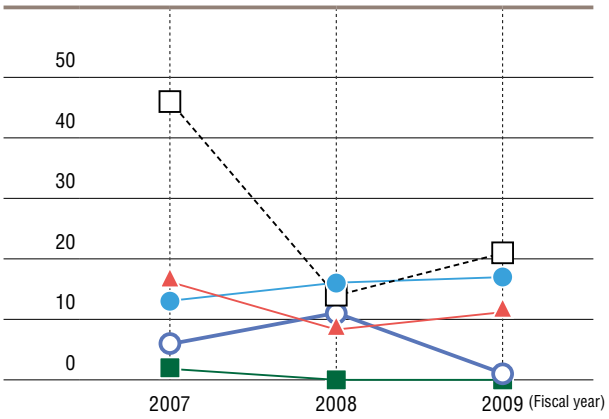
23 Intellectual Property Efforts 1 2 3

Basic Research | Information Communication | Lifestyle and Industrial Supplies | Electronics | Other

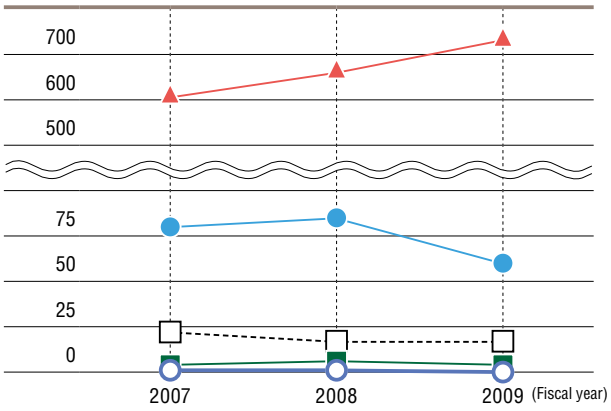
Number of patents and utility model rights held (End March 2010)



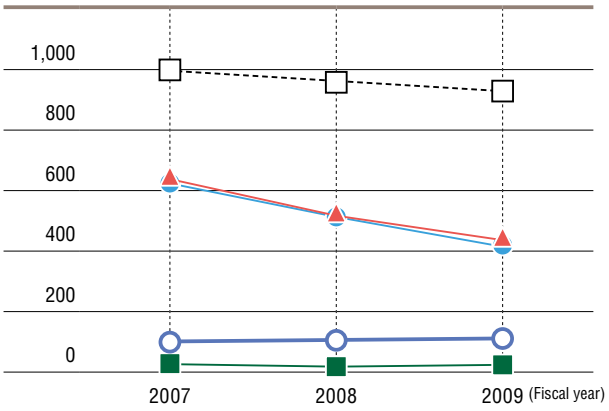
Number of trademark applications (End March 2010)



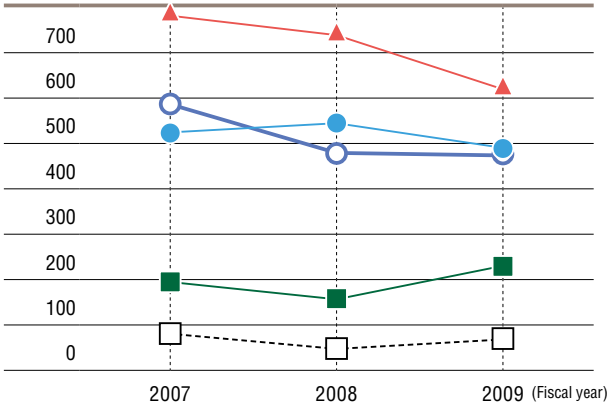
Number of design rights held (End March 2010)



Number of trademarks held (End March 2010)



Number of patent disclosures (January - December 2009)



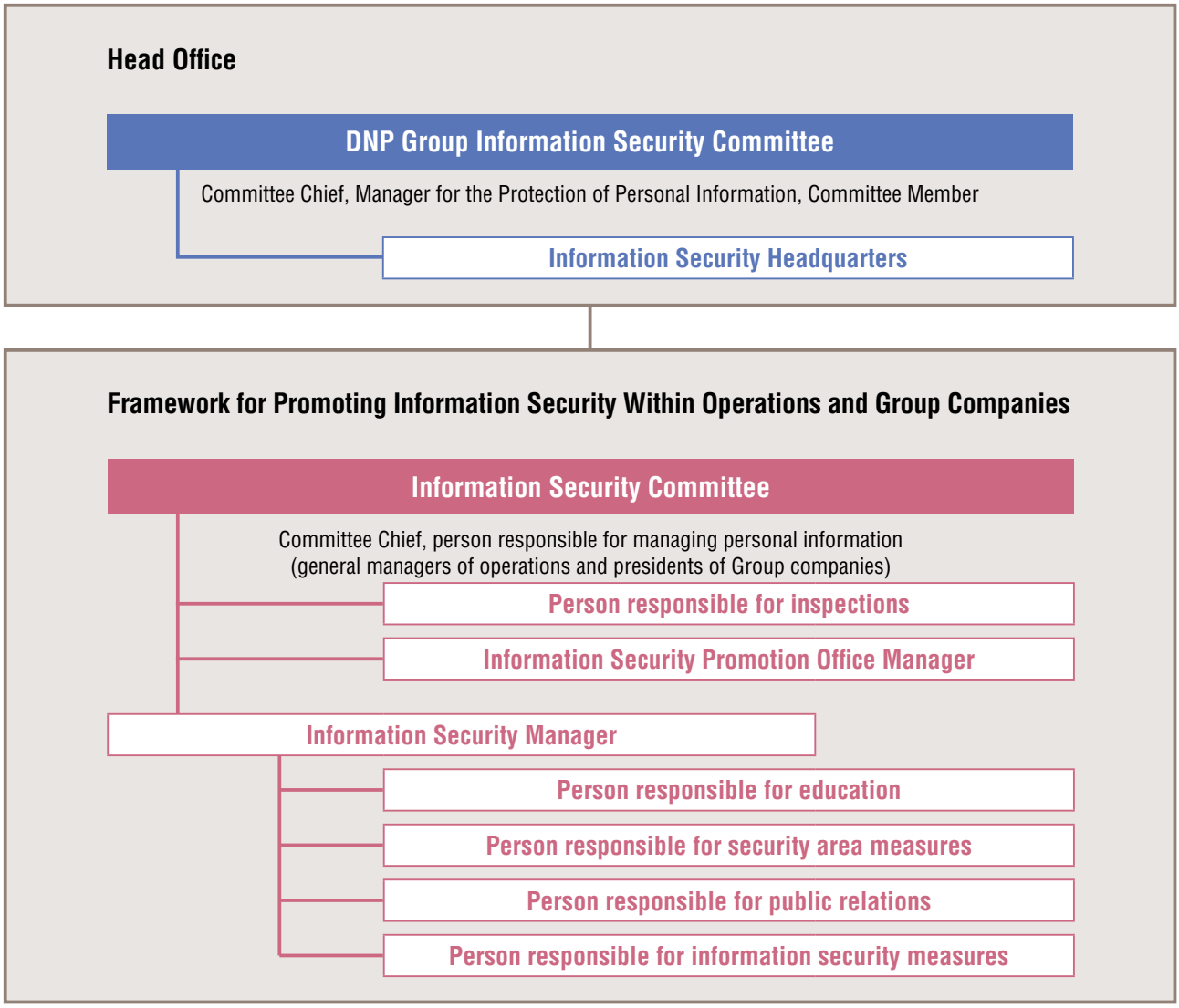
29 Structure for Ensuring Thorough Corporate Ethics

Corporate Ethics Compliance Efforts History

1991	Start of the first corporate ethics training
1992	Establishment of the Corporate Ethics Committee
	Establishment of the DNP Group Corporate Pledge
1993	Establishment of the DNP Group Employees Code of Conduct
1994	Establishment of Group Company Corporate Ethics Committees at each Group company
1997	Introduction of a self-inspection system for the compliance system
1998	Revision of the DNP Group Employees Code of Conduct
1999	Inauguration of the Corporate Ethics Committee Secretariat Conference
2002	Revision of the DNP Group Corporate Pledge
	Establishment of the Open Door Room
2003	Introduction of self-directed ethics training
2004	Priority execution plan adopted
2005	Introduction of the Compliance Evaluation System
	Inauguration of the Internal Control Project Team
2006	Establishment of the DNP Group Basic Compliance Regulations
	Establishment of the Open Door Room Operating Standards
2007	The “DNP Group Code of Conduct” established through a revision of the DNP Group Corporate Pledge and the Employee Code of Conduct
2008	Introduction of self-directed ethics training at overseas Group companies
2009	Establishment of Supplier Hotline

31 Thorough Information Control and their Further Expansion 1 2

Information Security Control System



31 Thorough Information Control and their Further Expansion 1 2

Establishment of Internal Rules and Regulations

1999	Personal Information Protection Rules established
2002	Revision of all rules pertaining to information security
	Basic Information Security Policy established/Basic Information Security Rules established
2005	Revision of Basic Information Security Rules
2006	Revision of Personal Information Protection Rules

Establishment of a Management System

Business Operations and Divisions that have acquired certification

Divisions that have acquired the Privacy Mark

Dai Nippon Printing
DNP Digitalcom
DNP Uniprocess
DNP Logistics
DNP Media Techno Kansai
DNP Information Systems
DNP Tokai
DNP Data Techno Kansai
DNP Hokkaido
DNP Media Create
DNP Tohoku
TRC, Inc.
DNP Data Techno
DNP Total Process Warabi
Direc
DNP Nishinippon
Kyoiku-Shuppan
MARUZEN
Intelligent Wave
MobileBook.jp

(As of April 28, 2010)

Acquisition of ISO and IEC27001 (JIS Q 27001) certification

Dai Nippon Printing, IPS Operations
DNP Electronics Device Operations
DNP Digitalcom
DNP Data Techno Kansai
DNP ID Systems
Intelligent Wave

(As of April 28, 2010)

32 Constructing an Office Security Environment

Examples of Computer Rooms where Personal Data is Handled

Physical measures	● Entry/exit controls using biometrics preventing access by unauthorized persons ● Surveillance cameras that keep improper behavior in check ● Pocket-free uniforms for on-site workers that prevent data from being taken out ● Separating the locations where information is written onto media ● Checks using metal detectors
Technological measures	● Implementation of access logs - Minimal number of employees engaged in the work of writing on recording media - Limiting work of writing on recording media to DNP Group employees - Increased the frequency of recording media writing log checks


Finger vein authentication system


Iris verification turnstile gate

33 Promoting CSR Procurement 1 2 3

DNP seeks the cooperation of our suppliers of materials, equipment, construction supplies, and other items so that society, DNP, and the suppliers can all achieve sustainable growth. To this end, in March 2006 we amended our Basic Procurement Policy, and established the DNP Group CSR Procurement Criteria covering all Group members.

Basic Procurement Policy

Fairness	In choosing suppliers, we follow fair competitive principles based on comprehensive judgment encompassing quality, price advantage, assurance of delivery, follow-up services, reliability, and technical capabilities.
Equal Opportunity	As regards procurement, we believe in being positive in purchasing materials that meet our financial- and quality-related criteria, without adhering to our existing suppliers regardless of whether a supplier is based in Japan or abroad.
Mutual Development	Through fair business transactions, while endeavoring to build mutually trusting relationships with the suppliers with whom we conduct business, it is our hope to maintain relationships that contribute to mutual development.
Social Responsibility	Through mutual understanding and respect for all laws, regulations, and business customs in our business transactions, our company and the suppliers, with whom we conduct business, believe that we must fully live up to our social responsibility, without neglecting to give due consideration to labor conditions, conservation of natural resources and the environment.

33 Promoting CSR Procurement 1 2 3

DNP Group CSR Procurement Criteria

At all of their branches and collaborating companies, DNP and the suppliers that provide DNP with raw materials, machinery, buildings, and other items, domestically as well as abroad, shall carry out CSR (corporate social responsibility) efforts in the areas described below.

(1) Compliance with Laws and Social Norms

- Establish corporate ethics policies and regulations, and promote measures to ensure compliance with laws and social norms.

(2) Preservation of the Environment and Product Safety

- Provide a safe, healthy, and sanitary environment for employees and neighboring residents.
- Comply with related laws and regulations to strictly control all steps leading up to the final disposal of wastes.
- Put priority on purchasing items that have a minimal environmental burden, including parts, raw materials, equipment and materials, and office supplies. *1
- Proper management of chemical substances is conducted in compliance with various laws related to protecting the environment as well as the DNP Group Management Criteria for Chemicals. *2

*1 DNP Group Green Purchasing Policy http://www.dnp.co.jp/procurement/jp/policy.html
*2 DNP Group Chemical Management Criteria http://www.dnp.co.jp/procurement/jp/standard.html

(3) Compliance Regarding Labor-Related Matters

- Equal opportunities for all employees, elimination of discrimination, and respect for and consideration of human rights are put into practice.
- A system is in place and in effect to prevent inhumane labor practices, such as child labor and forced labor.

(4) Compliance Regarding Information Security

- A very thorough system has been set up, comprised of a basic policy, internal regulations and other measures, as well as an educational and training program for the employees, to prevent the unauthorized release of information, such as personal information or confidential information obtained in the process of conducting business with other companies.

(5) Protection of Inside Informants

- An internal help desk has been set up where employees can bring their concerns, making it possible to prevent problems from occurring or to detect them in the early stages. Moreover, measures have been established to ensure that employees who bring up these problems do not suffer any retaliation.

(6) Compliance with Rules for Fair Competition

- DNP carries out its corporate activities in compliance with the relevant laws and regulations as well as in accordance with the rules for fair competition.

33 Promoting CSR Procurement 1 2 3

In addition to the DNP Group CSR Procurement Criteria, a set items required of suppliers by the DNP Group has also been established, so as to move our CSR activity another step forward.

Requests from the DNP Group to All of Our Suppliers

1. Competitive Prices	Promote cost reductions by reviewing raw materials and making improvements in such areas as the efficiency of the manufacturing process.
2. Superior Quality	Manufacture products that have outstanding properties and design, and are friendly to the environment.
3. Safety and Stability of Products	Complying with laws related to environmental issues as a given, carry out product safety management that goes a step beyond the parameters of social responsibilities. Moreover, continue manufacturing products of consistently stable quality, regardless of changes that may occur to the manufacturing base, production line, or environment.
4. Reliability and Speed of Delivery	Properly maintain inventories and locate distribution bases appropriately to ensure that products are supplied in a reliable and speedy manner.
5. Establish a Risk Management System to Deal With Disasters and Other Emergencies	Have a risk management system in place, such as a BCP (Business Continuity Plan), that is functional even before any emergency situation occurs, and lay out a system capable of coping with any supply situation.
6. Stable Management	Enhance the management monitoring function and create a system to prevent management crises from occurring. Furthermore, maintain management conditions to ensure that ongoing business relationships are sustained.
7. Provide Information Promptly	Promptly provide information regarding such matters as new products, developed products, and low-priced products. And establish a system to immediately respond to inquiries regarding or requests to investigate the environmental, safety, price, or other aspects of products.
8. Nurturing Human Resources	Actively promote the nurturing of human resources by creating educational programs aimed at ensuring that knowledge of the company's technology and business operations is acquired by the employees efficiently and as early as possible.
9. Create a Sound Corporate Culture	Create a corporate culture where the employees are cheerful and have a positive attitude toward their work, and they are able to freely speak out about in-house issues.
10. Social Contributions	Actively promote efforts to make social contributions through the development, manufacture, sale of products, and other corporate activities.

35 DNP's Corporate Communications

Examples of Communications with Different Types of Stakeholder 2 - 1

Stakeholder	Means of Communication	
Shareholders and Investors	• General Shareholders Meeting • Individual meetings with investors	• Plant tours • Strategy / Technical Seminars, etc.
Customers (Consumers)	• PR efforts • Information exchange through business talks • Plant tours	• Solution seminars (Seminars offering optimum solutions for communication issues between corporations and consumers) • Exhibitions at business shows • Customer surveys, etc.
Employees	• Interviews with superiors (Management by Objective System) • Employee surveys • Consultation desks for life planning, mental health, etc. • Labor-Management Friendly Conferences • Open Door Room, etc.	
Trading Partners	• Trade talks and information exchanges during auditing • DNP Group CSR Procurement Criteria Compliance Survey • Testing of the chemical content in materials, etc.	
Local Communities	• Plant tours / acceptance of apprenticeships • Dispatch of lecturers to educational institutions • Local cleanups • Local environmental conservation activities • Participation in local events • Local anti-disaster, anti-crime, and fire safety activities	• Renting of facilities • CSR Seminars for job-hunters • Internships • ggg, ddd, CCGA, Louvre - DNP Museum Lab, etc.


General Shareholders Meeting display panel


"Second life" preparation guidance


On-site audit of CSR Procurement Criteria compliance


Business show

Employee Survey


Louvre - DNP Museum Lab Event

35 DNP's Corporate Communications

2 - 2

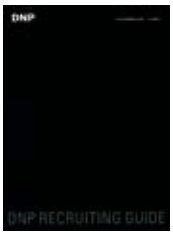
Stakeholder	Communication Tools	
Shareholders and Investors	• Website • Video news (DNP NEWS CHANNEL) • Shareholder reports (DNP Report)	• Annual Reports • CSR Reports, etc.
Customers (Consumers)	• Website • Video news (DNP NEWS CHANNEL) • Corporate brochures • CSR Report • Pamphlets about products and services • Showrooms	• Marketing dispatch (Information magazine that approaches marketing from a "corporate and consumer communication" perspective) • Solution dispatch (Information magazine that presents optimal solutions for corporate and consumer communication issues), etc.
Employees	• Internet • Company news bulletin / Company news in video • DNP Group Vision for the 21st Century / DNP Group Code of Conduct • "Message from the President" • "DNP Spirit" Pamphlet	• CSR Report • In-house magazine "Healthy Life" • Mental Health Guidebook and DVD • In-house magazine "Second Life Design Book" • In-house magazine "Corporate Pension Fund Guide," etc.
Trading Partners	• Website • Video news (DNP NEWS CHANNEL) • Basic Procurement Policy • DNP Group CSR Procurement Criteria • Request from the DNP Group to its Suppliers	• CSR Report • Green Purchasing Policy • DNP Group Management Criteria for chemicals, etc.
Local Communities	• Website • Video news (DNP NEWS CHANNEL) • Corporate brochures	• New Employee Guide • CSR Report • Graphic Design Annual, etc.


Homepage

CSR Report

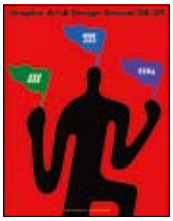

Annual Report


Corporate Brochure


New Employee Guide


Video news (DNP NEWS CHANNEL)

In-house magazines


Graphic Design Annual


Shareholder reports (DNP Report)

36 Enhancing IR Efforts

Disclosure Policy

(1) Information Disclosure Standards	Our company promptly discloses information in accordance with the Financial Products Exchange Law and other related laws, as well as the "timely disclosure rules" established by the Tokyo Stock Exchange. We also promptly and actively disclose information even if it does not apply to the timely disclosure rules, as long as we believe that the information is considered necessary and helpful to promoting further understanding of our company.
(2) Methods of Information Disclosure	In accordance with the timely disclosure rules, after briefing the TSE in advance, we publicly disclose important information that applies to those rules through TDNet (a system for the timely disclosure of information provided by the Tokyo Stock Exchange) and to the news media. We also promptly post such information on our website In addition, we provide information considered useful in enhancing the understanding of our company by posting this information on our website and/or in the news media.
(3) Period of Silence	Before the announcement of our financial statements, we have a "period of silence," during which we refrain from responding to comments and inquiries regarding our settlement, in order to ensure fairness. However, even during that period of silence, we promptly disclose any information anticipated to cause major changes in our business results. Furthermore, we will respond to any questions regarding information that has already been disclosed.

37 The DNP Group's UD

Universal Design Declaration

A company such as DNP, which is closely tied to the business of information and developed "Shueitai" as its original typeface, is of course dedicated to print that is beautiful and easy to read. We have responded to an ever-changing Japanese language environment in which character types have increased and decreased, along with a transition from vertical to horizontal writing, and the use of coding and European languages, and we are always seeking to develop easy to read characters as we meet the increasing need for diversity in media and expression. Shueitai has never lost its shine since its birth during the Meiji Period, and continues today to meet the demand for beauty and ease of legibility for all readers of Japanese.

DNP's business has by now expanded from publication printing to commercial printing and Smart cards, and even further into packaging, living space materials, and electronics, so much so that it can be said that "Everyone, everyday, has some contact with DNP's products and services." We have expanded our "dedication to print that is beautiful and easy to read," which has been with us since our founding, to include "dedication to creating secure, safe and convenient products and services that are easy to use by every individual consumer."

Our determination to consider everyone is the source of our DNP Group UD. We have been striving to make all DNP products and services usable to as many people as possible. So as to make our UD efforts more fruitful, we established the DNP Group 5 Universal Design Principles. We blend a Universal Design perspective into every segment of our business, so as to meet the diverse needs of consumers and our over 30,000 client companies. Our UD efforts are a part of our goal of contributing to the realization of a universal society in which all can live comfortably and safely.

October 2008
Chairman, UD Promotion Committee

38 UD Efforts in Business 1 2 3

5 Universal Design Principles in Packaging

The UD Concept: Packaging that enables the comfortable use of products for as many people as possible.

Principle 1 Easy expression for necessary information

User information, such as expiry dates and ingredients, is in simple language and is expressed with appropriate and easy-to-understand features such as color, letter size, layout, and embossing.

Examples: packages with intuitive, easy to open, embossed Braille, illustrations using pictograms

Principle 2 Use in simple intuitively understood ways

Products can be used properly without being influenced by factors such as experience, knowledge, or visibility.

Examples: packages with openings big enough to grasp with your fingers, packages that are easy to hold, and packages that can be distinguished by their shape.

Principle 3 Flexible and safe when used

Offers consumers choice in use and has a safety-oriented design for users.

Examples: packages that do not easily transmit heat, packages made of materials that are easy on the hands, and packages that are easy to store.

Principle 4 Appropriate weight and size

Products that have a certain degree of freedom in choice with a variation of size and volume for carrying, storage, and so forth.

Examples: package sizes according to use, packages that can be repacked into smaller portions, importance given to mobility by being lightweight and compact.

Principle 5 Usable without excessive force or movement

Can be handled with minimum strength and without resorting to unnatural postures or movements

Examples: Packages that can be opened from either side, easy-to pour bottles, and products placed in easy-to-remove packages.

Option 1 Products with attractive shapes and expressions

The overall package is appealing and has pleasant designs and shapes.

Option 2 Easy to separate and discard

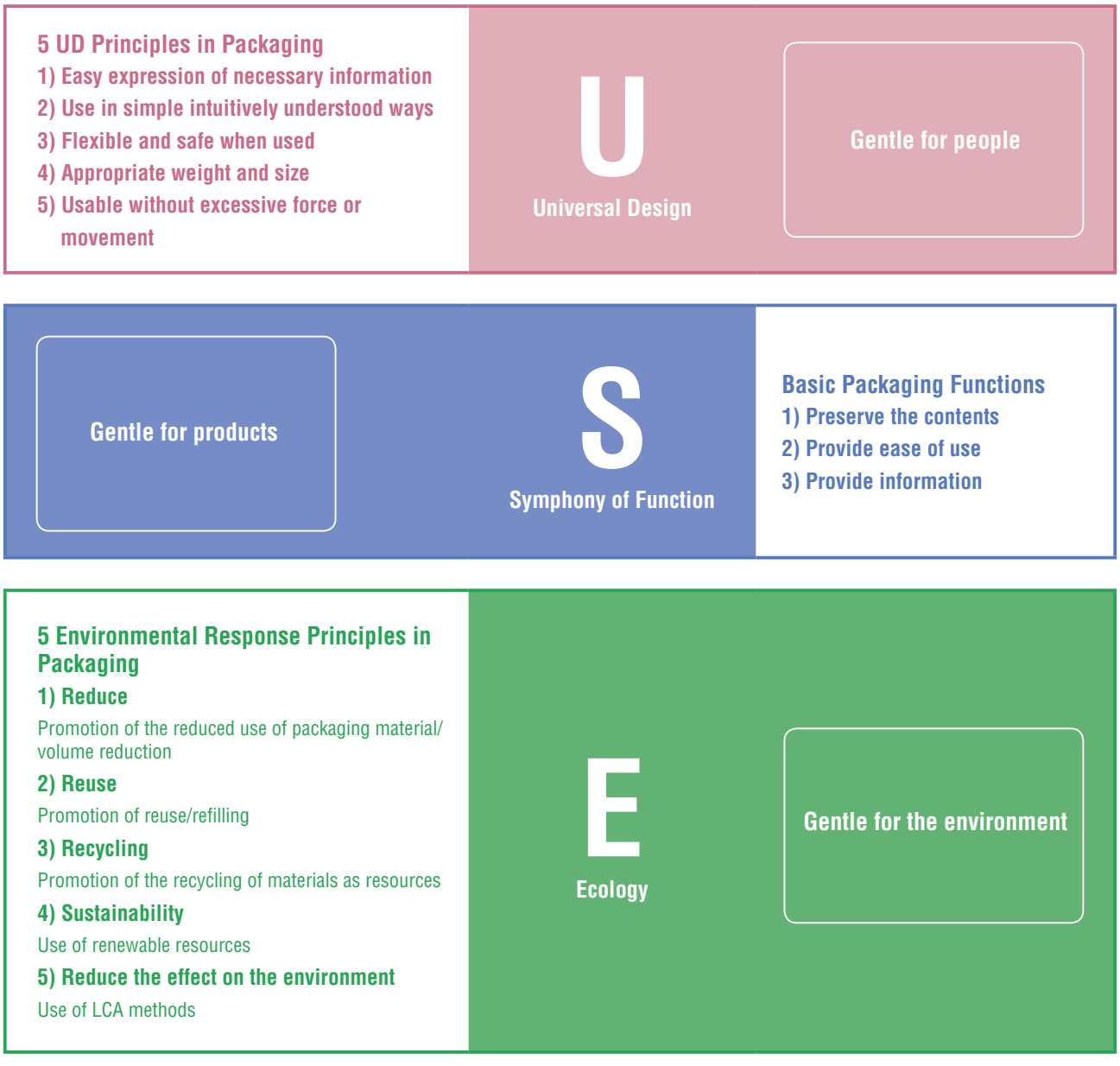
Products with shapes and structures that are easy to dispose of and separate for garbage collection.

38 UD Efforts in Business 1 2 3

Packaging Design Guidelines – USE·FULL® Packaging -

We are continuing to pursue efforts in life-related packaging, such as foods, beverages and daily items.

"USE·FULL®" stands for DNP's packaging design guideline, which focuses on "gentle" designs from consumers' view points. Having three key words; "Universal Design" (gentle for people), "Symphony of Function" (gentle for products) and "Ecology" (gentle for the environment), we put efforts into various socially conscious packaging designs.



38 UD Efforts in Business 1 2 3

Our Human Research Lab, a Usability Verification Facility

The Human Research Lab is a specialized facility dedicated to examining the psychology and behavior of consumers, from product recognition through selection, purchase, and use. It has created its own methods for evaluating the degree to which brand value is correctly communicated to consumers, so that such evaluations can be used in proposals.

The Human Research Lab works closely with the PUL (Packaging Usability Laboratory), a facility that evaluates packaging ease of use, enabling a comprehensive evaluation of use-accessibility and product appeal.

Main examination points

- Product recognition from ad tools such as posters and commercials
- The effect on purchasing of storefront POP and package design
- Ease of use of package shape and user manuals.

Consumer behavior processing module

This consumer behavior processing module systematized exclusively by DNP divides consumer behavior into three processes: Recognition, Selection and Purchase, and Use (including storage and disposal). Comprehensive brand evaluation is achieved through the detailed unearthing of issues in each of these processes.

The three analysis methods shown on the right are combined corresponding to the survey details, and a comprehensive evaluation is performed in which the degree to which the brand message of the product or service is being correctly communicated to the consumer.

Brand Analysis Methods

Psychological analysis	Analysis relying on interviews and questionnaires.
Behavioral analysis	Analysis of the actual experience of the product or service, such as what kind of product designs found on store shelves are often available.
Physiological analysis	Analysis that measures human physical response, such as line of sight, etc.

39 Maintaining the World's Top Standard of Quality 1 2

The DNP Group created our "DNP Group Quality Policy" in 2005, with the goal of maintaining and improving our manufacturing at a level that produces safe products with the highest standard of quality in the world.

DNP Group Quality Policy

1	We synthesize printing technology and IT under the "P&I Solutions DNP" banner, offering products and services with the highest standard of quality in the world as solutions to issues facing our customers, and gaining the trust of our customers by maintaining and exceeding that level.
2	Our mission is to provide products and services that are safe and environmentally-conscious, and we seek to minimize environmental impact.
3	We shall develop the world's leading edge production technologies, and the highest global standard of efficiency in our manufacturing system.
4	All employees shall be united in seeking to maintain and continuously improve a quality system that consistently satisfies our customers, through *TAIWA* both inside and outside the company and our "Observe, Listen and Think Carefully" policy.

39 Maintaining the World's Top Standard of Quality 1 2

Acquiring Certification for Quality Assurance

ISO9000 series acquisition status

Operations/Group companies	Factory	Obtained in:
Information Communication Operations DNP Data Techno Kansai/DNP Media Techno Kansai DNP Media Create	Osaka, Ono, Nara	Dec. 1999
IPS Operations, DNP Data Techno	Warabi, Enokicho, Ushiku, Kamiya	Nov. 1997
DNP Seihon	Akabane	Nov. 2002
DNP Digitalcom	Warabi, Kamiya, Gotanda, Ichigaya	Dec. 1999
Information Media Supplies Operations, DNP IMS	Sayama, Okayama, Shiga	Jul. 1995
Information Media Supplies Operations, DNP IMS Odawara	Odawara	Dec. 2007
DNP Fine Chemical Fukushima	Tokyo, Fukushima	Aug. 1996
Opto-Materials Operations, DNP Opto-Materials	Okayama, Mihara	Feb. 2003
Lifestyle Materials Operations, DNP Lifestyle Materials	Tokyo, Kobe, Okayama	Nov. 1997
Lifestyle Materials Operations, DNP Ellio	Tokyo, Osaka	Sep. 1998
Packaging Operations, DNP Technopack Yokohama	Yokohama, Sayama	Mar. 1998
DNP Technopack Tokai	Nakatsugawa	Nov. 1999
Packaging Operations, DNP Technopack	Sayama, Izumizaki	Apr. 1998
Packaging Operations, DNP Technopack Kansai	Kyoto, Tanabe	Jun. 1998
Energy Systems Operations/DNP Energy System	Izumizaki	Mar. 2010
Electronics Devices Operations, DNP Fine Electronics	Kamifukuoka, Kyoto, Kuki	Nov. 1994
Display Components Operations, DNP Precision Devices	Mihara, Otone, Kurosaki	Dec. 1997
DNP LSI Design	Fujimino, Kyoto, Sapporo	Dec. 2004
DT Fine Electronics	Kawasaki, Kitakami	Oct. 2002
MEMS Center	Kashiwa	Mar. 2010
DNP Hokkaido	Sapporo	Oct. 2000
DNP Tohoku	Sendai	Nov. 2009
DNP Shikoku	Tokushima	Jan. 2002
DNP Nishinippon	Chikugo	Feb. 2000
DNP Information Systems	Sapporo, Yamagata, Tokyo, Nagoya, Osaka, Fukuyama, Fukuoka, others	Apr. 1999
DNP Fine Chemical	Tokyo, Kasaoka	Jun. 2003
Hokkaido Coca-Cola Bottling	Sapporo	Feb. 2007
DNP IMS America Corportation	U.S.A. (Concord)	Apr. 1997
DNP IMS Netherlands B. V.	Holland (Badhoevedorp)	Mar. 2009
PT DNP Indonesia	Indonesia (Jakarta)	May 2002
DNP Photomask Europe S.p.A.	Italy (Agrate)	Jan. 2005

Certified food safety and quality management system ISO22000 certification status

Operations/Group companies	Factory	Obtained in:
DNP Facility Services	Cafeteria at the C&I Building, Hakone, other	Oct. 2006
DNP Hoso	Akabane	Apr. 2009

40 Product Safety Efforts

DNP Group Product Safety Policy

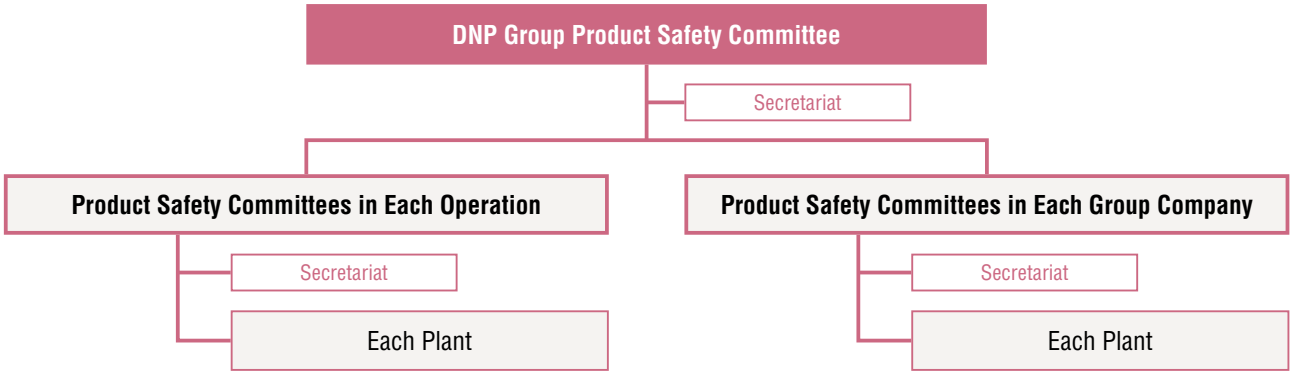
DNP Group products conform to required standards and legal regulations without fail, and our basic guideline requires that we meet our corporate social responsibilities by offering products which exceed customer needs and expectations for safety. These Guidelines are known throughout the DNP Group, and product safety controls are thoroughly enforced.

The DNP Group shall engage in the following product safety efforts under the basic policy noted above:

1. Ensuring product safety is a priority issue.
2. Thorough product safety evaluations are conducted prior to new product sales.
3. We shall work to gather data from consumers and customers concerning safety.
4. In the event of a product accident occurrence, we shall seek to prevent recurrence by taking prompt and appropriate actions including gathering data, issuing notices both within and outside the company, product recalls, etc.

Revised May 10, 2007
Established 1994

Diagram: DNP Group Product Safety Control System



41 Respect for Diversity 1 2 3 4 5 6

Personnel Data

For DNP (simple) as of March 2010

Simple	Director	Senior Expert (Leadership position level 2 and above)	Employees	Average age	Average number of years continuously employed
Male	24	1,453	8,907	38.4	14.9
Female	0	21	1,632	30.8	8.7
Total	24	1,474	10,539	37.2	13.9

Consolidated	Overseas Group companies Directors		Overseas Group companies Employees		Employees	
	Local	24	Asia	4,567	Male	32,850
			America	416		
	Japan	75	Europe	280	Female	6,793
	Total	99	Total	5,263	Total	39,643

Work Status Data

	Number of employees retiring, according to reason			Annual turnover ratio* (simple)		New employee settlement status (percentage still at company after 3 years)	No. of part-time/non-regular employees (simple)
	Personal reasons	Reached retirement age	Number of employees at end of previous year	Personal reasons	Reached retirement age		
FY2009	140	68	9,852	1.42%	0.69%	88.8% (joined DNP in 2006)	1,740
FY2008	221	81	9,396	2.35%	0.86%	86.5% (joined DNP in 2005)	891
FY2007	258	84	9,003	2.90%	0.90%	88.0% (joined DNP in 2005)	402

*Turnover rate: Number of employees that left service/number of personnel at the end of previous fiscal year

41 Respect for Diversity 1 2 3 4 5 6

Diversity Promotion Meetings

1st meeting (December 22, 2008)	
Theme	"A Male-oriented society" and "A Diversity-oriented society (society in which diversity is respected)" - Female employees feel they are not accepted -
Lecture	"Realizing female employee potential brings success" Inemi Akita, President, Ms Co., Ltd.

2nd meeting (January 19, 2009)	
Theme	What constitutes fair and just personnel development and hiring for women? - The need for role models -
Lecture	"My career" Minako Miyama, General Manager, C&I Operations
Lecture	"What we can see from career examples" Masanobu Suzuki, General Manager, Career Counseling Center

3rd meeting (February 23, 2009)	
Theme	Creating a workplace environment that takes advantage of our systems - Work-life balance perspective -
Lecture	Akio Doteuchi, Chief Researcher, NLI Research Institute

4th Meeting (February 4, 2010)	
Theme	What does "Work-Life Balance" mean to the corporation? - Essence of WLB, concrete measures and benefits -
Lecture	Naoki Atsumi, Director, Diversity & WLB Research, TORAY Corporate Business Research

41 Respect for Diversity 1 2 3 4 5 6

Diversity Promotion

Results of efforts	FY2009	FY2008	FY2007
Network learning **Number of course participants in "Intro to Diversity Promotion"**	"Intro to Diversity Promotion" held again, expanded to reach all DNP Group employees **23,996**		

Active Support of Female Employees

Results of efforts	FY2009	FY2008	FY2007
Female Employee Active Support Seminars Number of enrollees (cumulative total since FY2006)	**1,058**	675	393

Well-Established Hiring of the Physically-Challenged

Results of efforts	FY2009	FY2008	FY2007
• Enhancing facilities and work development so as to provide for success for the physicallychallenged • Implementation of ongoing recruitment • Implementation of normalization training for supervisors where the physically-challenged are employed	**Hiring rate 1.69%** (simple)	Hiring rate 1.81% (simple)	Hiring rate 1.74% (simple)

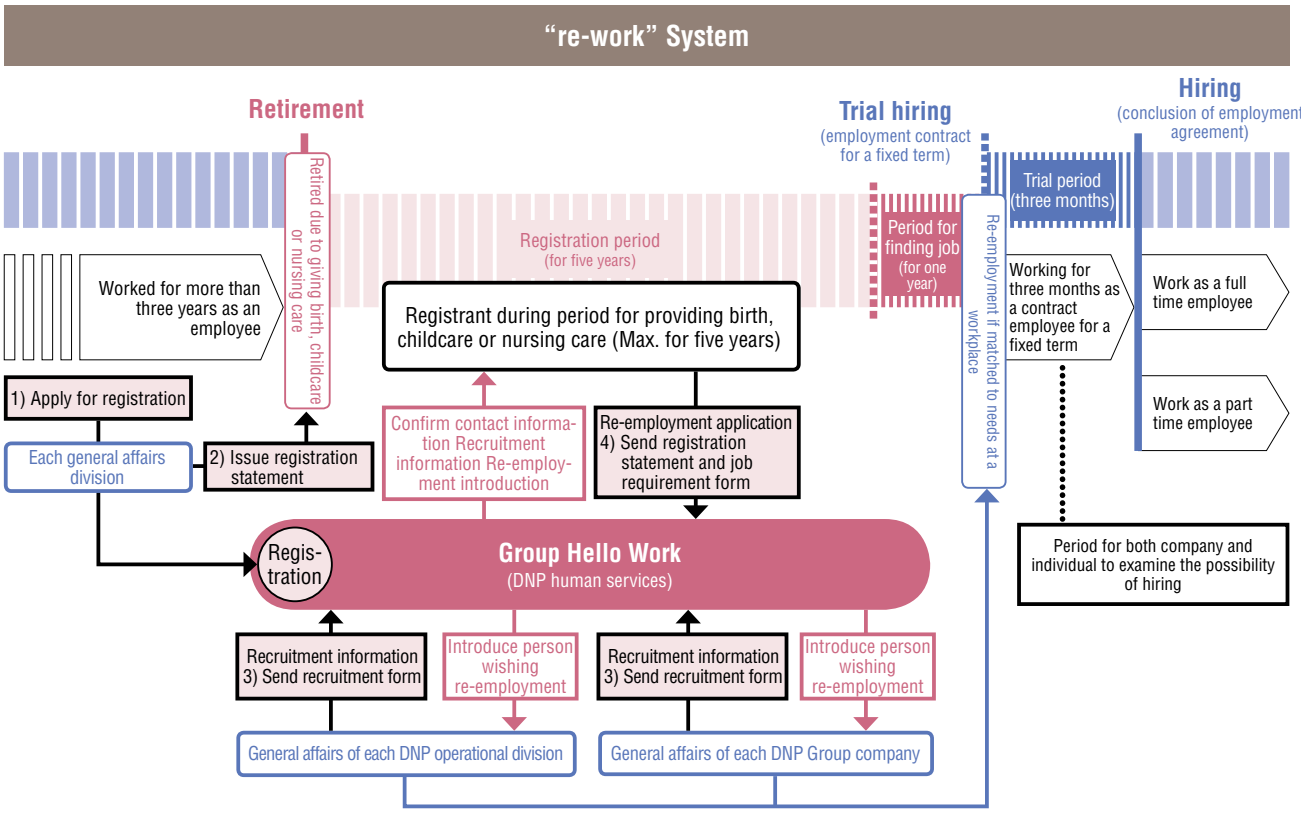
Efforts to Employ Senior Citizens

Results of efforts	FY2009	FY2008	FY2007
Senior officer system Employees who want to continue working as professionals after reaching their mandatory retirement age may continue as "Senior staff" after consulting with the company	**Employees using the system 76.5%** (simple)	Employees using the system 81.5% (simple)	Employees using the system 77.3%

41 Respect for Diversity 1 2 3 4 5 6

Re-Employing Former Employees

Results of efforts	FY2009	FY2008	FY2007
"re-work" System This makes it possible, under certain conditions, for former employees who, having been forced to stop work for childcare or nursing care purposes, find that their life circumstances have changed and would like to put their experience to work again and become employees.	As of March 2010 Registrants 95 Number re-employed 1	As of March 2010 Registrants 80 Number re-employed 0	As of March 2010 Registrants 67 Number re-employed 2



We can meet a diversity of needs by using the "Group Hello Work" organization, which functions as the information organizer/provider and consultation desk for both parties, to manage DNP Group recruitment information comprehensively. This makes for a smooth transition from leaving work through re-employment.

We use this "Group Hello Work" system for the re-employment of registrants, and anticipate an increase in re-employees in the future.

41 **Respect for Diversity** 1 2 3 4 **5** 6

Individualized Life Plans

Results of efforts		FY2009	FY2008	FY2007
Life Planning Promotion System Joint labor-management programs, such as the distribution of magazines and holding seminars	Results of guidance/explanatory meetings held *	• "Second Life" Preparation guidance for 55 and 54-year-olds • Explanatory meeting about public pensions, employment insurance for 57-year-olds	• "Preparatory guidance" for 55 and 54-year-olds • Explanatory meeting about public pensions, employment insurance for 57-year-olds	• "Preparatory guidance" for 55-year-old • Explanatory meeting about public pensions, employment insurance for 58 and 59-year-olds
	Participants (including spouses)	**788**	977	844
Life Plan Consulting Provides information about pensions, employment insurance, motivation for living, lifelong education, etc. to assist with individualized planning for life after retirement.	No. of consultations	**Around 250**	Around 300	Around 1,800 (respones to pension record issues)

"Second Life" Preparation Guidance

This is joint labor-management sponsored guidance for employees in the year in which they turn 54. It was held at our major sites nationwide 12 times in FY2009, and attended by a total of 452 persons, which includes employees and their spouses. The guidance is aimed at aiding the "realization of a fulfilling and rich 'second life,'" with the main focuses of preparation explained as "purpose, health, and household finances." One aspect of efforts not made at other companies that gets particularly high marks is the explanation of how to forecast public pension income according to the age level of each spouse, and how to forecast income in the event the husband passes away first. Also, in addition to "second life" preparation guidance, the majority of people also participate in the "explanatory meeting about unemployment insurance" for employees reaching their 58th birthday.

41 Respect for Diversity 1 2 3 4 5 6

Transparent and Fair Hiring Practices

We provide opportunities equally to any motivated person who shares our corporate vision, and use fair and equitable methods to select and hire employees. We also actively participate in internship programs.

Results of efforts		FY2009	FY2008	FY2007
New hiring (Simple)		Accepted in FY2010	Accepted in FY2009	Accepted in FY2008
We inform candidates of the type of person we are looking for, the steps in our hiring process, the timing of each step, and what we are looking for in each interview. We also assign young employees as recruiting partners to give candidates a real-life picture of our company.	Clerical	Male 84 Female 45 Total 129	Male 122 Female 65 Total 187	Male 110 Female 58 Total 168
	Technical	Male 100 Female 29 Total 129	Male 183 Female 58 Total 241	Male 212 Female 55 Total 267
Hiring of new high school grads (simple)		Male 40 Female 29 Total 69	Male 72 Female 42 Total 114	Male 81 Female 40 Total 121
Mid-career hiring (Simple) We advertise broadly via the Internet, with no age restrictions. We explain clearly and specifically the job duties of the positions we seek to fill.		Accepted in FY2009 21	Accepted in FY2008 31	Accepted in FY2007 74
Internships (arranged jointly with affiliates) In response to requests from schools and students seeking experience in the working world, we provide students with opportunities to gain work experience. These opportunities do not necessarily lead to regular employment.		During August - September 2009 102 interns were accepted in 46 categories	During August - September 2008 85 interns were accepted in 43 categories	During August - September 2007 104 interns were accepted in 83 categories

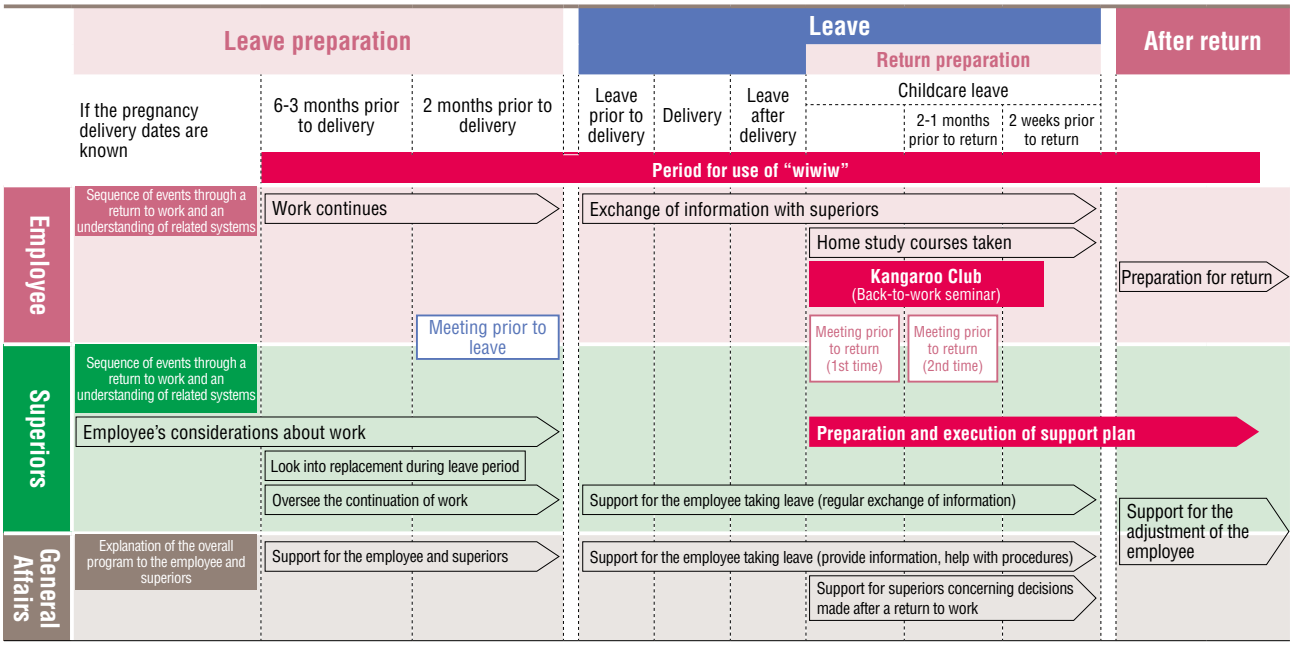
42 Support for Next-Generation Childrearing

Childcare Leave

Results of efforts	FY2009	FY2008	FY2007
Childcare leave • Until April 30 of the child's second year, or until a child is 18 months old • An employee can take childcare leave up to twice per child during the childcare leave period.	Participants 143 (simple)	Participants 109 (simple)	Participants 86 (simple)

Back-to-Work from Childcare Leave Program

This system supports employees so they can feel secure about taking leave for childbirth or childcare and smoothly return to the workplace afterward while seeking a balance between work and family life.



Results of efforts	FY2009	FY2008	FY2007
Registrants for Internet program "wiwiw", for support for returning to work after childcare	As of March 2010 146 (simple)	As of March 2009 125 (simple)	As of March 2008 84 (simple)
Participants in the "Kangaroo Club" back-to-work seminar	February 2010 Tokyo 54 (14 males) Osaka 12 (2 males) Other meeting places 2	January 2009 Tokyo 56 (12 males) Osaka 8	January 2008 Tokyo 40 Osaka 6

43 Creating a Creative and Energetic Corporate Culture

Fair Evaluation and Treatment

Results of efforts		FY2009	FY2008	FY2007
Ranking and salary Individual performance is evaluated according to his/her current role and results and ranked accordingly. Monthly salary and bonus standards are interlocked, while seniority is excluded from evaluation. Introduction of the following monthly salary systems: "Role learning salary and role basic salary", which are evaluated based on employee's learning status for the general staff and development status for managers of each ranking. "Role performance salary", which is evaluated based on the employee's ranking and performance during the period.	Average annual compensation	JPY6,467,720	JPY6,818,780	JPY6,945,465
Award system This system includes awards for job performance, achievement of goals, and years of service (25 years) - based on results achieved semiannually and annually.	For job performance (special annual award)	36 awards	37 awards	37 awards
	For achievement of goals (special annual award)	14 awards	23 awards	22 awards
	For years of service	518 persons	495 persons	486 person

Valuation/compensation systems (management by objective system, etc.)

At regular intervals, subordinates sit down with their supervisors for individual discussion and *TAIWA* concerning future performance targets and past performance evaluation. This increases mutual understanding between employees and supervisors and aids employee self-realization. We are working to make this system acceptable to both superiors and subordinates through participation in training, etc. Evaluation results are directly reflected in salaries and bonuses.

Feedback from personnel evaluation results is also gradually expanding.

44 Work-Life Balance Support

Flexible Work Styles

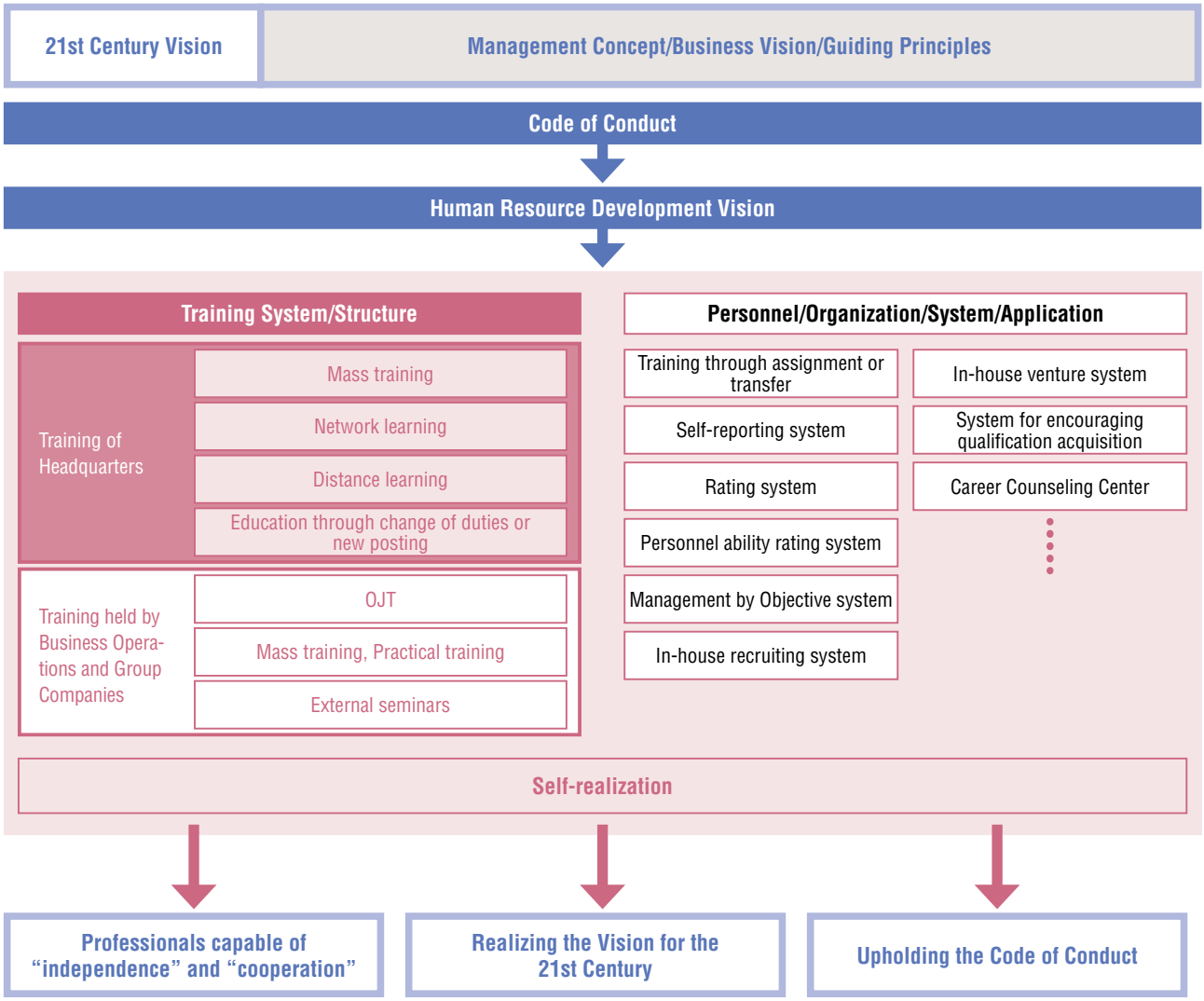
Results of efforts		FY2009	FY2008	FY2007
Employment system Flexible employment system which corresponds to the work attributes of each employee, incorporating: • Flex time system • Discretionary working system • Part-time working hours, etc	Coverage (simple)	58.6%	58.6%	63.0%
Leave system Diverse leave systems that accommodates the lifestyle of each person. • Annual paid vacation (maximum of 20 days a year) • Childcare leave • Life-support leave Annual paid leave	% taking leave (simple)	36.3%	34.3%	34.4%
Family nursing care leave Up to 366 days per eligible family member, no limit on the number of times	Participants (simple)	6	4	2
Consultation office Consultation with specialists about the topics of housing (financial planning, housing selection, design and construction), legal issues (inheritance, family matters, and accidents), taxes, and sexual harassment.	Number of consultations	1,995	1,878	1,638
	On-site consultation	Nationwide 9 locations Total 28	Nationwide 11 locations Total 28	Nationwide 6 locations Total 24
Mutual relief association The continuous creation of independent structures for mutual relief efforts funded jointly by the company and the labor unions.	Congratulatory/ Condolence benefit	8,665	8,912	8,005
	All loan types	112	133	122
	Children's scholarship (scholarship, stipend)	62	63	62

45 Promoting Human Resources Development 1 2 3 4

Human Resource Development Vision

- Each DNP employee strives to gain specialized knowledge and skills, to act as a self-reliant individual according to the Guiding Principles (5 Principles) and the DNP Group Code of Conduct, which have at their core the *TAIWA* proclaimed in the DNP Group 21st Century Vision, to realize our Business Vision, and furthermore, to achieve personal growth and self-realization.
- The company seeks to construct structures, systems, and a work environment even more conducive to nurturing the emergently evolving corporate culture that will form the foundation for each employee to play his or her role to the fullest and achieve personal growth and self-realization as a self-reliant individual.

Personnel and Human Resources Development Efforts for Realizing our Vision



45 Promoting Human Resources Development 1 2 3 4

Support for Employees Seeking Career Advancement 2 - 1

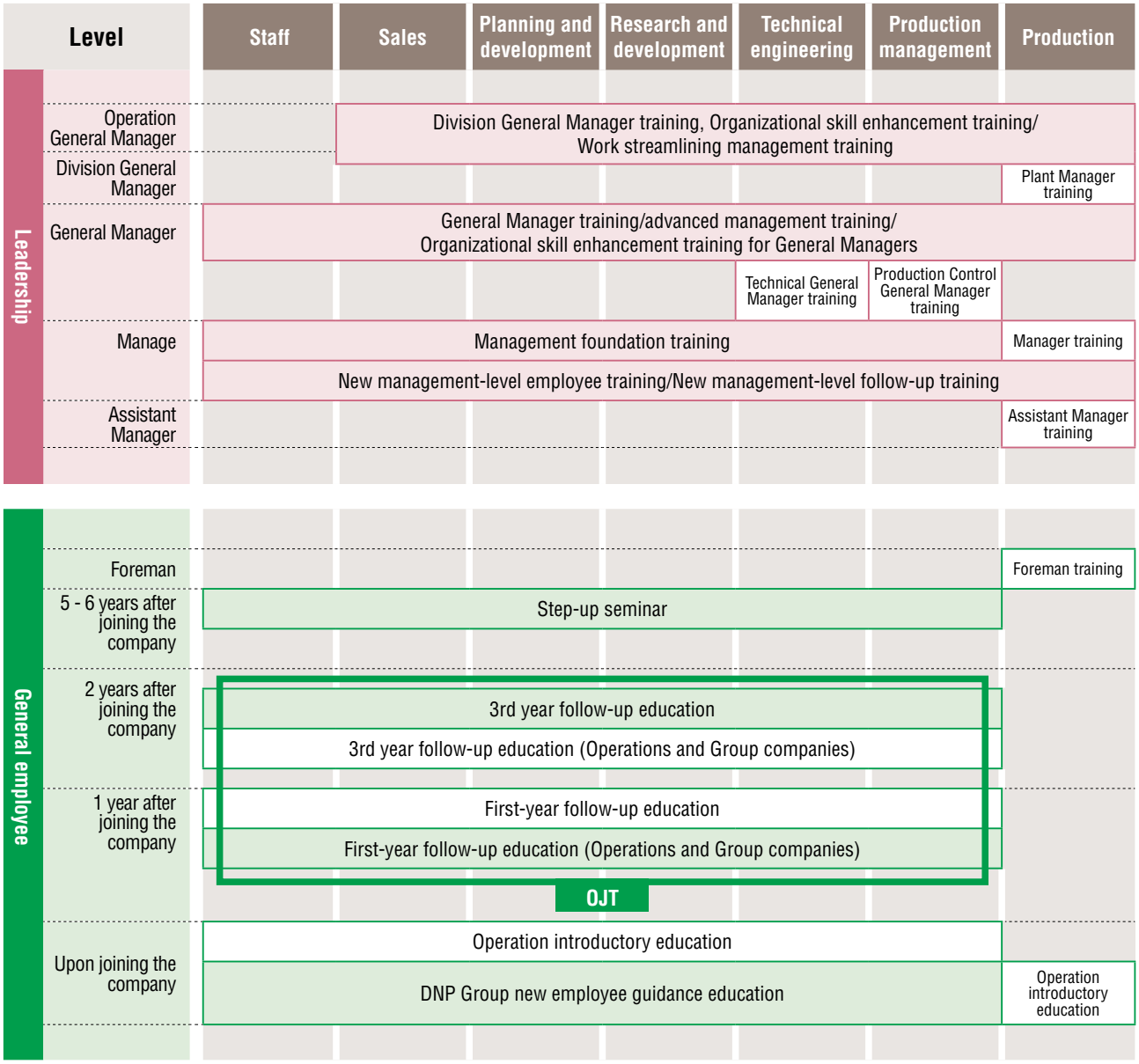
Results of efforts	FY2009	FY2008	FY2007
In-house recruiting system Personnel with specialized skills capable of bringing about the realization of new solutions, business development, technological development, or product development in line with the DNP Group's business strategy are recruited from within the Group, so as to achieve the effective use of personnel and the enlivening of organizations. The employee is given the opportunity to choose his or her workplace independently.	Applied 181 Transferred 25	Applied 90 Transferred 40	Applied 119 Transferred 47
Self-reporting system Employees fill out a "Self-Reporting Form" once annually, in which they describe the form they would like their career to take and note the kind of self-realization steps and workplace transfers they desire toward that end. The report is then submitted to the employee's superiors. This sparks the employee's motivation toward self-realization, facilitating the acquisition of practical skills by the employee while also developing the supervisor's consciousness concerning guidance and development of his or her subordinates.	Interviewed 295 Transferred 133	Interviewed 302 Transferred 112	Iterviewed 312 Transferred 115
In-house venture system We inaugurated this system for timely creation of new business in response to a rapidly changing society in 2000 with the goal of unearthing the seeds of new businesses buried within our company and making active use of the ideas of our employees. Under this system, an employee submits a new business idea, and if it passes an in-house examination DNP provides a variety of forms of support, such as funds, personnel, and facilities, with the employee that came up with the idea of running the business as a manager.	Current Group companies	Date of establishment / Business content	
	CP Design Consulting	Established March 28, 2002 Personal information protection consulting	
	M's Communicate	Established September 12, 2003 Customer membership system services consulting	
	At Table	Established September 1, 2004 Sales promotion support for supermarkets	
	YouToo	Established January 32, 2006 Mobile phone content (sports such as soccer, etc.) site management	
	My Earth Project	Established July 7, 2008 Sales of global environment card game, "My Earth"	
In-House Learning in a different department Under this system, an employee can take the initiative in requesting the opportunity to accumulate experience in another department or office for a fixed term, after which the employee returns to his or her original position and puts the new knowledge and skills into practice. This system expands the range of work that the employee can undertake, and also improves quality. The superiors at the transfer department provide support for the visiting employee's goal attainment, and afterward both the employee and the superiors at both the employee's original and transfer departments discuss the situation thoroughly so as to ensure appropriate reassignment after the employee has returned.	5	1	0

45 Promoting Human Resources Development 1 2 3 4

Results of efforts	FY2009	FY2008	FY2007
Qualification support program This program pays incentives to employees who acquire specialized knowledge, skills, or qualifications needed for their job (covers about 130 types of qualification, up to 100,000 yen).	Recipients 594 (Simple: 303)	Recipients 745 (Simple: 362)	Recipients 783 (Simple: 279)
	Increase in employees with qualifications for specialized knowledge and technology necessary for work, primarily IT-related work		
Meister system We introduced our "Meister System" in 2001, which is focused on our production technicians who possess valuable technical skills. This system is geared to getting back to the roots of industry by recognizing the importance of professional skills and thereby providing training, evaluation, and benefits. Those granted the title "Meister" are recognized as having met the following three qualifications: Specialized knowledge, skills, and creativity; Recognition and confidence received from colleagues; Leadership ability. Leadership ability is especially important because the passing on of skills is at the core of this system.	Designees: 1 Cumulative total of recipients at end of March 2010: 50	Designees: 2 Cumulative total of recipients at end of March 2009: 49	Designees: 0 Cumulative total of recipients at end of March 2008: 47
Special skills recognition program This system rewards Employees with an exceptionally high level of specialization as technology researchers, developers and planners, whose talents are recognized widely both inside and outside the company. There are two reward levels corresponding to the specialization level.			
(1) Chief Researcher/Chief Planner We take certification applications once a year from people using their specialized skills in technical R&D, systems development, or planning, both through self-recommendation or the recommendation of other(s). These applications are evaluated and certified based upon the Certification Criteria.	Designees: 2 Cumulative total of recipients at end of March 2010: 18	Designees: 0 Cumulative total of recipients at end of March 2009: 16	Designees: 3 Cumulative total of recipients at end of March 2009: 16
(2) Fellow Chief Researchers/Chief Planners are certified as Fellows when they are deemed to have an outstanding character and have either been recognized as authorities through public acclaim or have been responsible for striking business results Certification Criteria are established for each of the following evaluation categories: Results, Public Acclaim, In-House Acclaim, Competency. These Criteria are announced to all DNP Group employees. DNP seeks to have employees working in technical R&D and planning set targets for their career development based upon the achievement of these Certification Criteria.	Designees: 0 Cumulative total of recipients at end of March 2010: 1	Designees: 0 Cumulative total of recipients at end of March 2009: 1	Designees: 1
Career Counseling Center Provides counseling and guidance regarding career development	Persons seeking consultation 253 Company training instructor (New Employee Training) Consulting services by dispatched consultants (Kansai/Kyushu) Total: 15 times	Persons seeking consultation 217 Company training instructor (Diversity Promotion Meetings, New Employee Training)	Persons seeking consultation 196 Practical Course In Career Design Held 4 times, 30 participants

45 Promoting Human Resources Development 1 2 3 4

Chart of Training According to Level



*CSR and compliance courses are always included in the training described below.

45 Promoting Human Resources Development 1 2 3 4

Training Programs (Overview) 2 - 1

Staff	Sales	Planning and development	Research and Development	Technical engineering	Production management	Production
Labor management education		Planning enforcement training		IE experts training		
Work streamlining expert training						
		Technical seminars (90 courses)				
New entry staff education	Solution business training					Foreman expertise training
	Networking with external entities					
	Pricing training					
	Sales and planning seminar					
	Project management training					
	Sales and planning intellectual properties basic		Engineering intellectual properties basic			
	Sales and planning intellectual properties advanced		Engineering intellectual properties advanced			
	Preparatory course for Promotional Marketer Examination		Mechatronics training			
	IT experts' training					
	Seminar for administrator qualification					
	Seminar for information security administrator qualification					
			Training for the third type lead electric technician qualification			
			Training for the second type lead electric technician qualification			
New business development support seminar						
New career design training						
Business manner instructor training						
Supervisor instructor training						
New employee supervisor education						
Normalization seminar						
Sign language course (regular, advanced)						
International communication skills (English, Chinese, Korean)						
Inter-cultural management training						
Global human resource development training, Global human resource development follow-up training						
Computer literacy education						
Seminar to support women's careers						

45 Promoting Human Resources Development 1 2 3 4

2 - 2

Mandatory for all employees | Mandatory for first and second year entry employees | Limited course

Network learning

Staff	Sales	Planning and development	Research and development	Technical engineering	Production management	Production
						Health and safety management
	Act against Delay in Payment of Subcontract Proceeds. Etc to Subcontractors				Act against Delay in Payment of Subcontract Proceeds. Etc to Subcontractors	
Environmental issues and business					Environmental issues and business	
	Beginner's course of contract					
Management indicators						
Key financial figures						
Beginner's course of cost and profit						
Beginner's course of export management						
Product Liability Act						
Act on Prohibition of Private Monopolization and Maintenance of Fair Trade						
Insider trading regulations						
Personal information protection						
Beginner's course of information security						
Computer virus measures						
CSR						
Sexual harassment prevention						
Intro to Diversity Promotion						
Intro to Universal Design						
Beginner's course of career design (Managers, Leadership/General Employees)						
Mental health course (Managers)						
Mental health course (Leadership/General Employees)						
Active Support for female employees course (Managers)						
Beginner's course of printing technology (First or second year after joining the Company)						

Correspondence courses (CAPA)

200 courses

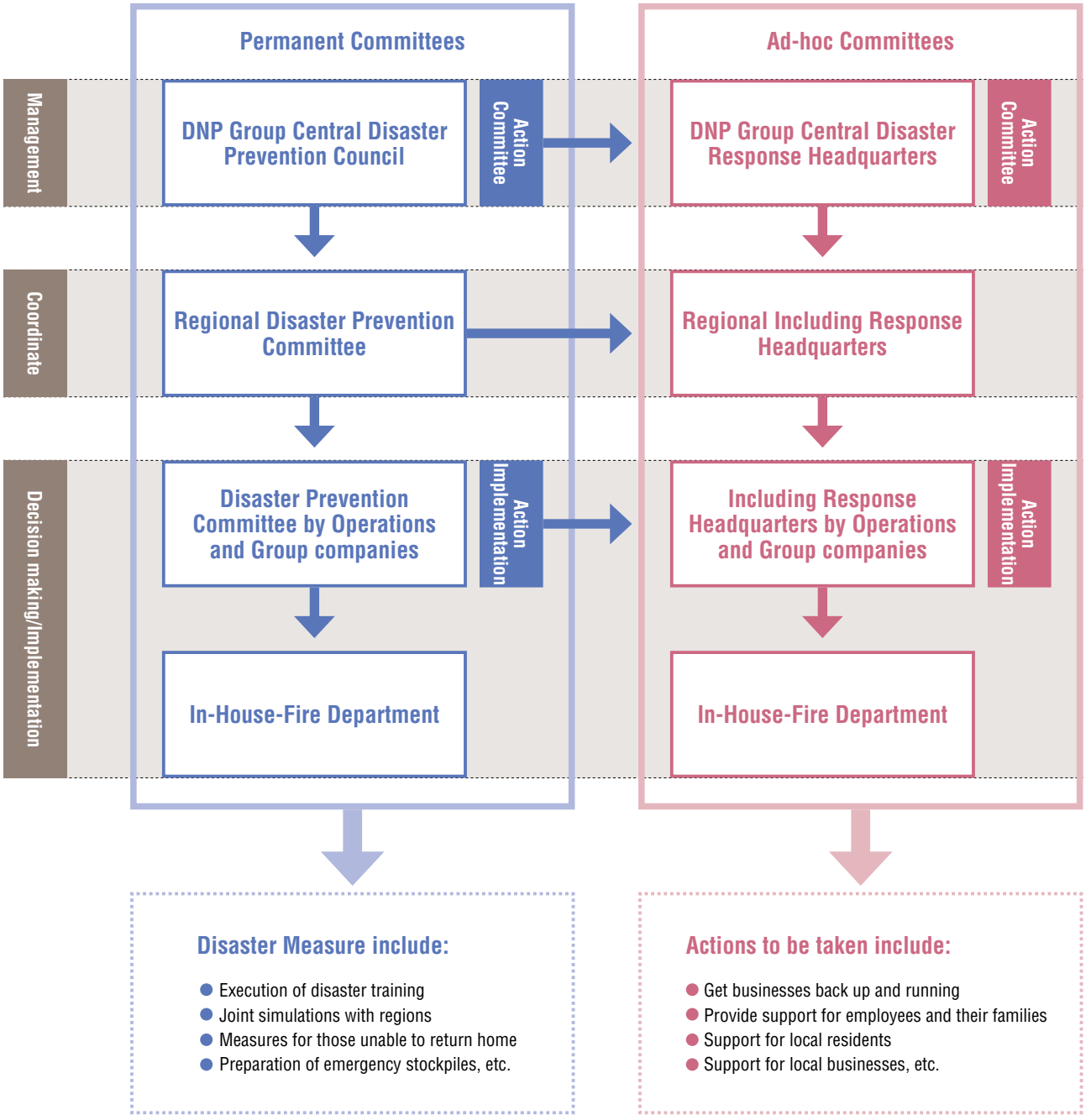
48 Promoting Health Maintenance Improvement Activities

Systems and Structures

Results of efforts		FY2009	FY2008	FY2007
Health management system "Health examination management system" on the Intranet makes it possible to access one's own health examination results, including past results, via a personal computer	Ratio of employees receiving the general health exam	January to December 2009: 99.80%	January to December 2008: 99.64%	January to December 2007: 97.73%
Clinics 16 clinics throughout Japan. In addition to employees covered by medical insurance, these clinics treat the nonworking dependents of those employees (up to the age of 16).	Number of employees receiving checkups	82,728 persons	82,752 persons	84,012 persons
Smoking measures Smoking measures conducted based on the Group Guideline at each worksite to protect nonsmokers from secondhand smoke.		No change	No change	No change
Various health consultation services We provide a consultation system for employees and their families to get advice from medical specialists about disease or medical therapy, and also provide support for health maintenance through nutrition consultation and exercise consultation.	Health consultation office Telephone health consultation (including family members) Mental health consultation Nutrition consultation and exercise consultation	January to December 2009: Total number of consultations 6,104	January to December 2008: Total number of consultations 5,672	January to December 2007: Total number of consultations 6,172
Mental health DNP is shoring up educational programs and expanding in-house consultation opportunities so as to support and improve employee mental health. We have continued in implementing mental health education by distributing our guidebook, holding lectures, using our own videos and intranet-based courses. We also offer checkups by specialists at the Tokyo Ichigaya medical clinic and at health insurance union clinics in the Kansai area.		• "Power Up Course" for General Affairs (Total 3 sessions)	• "Power Up Course" for General Affairs (Total 3 sessions) • Mental health checkups for all employees	

48 Creating a System for Preparedness for Unexpected Accident

DNP Group Natural Disaster Organization



49 The DNP Group's Social Contribution Activities 1 2

The DNP Group Social Contribution Policy

The DNP Group seeks to solve the various issues facing society while contributing to sustainable growth and the realization of a rich society. Our social contributions are propelled by our provision of valuable goods and services through our business. We also seek the effective employment of our management resources (personnel, knowledge, technology, facilities, etc.) and to contribute to the realization of a better society through solid labor management relations as well as strong ties and cooperation with organizations outside our Group.

We also believe that the voluntary participation of employees in social contribution activities is valuable not only to society, but also to the personal development and self-realization of the individual employee. The DNP Group therefore supports the participation of employees in activities that contribute to society.

We at the DNP Group shall continue to engage in steady efforts to contribute to society as a good corporate citizen.

49 The DNP Group's Social Contribution Activities 1 2

Support for Child Education through Kidzania Exhibits

Kidzania is An "edutainment town" where kids can try work they might enjoy and have fun while learning about the social system. It is the first facility in Japan offering a place for children to learn through experience about grown-up life. The Toyosu, Koto-ku, Tokyo Kidzania opened on October 5, 2006, while the Koshien Kidzania in Nishinomiya, Hyogo Prefecture opened on March 27, 2009.

DNP is an official sponsor of Kidzania Tokyo and Kidzania Koshien.

Kidzania Tokyo	Urban Dock LaLaport Toyosu 2-4-9, Toyosu, Koto-ku, Tokyo Hours (Entrance covers both areas) Area 1: 9:00 - 15:00 Area 2: 16:00 - 21:00
Inquiries	● Kidzania Tokyo Information Center 0570-06-4646

Kidzania Koshien	LaLaport Koshien 1-100, Hachiban-cho, Nishinomiya City, Hyogo Hours (Entrance covers both areas) Area 1: 9:00 - 15:00 Area 2: 16:00 - 21:00
Inquiries	● Kidzania Koshien Information Center 0570-06-4343

51 DNP Group Cultural Activities

Providing Opportunities and Locations for Encountering Graphic Design and Art 2 - 1

Sites

Ginza Graphic Gallery (ggg)

Location: 1F, DNP Ginza Bldg., 7-7-2 Ginza, Chuo-ku, Tokyo
Established: 1986

The ggg is a gallery specializing in graphic design. Exhibitions featuring Japanese and foreign artists, groups, and organizations are held.

ddd Gallery

Location: 1F, Namba SS Bldg., 1-17-28 Minamihorie, Nishi-ku, Osaka
Established: 1991

The ddd brings exhibitions first held at the ggg to the Kansai area, and also holds exhibitions of art originating in Kansai.

Center for Contemporary Graphic Art (CCGA)

Location: 1, Miyata, Shiota, Sukagawa-shi, Fukushima
Established: 1995

The CCGA is a base for graphic arts exhibitions and research, centering on the works in the Tyler Graphics Archive, which it holds in storage.

Louvre - DNP Museum Lab (LDML)

Location: DNP-Gotanda Bldg, Ground floor, Nishi Gotanda, 3-5-20, Shinagawa-ku, Tokyo
Established: 2006

The LDML is a joint project between DNP and the Louvre for finding “new ways of art appreciation.”

Maison des Musées de France (MMF)

Location: DNP Ginza Annex, 7-7-4 Ginza, Chuo-ku, Tokyo
Established: 2003

The MMF provides information about French exhibitions and art museums to the general public, and sells museum goods.

51 DNP Group Cultural Activities

2 - 2

Websites

DNP Gallery

http://www.dnp.co.jp/foundation/

- This site introduces the graphic arts and design-themed exhibitions held at the three main DNP art locations.

● ggg ● ddd ● CCGA ● Graphic Design Archive

Louvre - DNP Museum Lab (LDML)

http://museumlab.jp/english/index.html

- This site helps visitors enjoy the LDML twice as much by providing a guide to exhibitions and lectures, as well as to make viewing appointments or to relive the LDML viewing experience.

Maison des Musees de France (MMF)

http://www.museesdefrance.org/

- This site introduces the mission and activities of the MMF, as well as art galleries and museums in France.

DNP Museum Information Japan-artscape

Japanese: http://artscape.jp/

- This site, well-known to art fans, offers information about Japanese art museums and exhibitions, and is updated twice a month.

International: http://www.dnp.co.jp/artscape/eng/

- This site provides monthly updates by native English speaking researchers and critics on art museums and exhibitions in Japan.

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DNP Group Environmental Policy

The DNP Group seeks to minimize the impact our businesses have on the environment and supports biodiversity, first by complying with environmental laws and regulations and also by recognizing the relationship that each of our business activities has with the environment. In this way we hope to create a sustainable society in a world with limited resources.

(1) Each member of the DNP Group establishes and periodically reviews its own environmental policies and environmental targets, and puts into effect continuous improvement of its activities and the prevention of environmental pollution.

(2) For all construction projects, and before designing and commissioning new facilities, we carry out a full and detailed environmental survey to assess the impact that the project will have on the environment to make proper efforts to protect the environment. We shall also make aggressive efforts to use renewable energy.

(3) When carrying out research, development, design, manufacture, and sales of a new product, we consider the impact of the product on the environment throughout its life cycle, including materials procurement, production, distribution, use, and disposal, especially in terms of energy conservation, resource conservation, and reducing the use of harmful chemicals.

(4) When purchasing raw materials, stationery, and equipment, we choose items that are ecologically-friendly and easy to recycle.

(5) In manufacturing a product, we aim to comply with environmental laws and regulations, and moreover we set up more stringent standards to reduce the emissions of pollutants into the air, watershed, and soil, and to prevent unpleasant odors, noise, vibration, and land subsidence. We are constantly improving facilities, techniques and manufacturing processes to promote the targets of energy conservation, resource conservation and the reduction of industrial waste.

(6) When generating waste from business operations, we strive to achieve zero emissions by separating and recycling waste as much as possible.

DNP Environmental Committee (March 21, 2000, Revised March 16, 2010)

57 DNP Group Environmental Action 1 2 3 4 5 6 7 8

Independent Review Report Comments by an Independent Institution

The environmental accounting data was acquired through a third-party audit performed by Ernst & Young ShinNihon Sustainability Institute Co., Ltd., and is entirely independent of the data found in the environmental sections of the CSR Report. http://www.dnp.co.jp/csr/2010/kankyo_e.pdf

Environmental Accounting

Purpose

1. Use as an environmental management tool for the DNP Group

(1) Environmental accounting produces a breakdown of environmental conservation costs that can be used as a reference for determining the effectiveness of environmental conservation activities.

(2) Environmental accounting data is used to determine the cost of individual environmental facilities, the Group's overall budget for environmental conservation, and the amount of investment in environmental activities.

(3) Environmental accounting is used to monitor and evaluate the effects and achievements of activities performed throughout the year in order to ensure continuous improvement in our environmental performance.

2. Use as a tool for communicating with society

(1) Environmental accounting provides the means for the public release of our environmental conservation efforts and their results.

(2) We use the reception concerning our environmental accounting reports as received from shareholders, clients, and local communities as a reference for improving our approach to environmental conservation.

Environmental Accounting Calculation Bases

(1) Period covered: April 1, 2009 through March 31, 2010 (Environmental conservation facilities are those considered as of March 31, 2010)

(2) Scope of coverage: Within DNP and among the companies subject to our consolidated financial accounting, domestic manufacturers (37 companies), one distribution company, and one in-house food catering company were subjected to environmental accounting.

(3) Monetary unit: All monetary figures are expressed in millions of yen, rounded off to the nearest million.

(4) Announcement format: We used the format designated in the Ministry of the Environment "Environmental Accounting Guideline" 2005 edition.

(5) Basis for the environmental conservation cost

1) The environmental conservation costs include depreciation expenses for investments.

2) Personnel costs for full-time workers were calculated at the average labor cost per person, while personnel costs for workers holding two or more posts were calculated at 1/10 or 1/5 the average personnel cost per person, depending on the worker's assigned duty.

3) R&D costs are the total costs incurred by our 5 centers, 7 labs and the Energy Systems Operations Development Unit in researching and developing low environmental impact products and manufacturing equipment.

(6) Basis for environmental conservation benefits

1) DNP uses consumption per added-value as an indicator for the volume of resources (energy and water) spent on business activities, as well as for the volume of waste materials and CO_2 emissions.
Furthermore, the DNP Group uses the added-value total of the company concerned as an indicator of the volume of business activities, given that companies within the Group perform product transactions. The added-value amount is calculated pursuant to the "Management Analysis of Japanese Corporations" issued by the Ministry of the Economy, Trade and Industry.

2) The benefit from atmospheric environmental pollutant emissions volume corresponding to business area costs from this period is in regard to all VOCs, including those covered by the PRTR Act.

3) The benefit related to goods produced by business activities is that corresponding to the reduction of CO_2 emissions when disposing of or recycling not only containers or packaging products, as was the case through FY2008, but also dye-sublimation transfer materials. However, dye-sublimation transfer materials are calculated as non-export, domestically consumed items.

4) The benefit corresponding to the transportation environmental impact is converted to the energy usage reduction benefit to the shipper at the time the goods, etc. are transported.

(7) Bases for the calculation of the economic benefit of environmental conservation activities

1) The benefit corresponding to resource circulation costs is calculated as the benefit from savings on waste disposal costs.
The reduction amount is calculated as follows: ((Benchmark period unit consumption - unit consumption for the current period) x business activity amount for the current period).

2) The calculation of business activities was performed using the added-value indicated in Item 6 of the above benefit calculation basis.

3) For unit consumption, we use (waste disposal cost/added-value).

4) The benchmark period unit consumption is the gross average value for the three-year period up to and including the previous term.

57 **DNP Group Environmental Action** 1 2 3 4 5 6 7 8

Results of our Environmental Accounting

3 - 1

Table (1) Environmental conservation costs (Categories corresponding to business activities) (Unit: million yen)

Category	Investment		Expense		Details of Major Efforts	Page(s) on which data is listed
	2008	2009	2008	2009		
(1) Business area cost						
1) Pollution prevention costs	1,081	1,103	2,399	2,655	VOC collection and disposal equipment, installation of wastewater treatment facilities	61-62, 68
2) Global environmental conservation costs	226	296	524	513	Fuel conversion work, insulation installation	61-62, 66
3) Resource circulation costs	258	109	2,238	2,237	Increase in compressors, separation recycling, zero emissions (conversion to RPF/cement ingredients), use of recycled water	61-62, 69
(Total business area costs)	1,565	1,508	5,161	5,405		
(2) Up/downstream costs	0	0	190	157	Container and packaging recycling expense burden, recycling system development	71-72
(3) Administration costs	0	0	2,073	2,016	ISO14001 inspection and registration costs, environmental measurement costs, environmental report composition costs	57-59
(4) R&D costs	0	0	2,755	2,908	Research and development into environmentally conscious products and production methods	71-72
(5) Social activities costs	0	0	21	18	Cleanup of areas outside the plant compound, support for activities of environmental conservation groups	59-60
(6) Environmental remediation costs	0	0	0	0		59-60
Total	**1,565**	**1,508**	**10,200**	**10,504**		

Environmental conservation costs to total costs ratio (Unit: million yen)

Category	Consolidated Total Costs	Costs	Ratio	Details of Major Environmental Conservation Costs	Page(s) on which data is listed
Investment of current period	119,000	1,508	1.27%	VOC collection and disposal equipment, expansion of wastewater treatment facilities, fuel conversion work, insulation installation, etc.	63-64
R&D cost of current period	33,849	2,908	8.59%	Photovoltaic and fuel cell parts, product weight reduction, non-PVC materials, etc.	71-72

3 - 2

Table (2) Environmental Conservation Benefits

Category	Category of indicator showing benefit	Value			Remarks	Page(s) on which data is listed
		2008	2009	Difference		
(1) Environmental conservation benefit related to resources input into business activities						
1) Benefit arising from supplied resources						
Total energy input volume	Energy consumption (TJ)	20,434	20,107	-327	All consumed energy was converted into average value in calories	61, 65-66
	Added-value unit consumption for the above (TJ/100 million yen)	4.94	4.86	-0.04	Decreased by 0.04TJ per 100 million yen in added value	
Input volume of water	Water usage (1,000 m^3)	15,900	16,100	200	Water supply, industrial water, and well water	61, 70
	Added-value unit consumption for the above (1,000 m^3/100 million yen)	3.81	3.89	0.08	Water increased by 80m^3 per 100 million yen	
Input volume of main raw materials	Supplied amount (1,000 tons)	2,487	2,283	-204	Total weight of paper, plastic, ink and metals	61, 69
	Amount of undesired materials generated/supplied (%)	13.4	13.7	0.3	Ratio of unwanted materials that are main raw materials	
2) Environmental conservation benefit related to waste or environmental impact originating from business activities						
Emissions to the air	SOx emissions (tons)	16	12	-4	Calculated based on emissions volume per unit time and time of operation	62, 68
	NOx emissions (tons)	735	673	-62	Calculated from supplied energy	
	Environmental pollutant emissions volume (tons)	10,570	9,011	-1,559	VOC emissions volume	
Water quality	COD discharge (tons)	45.4	51.4	6.0	Calculated from the amount of discharged water and average concentration	62, 68
	Emissions of environmental pollutants (PRTR-listed substances) (tons)	0.1	0.1	0.0	Emissions of 2 substances (ethylene glycol, poly (oxyethylene) = alkyl ether)	68
Water emission volume	Generated undesired materials (1,000 tons)	410.6	375.7	-34.9	Including undesired materials other than main raw materials	62, 69
	Discharged waste (1,000 tons)	70.6	62.7	-7.9	Total waste subcontracted to waste disposal companies	
	Added-value unit consumption for the above (ton/1 million yen)	0.169	0.151	-0.018	Reduction of 18kg per JPY1 million of added value	
	Recycle rate (%)	99.1	99.2	0.1	Not achieved for waste plastics (96.4%) and glass (61.6%)	
	Emissions of environmental pollutants (PRTR-listed substances) (tons)	2,193	2,030	-163	Total for 30 substances reported	68
Volume of green house gas emission	Emissions of greenhouse gasses (1,000 t-CO_2)	912	896	-16	Total GHG including emissions by incinerators and drying furnaces	62, 65-66
	Added-value unit consumption for the above (ton/100 million yen)	219	216	-3	Decrease of 3 tons of emissions per 100 million yen added-value	

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Table (2) Environmental Conservation Benefits

Category	Category of indicator showing benefit	Value			Remarks	Page(s) on which data is listed
		2008	2009	Difference		
(2) Environmental conservation benefit related goods and services produced from business activities						
1) Benefit related to goods produced by business activities						
CO_2 emissions after product shipment	CO_2 emissions (1,000 t-CO_2)	313.1	285.3	-27.8	Volume produced during incineration and recycling of used containers and packaging (for FY2009 this includes dye-sublimation transfer materials)	73
	CO_2 emissions/volume of products	1.10	1.05	-0.05	Reduction of CO_2 emissions of 0.05t per 1t of product	
(3) Other environmental conservation benefit						
1) Benefit related to the environmental impact of transportation						
Energy usage amount during shipment of goods (kl)		29,200	26,200	-3,000	Energy usage (converted to fuel oil) during transport as freight	67
Energy usage amount during transport/gross sales (kl/100 million yen)		1.84	1.65	-0.19	0.19 kl reduction per JPY100 million of sales	

Table (3) Economic Benefits of Environmental Conservation Activities

Economical benefits of environmental conservation activities	Amount			Remarks	Page(s) on which data is listed
	2008	2009	Difference		
(1) Increased sales					
1) Economic benefit of R&D costs					
Sales of environmentally conscious products (million yen)	308,100	312,100	4,000	Sales increased 1.3% over FY2008	71-72
(2) Increased income					
2) Benefit of resource recycling costs income from recycling undesired materials					
Income from recycling undesired materials (million yen)	4,406	2,474	-1,932	Decreased due to drop in price of used paper and materials	69
(3) Cost saving					
3) Benefit corresponding to resource circulation costs					
Saving disposal costs by resource conservation (million yen)	200	301	101	Per unit improvement due to waste reduction	69

57 DNP Group Environmental Action 1 2 3 4 5 6 7 8

Evaluation of 2009 Environmental Accounting Performance Data

Environmental conservation cost and environmental conservation activities

(1) Investment in environmental facilities was roughly the same as the previous year, mostly consisting in the installation of new VOC collection and disposal equipment and refurbishing of water treatment equipment.
(2) Despite a reduction in depreciation expenses and waste processing costs, business area costs increased over the previous year to JPY244 million (4.7%) because of increased wastewater processing costs resulting from expanded production capacity.

Environmental conservation benefit

(1) Energy consumption volume and materials input volume decreased in comparison to the previous fiscal year because of increased production efficiency and the decrease in production volume due to reduced demand at the Information Communication segment. Water input volume increased due to an expansion in the scale of production in the Electronics segment.
(2) A JPY630 million investment in VOC collection and disposal equipment (JPY1.78 billion over the past three years) resulted in reduced atmospheric emissions. Waste per unit of production improved over the previous year as a result of reducing waste emissions by eliminating waste from all production processes and converting undesired materials to valuable resources through “Manufacturing 21” activities, resulting in our hitting our FY2010 target one year ahead of schedule.
(3) As a result of measures continued from the previous year, such as the optimization of vehicle assignments and transport routes, better efficiency through the installation of digital tachometers, the “idling stop” campaign, the “modal shift,” and the introduction of hybrids into our fleet, the amount of energy used during transport has been reduced, broadly improving per unit consumption.

Economic benefit of environmental conservation measures

(1) The amount of sales of environmentally conscious products increased over the previous year due to increased sales of printed materials using Forest-Certified Paper and vegetable-based ink, as well as electronics-related products. We have exceeded our target for three years in a row.
(2) Income from the recycling of undesired materials decreased in comparison with the previous year, despite thorough separation and collection for conversion to valuable resources. This was caused by a fall in materials prices.
(3) The economic benefit calculated according to item (7) in the “Environmental Accounting Calculation Bases” showed broad improvement over the previous year, due to waste emissions reduction through “Manufacturing 21” activities, progress in the conversion of undesired materials to valuable resources due to thorough separation and collection, and reduction of the volume of waste.

Issues Henceforth

(1) Make further improvements in eco-efficiency through activities such as “Manufacturing 21.”
(2) Continue to newly install more VOC collection and disposal equipment so as to reduce emissions of VOCs into the atmosphere.
(3) In addition to improving energy use efficiency, proceed with fuel conversions (LPG → natural gas, city gas) so as to reduce greenhouse gas emissions.

57 DNP Group Environmental Action 1 2 3 4 5 6 7 8

ISO14001 Certificates

2 - 1

Site *1	Date Registration *2	Organization
Okayama Plant, Information Media Supplies Operations	Nov. 1997	JIA-QA
Mihara Plant, Display Components Operations	Jul. 1998	DNV
Okayama Plant, Lifestyle Materials Operations	Jul. 2000	JIA-QA
Sayama Plant, DNP Technopack	Dec. 2001	DNV
Kobe Plant, Lifestyle Materials Operations	Jan. 2002	JIA-QA
Tokyo Plant, DNP Fine Chemical	Jan. 2002	JCQA
Ushiku Plant, IPS Operations	Mar. 2002	DNV
DNP Technopack Tokai	Mar. 2002	JCQA
Tien Wah Press (Singapore)	May 2002	PSB
Chikugo Plant, DNP Nishinippon	Jun. 2002	DNV
Sayama Plant, Information Media Supplies Operations	Oct. 2002	JIA-QA
DNP Media Create Kansai	Mar. 2003	JIA-QA
Kurosaki Plant No.2, DNP Precision Devices	Jan. 2004	JCQA
Tokyo Plant, Lifestyle Materials Operations	Jan. 2004	JIA-QA
Kamifukuoka Plant, Electronics Devices Operations	Mar. 2004	AJA
Fukuoka Plant, DNP Nishinippon	Jun. 2004	DNV
Itabashi Area, DNP Logistics	Oct. 2004	AJA
Tokyo Plant, DNP Ellio	Jan. 2005	LRQA
Osaka Plant, DNP Ellio	Jan. 2005	LRQA
Warabi Plant, IPS Operations	Mar. 2005	DNV
Nara Plant, DNP Data Techno Kansai	Jun. 2005	DNV
Tien Wah Press (Johor Bahru)	Nov. 2005	PSB

[JIA-QA]
Japan Gas Appliances Inspection Association, QA Center

[DNV]
Det Norske Veritas AS (Norway)

[JACO]
Japan Audit and Certification Organization for Environment and Quality

[JCQA]
Japan Chemical Quality Assurance Ltd.

[PSB]
PSB Certification Pte Ltd. (Singapore)

[AJA]
Anglo Japanese American Registrars Ltd.

[LRQA]
Lloyd's Register Quality Assurance Ltd.

*1 Organizations and the names used for them as of March 31, 2010.

*2 Indicates the first registration date.

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ISO14001 Certificates

2 - 2

Site	Date Registration	Organization
Otone Plant, Display Components Operations	Mar. 2006	DNV
Kashiwa Plant, DNP Techno Polymer	Mar. 2006	JACO
Kansai Plant, DNP Techno Polymer	Mar. 2006	JACO
DNP Photomask Europe S.p.A.	Apr. 2006	CISQ
DNP Fine Chemical Fukushima	Mar. 1997	JCQA
Akabane Area, DNP Logistics	Dec. 2006	AJA
Izumizaki Plant, DNP Energy System	Mar. 2007	DNV
DNP IMS Odawara	Mar. 2007	JQA
Yokohama Plant, DNP Technopack Yokohama	Dec. 2007	JIA-QA
Izumizaki Plant, DNP Technopack	Aug. 2008	DNV
Kasaoka Plant, DNP Fine Chemical	Jan. 2009	JCQA
Mihara Plant, Opto-Materials Operations	May 2009	DNV
Okayama Plant, Opto-Materials Operations	May 2009	DNV
DNP Indonesia (Pulogadung/Karawang)	Aug. 2009	AJA
Kyoto Plant, Electronic Devices Operations	Oct. 2009	AJA
Shiga Plant, Information Media Supplies Operations	Nov. 2009	JICQA
Kyoto Plant, DNP Fine Electronics	Dec. 2009	AJA
Hokkaido Coca-Cola Bottling	Feb. 2010	SGS

[DNV]
Det Norske Veritas AS (Norway)

[JACO]
Japan Audit and Certification Organization for Environment and Quality

[CISQ]
Federazione Certificazione Italiana dei Sistemi Qualit Aziendali (Italy)

[JCQA]
Japan Chemical Quality Assurance Ltd.

[AJA]
Anglo Japanese American Registrars Ltd.

[JQA]
Japan Quality Assurance Organization

[JIA-QA]
Japan Gas Appliances Inspection Association, QA Center

[JICQA]
JIC Quality Assurance Ltd.

[SGS]
SGS Japan

● DT Fine Electronics Kawasaki Plant and Kitakami Plant are registered as part of Toshiba Semiconductor Corporation (Kawasaki City, Kanagawa Prefecture and Kitakami City, Iwate Prefecture).

Eco Action 21 Certificates

Site	Date Registration *	Organization
Tokyo Head Office, Dai Nippon Trading	Jan. 2006	IGES

[IGES]
The Institute for Global Environmental Strategies

* Indicates the first registration date.

57 **DNP Group Environmental Action** 1 2 3 4 5 6 7 8

Results of Environmental Issue Resolution Efforts by Year 2 - 1

(Organizations and the names used for them as of that time.)

FY1972	Establishes the Environment Department within the head office to promote pollution prevention measures and communication with local residents
FY1990	Makes new efforts to deal with global environmental issues by establishing the Eco-Plan Promotion Office within the Environment Department
FY1992	Establishes the DNP Group Corporate Pledge and Code of Conduct for DNP Group Employees
	Establishes the Eco-Plan Promotion Targets, the fundamental voluntary plan based on the Environmental Declaration of the Codes of Conduct, and starts activities by 4 sub-committees
FY1993	Starts the Eco-Report System, which is part of the DNP Group environmental management system
FY1994	Remodels and expands the Environment Department into the Environment & Product Liability Department to strengthen our efforts towards environmental issues, including taking responsibility for the disposal of products we produce
FY1995	DNP wins the International Trade and Industry Minister's Prize in the "Fourth Global Environmental Awards", which commend companies and groups that contribute to the conservation of the global environment. (The Awards were established in 1991 by the Japan Industrial Journal and the Fuji Sankei Communications Group, with special support by WWF Japan and sponsorship by the Ministry of the Environment, the Ministry of the Economy, Trade and Industry, and the Japan Federation of Economic Organizations.)
FY1996	Begins performing the Eco-Audit, the internal environmental audit performed by the Eco-Plan Promotion Office to upgrade the Eco-Report System
FY1997	Okayama Plant, Information Media Supplies Operations becomes the first in the printing industry to acquire ISO14001 certification
FY1998	Mihara Plant, Display Components Operations acquires ISO14001 certification
	Publish the DNP Group Environmental Activity Report
FY2000	The Eco-Plan Promotion Office is dismantled and replaced with DNP Environmental Committee to strengthen the system for promoting environmental activities
	The affiliate DNP Facility Services becomes the first in the world to be certified as a comprehensive system with quality, environment, office safety and HACCP
	Okayama Plant, Decorative Interiors Operations acquires ISO14001 certification
FY2001	DNP Tokai, and Sayama Plant, DNP Technopack acquires ISO14001 certification
FY2002	DNP Tokai acquires FSC-CoC certification
	Acquisition of ISO14001 certification by: Kobe Plant, Decorative Interiors Operations, The Inctec (Tokyo, Kansai, and Utsunomiya Plants), Ushiku Plant, BF Operations, DNP Technopack Tokai, Tien Wah Press, Chikugo Plant, DNP Nishinippon, Kyoto Plant, Electronics Devices Operations, Sayama Plant, Information Media Supplies Operations, Ono Plant, DNP Media Create Kansai
FY2003	Environmental Report Division receives the "6th Environmental Report Grand Prize" for superior reporting
	Acquisition of ISO14001 certification by: Advanced Colortech, Tokyo Plant, Decorative Interiors Operations, Kamifukuoka Plant, Electronics Devices Operations
	Commercial Printing Operations, DNP Media Create Kansai, DNP Trading acquire FSC-CoC certification, while Packaging Operations acquires PEFC-CoC certification.
	Two types of fused thermal transfer materials of the Information Media Supplies Operations receive EPD "Type III" environmental labeling certification and registration.

57 DNP Group Environmental Action 1 2 3 4 5 6 7 8

Results of Environmental Issue Resolution Efforts by Year 2 - 2

FY2004	The “14th Global Environment Grand Prize” awarded by the Minister for the Environment
	The “7th Environmental Report Prize” awarded for Excellence
	Fukuoka Plant, DNP Nishinippon, DNP Logistics, DNP Ellio (Tokyo and Osaka Plants), Warabi Plant, BF Operations acquire ISO14001.
	Eco-Report System implemented at overseas sites.
FY2005	“8th Environmental Report Prize / Sustainability Report Prize” awarded for excellence
	DNP Data Techno Kansai, Johore Bahru Plants, Tien Wah Press, Otone Plants, Display Products Operations, DNP Techno Polymer (Kashiwa and Kansai Plants) acquire ISO14001.
	Ichigaya Publication Printing Operations, DNP Tohoku, Yokohama Plant, Packaging Operations acquire FSCCoC certification, and DNP Tokai acquires PEFC-CoC certification.
FY2006	DNP Photomask Europe, Akabane Area, DNP Logistics, DNP Techno Film (Kashiwa Plant and Izumizaki Plant), DNP IMS Odawara acquire the certification of ISO14001.
FY2007	“PRTR 2007 Awards” PRTR Honorable Mention (Tsuruse Plant)
	DNP Gotanda Building wins the “Green Grand Prize” in the Shinagawa-ku “Green Award System.”
	DNP Technopack Yokohama (Yokohama Plant) and DNP Fine Chemical acquire ISO14001 certification.
	DNP Hokkaido and DNP Data Techno Kansai acquire FSC-CoC certification; also, DNP Hokkaido and DNP Trading also acquire PEFC-CoC certification.
FY2008	ISO14001 certification acquired by Izumizaki Plant, DNP Technopack, Kasaoka Plant, The Inctec, Okayama Plant, Opto-Materials Operations.
	IPS Operations and DNP Media Create Kansai acquire PEFC-CoC certification
FY2009	Mihara Plant, Opto Materials Operations, DNP Indonesia (Pulogadung / Karawang), Kyoto Plant, Electronic Devices Operations, and Shiga Plant, Information Media Supplies Operations acquire ISO14001 certification.
	Kanto Bureau of Economy, Trade and Industry “Energy Management In Business Superiority Award” (received by Akabane Plant, Commercial Printing Operations)
	Lifestyle Materials Operations, DNP Lifestyle Materials, DNP Materials Marketing, International Operations acquire FSC-CoC

57 DNP Group Environmental Action 1 2 3 4 5 6 7 8

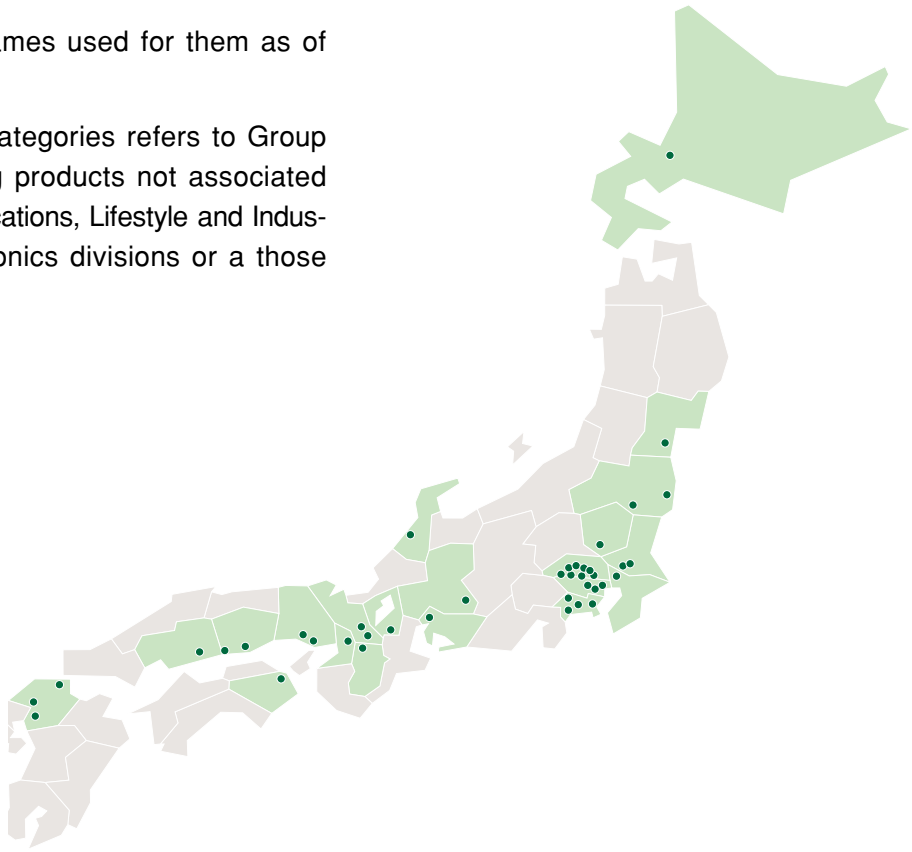
Environmental Education

Type of Training	Course Name/Description	Held In	Eligibility	Time of year	No. In attendance In 2009 (Total Participants)
Education for New Recruits	Environmental Activity Overall (required) Basic environmental knowledge and conservation efforts of the DNP Group	1994	All new recruits	When joining the company	570 persons (5,930 persons)
Technical Seminar	Environment/Chemicals (optional) Environmental laws and regulations	1999	Technicians	At irregular intervals	106 persons (565 persons)
Network Leaning	Environmental Issues and Business (required) Environmental information to be used when presenting customers with proposals concerning environment oriented businesses	2000	Employees with more than 2 years experience in the sales and planning divisions	Employees can decide for themselves	(13,049 persons)
Correspondence Course	(optional) Beginners class on ISO14001 and LCA Program	Scheduled every year	All employees of the DNP Group	Semiannual	
Eco-Report Training	Environmental Issues of the Group (required) Domestic & international trends in environmental issues, revisions in environmental laws, degree of achievement of environmental targets, new targets, issues concerning specific sites	1993	Site members and factory related personnel of the operations' group environmental committee	Twice a year upon issuing the Eco-Report	

57 **DNP Group Environmental Action** 1 2 3 4 5 6 7 **8**

List of Domestic Sites Subject to Disclosure of Performance Data 3 - 1

- Organizations and the names used for them as of March 31, 2010.
- "Other" Operations unit categories refers to Group companies manufacturing products not associated with Information Communications, Lifestyle and Industrial Supplies, and Electronics divisions or a those made by multiple units.



Location		Site	Work content	Operation
Hokkaido	Higashi-ku, Sapporo	DNP Hokkaido	Plate-making/printing/bookbinding/manufacturing of packaging	Others
	Kiyota-ku, Sapporo	Sapporo Plant, Hokkaido Coca-Cola Products	Beverage manufacturing	Others
Miyagi	Miyagino-ku, Sendai	DNP Tohoku	Plate-making/printing/bookbinding/manufacturing of packaging	Others
Fukushima	Minami Souma	DNP Fine Chemical Fukushima *	Photographic materials and medical supplies manufacturing	Lifestyle and Industrial Supplies
	Izumizaki, Nishi Shirakawa	Izumizaki Plant, DNP Technopack	Plate-making/printing plate/printing	Lifestyle and Industrial Supplies
		Izumizaki Plant, DNP Energy System	Processing of synthetic resin films	Lifestyle and Industrial Supplies
Tochigi	Nishikatacho, Kamitsuga	DNP Graphica	Printing/bookbinding	Information Communication
		Utsunomiya Plant, DNP Techno Polymer	Plastic container molding	Lifestyle and Industrial Supplies
Ibaraki	Ushiku	DNP Data Techno	The manufacturing of various types of Smart cards	Information Communication
	Tsukuba	Tsukuba Techno Center, D.N.K.	Printing and manufacturing machine tools	Others

* Named changed for DNP Fine Chemical in January 2010

57 **DNP Group Environmental Action** 1 2 3 4 5 6 7 **8**

List of Domestic Sites Subject to Disclosure of Performance Data 3 - 2

Location		Site	Work content	Operation
Saitama	Kazo	Otone Plant, DNP Precision Devices	The manufacturing of electronic parts for displays	Electronics
	Shiraoka, Minami Saitama	Shiraoka Plant, DNP Offset	Printing/bookbinding	Information Communication
	Kawaguchi	Kawaguchi Plant, DNP Offset	Printing	Information Communication
	Miyoshi, Iruma	Tsuruse Plant, Ichigaya Publication Printing Operations	Plate-making/printing plate/printing/bookbinding	Information Communication
		Tokyo Plant, DNP Lifestyle Materials	Plate-making/printing plate/printing/processing	Lifestyle and Industrial Supplies
	Warabi	Warabi Plant, IPS Operations	Plate-making/printing/processing	Information Communication
	Sayama	Sayama Plant, DNP Technopack	Plate-making/printing plate/printing	Lifestyle and Industrial Supplies
		Sayama Plant, DNP Technopack Yokohama	Molding and processing various types of paper containers	Lifestyle and Industrial Supplies
		Sayama Plant, DNP IMS	Manufacturing thermal transfer carbon ribbons and dye-sublimation transfer materials	Lifestyle and Industrial Supplies
	Fujimino	Kamifukuoka Plant, DNP Fine Electronics/ DNP Precision Devices	Manufacturing electronic precision parts	Electronics
	Kuki	Kuki Plant, Ichigaya Publication Printing Operations	printing plate/printing/bookbinding	Information Communication
		Kuki Plant, DNP Fine Electronics	Manufacturing electronic precision parts	Electronics
		Saitama Plant, DNP Opto-Materials	Manufacturing electronic parts, etc	Lifestyle and Industrial Supplies
Chiba	Kashiwa	Kashiwa Plant, DNP Techno Polymer	Molding, processing and printing plastic containers	Lifestyle and Industrial Supplies
Tokyo	Shinjuku	Ichigaya Plant, Ichigaya Publication Printing Operations	Plate-making/printing plate/printing/bookbinding	Information Communication
		DNP Facility Services	Meal services, etc	Others
		Enokicho Plant, Commercial Printing Operations	Plate-making/printing/bookbinding	Information Communication
	Shinagawa	Honmachi Plant, DNP SP Tech	Manufacture of all types of advertising items	Others
	Kita	Akabane Plant, DNP Offset	Printing	Information Communication
		Akabane Plant, Commercial Printing Operations	Plate-making/printing/bookbinding	Information Communication
		DNP Seihon	Bookbinding	Information Communication
		DNP Logistics	Packaging/shipping	Others
		DNP Hoso	Processing filling and packaging	Others
		D.N.K	Printing and manufacturing machine tools	Others
		Kamiya Plant, IPS Operations	Printing/bookbinding /processing	Information Communication
Kanagawa	Tsuzuki-ku, Yokohama	Yokohama Plant, DNP Technopack Yokohama	Plate-making/printing plate/printing	Lifestyle and Industrial Supplies
	Midori-ku, Yokohama	Tokyo Plant, DNP Fine Chemical *	Manufacturing ink, varnish, pigments and dyes	Others
	Odawara	Sagami Yoki	Manufacturing laminated tubes	Lifestyle and Industrial Supplies
		DNP IMS Odawara	Photographic materials manufacturing	Lifestyle and Industrial Supplies
	Aikawa, Aiko	Tokyo Plant, DNP Ellio	Printing and processing metal sheets	Lifestyle and Industrial Supplies

* Formerly The Inctec, business partially transferred to DIC Graphics in March 2009, with the name changed in January 2010.

57 DNP Group Environmental Action 1 2 3 4 5 6 7 8

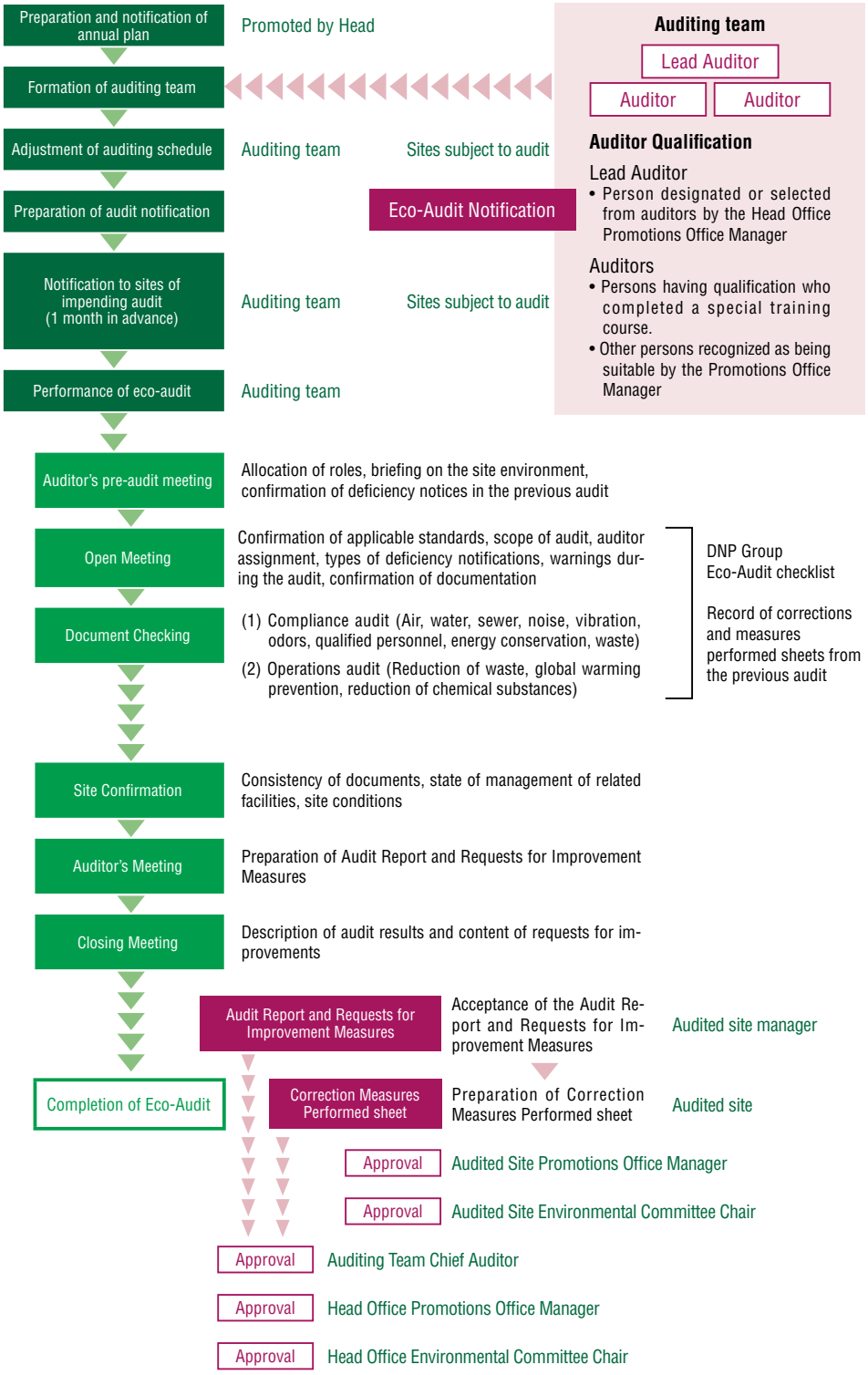
List of domestic sites subject to disclosure of performance data 3 - 3

Location		Site	Work content	Operation
Ishikawa	Hakusan	Hokuriku Techno Center, D.N.K	Printing and manufacturing machine tools	Others
Gifu	Nakatsugawa	DNP Technopack Tokai	Manufacturing/printing/processing packaging	Lifestyle and Industrial Supplies
Aichi	Moriyama-ku, Nagoya	DNP Tokai	Plate-making/printing/bookbinding/manufacturing of packaging	Others
Shiga	Koka	Shiga Plant, DNP IMS	Thermal transfer recording materials productions	Lifestyle and Industrial Supplies
Kyoto	Minami-ku, Kyoto	Kyoto Plant, DNP Fine Electronics	Manufacturing electronic precision parts	Electronics
	Ukyo-ku, Kyoto	Kyoto Plant, DNP Technopack Kansai	Plate-making/printing plate/printing	Lifestyle and Industrial Supplies
	Kyotanabe	Tanabe Plant, DNP Technopack Kansai	Printing plate/printing	Lifestyle and Industrial Supplies
		Tanabe Plant, DNP Techno Polymer	Molding, processing plastic containers	Lifestyle and Industrial Supplies
Nara	Kawanishi, Shiki	DNP Data Techno Kansai	The manufacturing of various types of Smart cards	Information Communication
Osaka	Neyagawa	Kansai Plant, DNP Techno Polymer	Molding, processing and printing plastic container	Lifestyle and Industrial Supplies
		Osaka Plant, DNP Ellio	Printing and processing metal sheets	Lifestyle and Industrial Supplies
		Neyagawa Plant, DNP SP Tech	Manufacture of all types of advertising items	Others
Hyogo	Kita-ku, Kobe	Kobe Plant, DNP Lifestyle Materials	Printing/processing	Lifestyle and Industrial Supplies
	Ono	Ono Plant, DNP Media Create Kansai	Printing plate/printing/bookbinding	Information Communication
Okayama	Okayama	Okayama Plant, DNP IMS	Manufacturing dye-sublimation transfer materials	Lifestyle and Industrial Supplies
		Okayama Plant, DNP Lifestyle Materials	Plate-making/printing plate/printing/processing	Lifestyle and Industrial Supplies
		Okayama Plant, DNP Opto-Materials	Manufacture electronic parts, etc	Lifestyle and Industrial Supplies
	Kasaoka	Kasaoka Plant, DNP Fine Chemical	Manufacturing ink, varnish, pigments and dyes	Others
Hiroshima	Mihara	Mihara Plant, DNP Precision Devices	Manufacturing electronic precision parts	Electronics
		Mihara Plant, DNP Opto-Materials	Manufacturing electronic parts, etc	Lifestyle and Industrial Supplies
Tokushima	Tokushima	DNP Shikoku	Plate-making/printing/manufacturing of packaging	Others
Fukuoka	Yahatanishi-ku, Kitakyushu	Kurosaki Plant No.1 and Plant No.2, DNP Precision Devices	Manufacturing electronic precision parts	Electronics
	Minami-ku, Fukuoka	Fukuoka Plant, DNP Nishinippon	Plate-making/printing/bookbinding	Others
	Chikugo	Chikugo Plant, DNP Nishinippon	Plate-making/printing/ manufacturing of packaging	Others

- DNP Media Art and DNP Uniprocess are covered as part of the Ichigaya Plant, Ichigaya Publication Printing Operations.
- DNP Media Create and DNP Butsuryu Systems Shouin are covered as part of the Enokicho Plant, Commercial Printing Operations.
- DNP Total Process Warabi is covered as part of the Warabi Plant, IPS Operations.
- DNP Micro Technica is covered as part of the Kamifukuoka Plant, DNP Fine Electronics.

59 Environmental Management System 1 2

Step in Eco-Audit and Contents



Eco-Audit Contents

[Compliance Audit]

(1) Document Audit
- Site location
- Type and number of statutory facilities
- Types of waste
- Energy Consumption
- Exhaust and wastewater channels
- Changes in facilities, production processes since the last audit
- Applicable laws
- State of improvement of notifications of deficiencies in previous audit
- State of submission of statutory notifications, reports, and changes
- Frequency of measurement, validity of measured data, traceability of data
- Changes in management personnel due to internal transfers

(2) On-site Inspections
- Site location and relationship with surrounding sites
- Conformity to statutory facility document audit (type, number, scale, etc.)
- State of management of individual facilities and equipment, existence of abnormalities
- Emergency containment in case of abnormality or emergency
- Site picture taking
- Appropriateness of actual work performed

[Operations Audit]

(1) Confirmation of validity of site policy and established targets
- Performance in the previous term
- Consistency with DNP Group policies
- Continuity with last year's results
- Validity of established targets

(2) Confirmation of the validity of implementation programs
- Consistency between targets and programs
- Effectiveness of the programs
- Possibilities of the programs
- Possibilities of fulfillment of the programs
- Promotion system and schedule

(3) Confirmation of the achievement of implementation items, performance and targets
- Records of activities performed
- State of progression of the programs
- Effects of the programs and performance regardin indicators
- Achievement of targets

59 Environmental Management System 1 2

Features Regarding the Expertise and Independence of Eco-Audit

Type of Audit	Eco-Audit	ISO14001	
		External Audit	Internal Audit
Auditor specialization in products and processes	○	△	○
Independence of auditors in regard to the audit range (at each site)	○	○	—

* We promote ISO14001 certificates for each site.

Types of Notifications and Corrections Issued in the Eco-Audit

Types of Notifications	Improvement Required
Improvement required	Submission of a written description of correction measures performed or improvement plans
Improvement consideration & examination	Submission as necessary of a written description of results of consideration/examination or improvement plans

60 Environmental Risk Management

Legal Compliance Situation

While we make all efforts to comply with environmental laws and regulations, over the past three years we have experienced four incidents in which water quality standards for wastewater were exceeded. There are no ongoing legal disputes involving environmental issues. We have unfortunately had some complaints from areas neighboring our plants concerning noise and odors. Whenever we receive such complaints, we respond promptly by launching a thorough investigation into the cause of the problem and working to make improvements.

September 11, 2008 Research & Development Center

An inspection by the authorities revealed that the standards for suspended particle content had been exceeded, and an Improvement Completion Report was submitted. The cause of the problem was a large amount of fallen leaves in the reservoir and sludge accumulation in the drain, so cleaning was performed. Regular cleaning has been implemented to prevent recurrence. Measurement by the company afterwards has shown that standards are not being exceeded.

January 15, 2009 Tokyo Plant, DNP Ellio

An inspection by the authorities revealed that the standards for hexavalent chrome had been exceeded, and an Improvement Completion Report was submitted. The cause of the problem was diminished capacity of the curate resin in the wastewater treatment facilities, which is replaced regularly (every three months), so it was replaced. To prevent recurrence, the twice monthly measurement conducted by the operators was changed to once a week, and when the control values are found to have been exceeded the curate resin is replaced.

October 29, 2009 Tanabe Plant, DNP Technopack Kansai

Water quality testing ordered by the authorities found that levels of n-hexane (animal and plant fats) exceeded the legal standards. The cause was thought to be insufficient grease trap capacity, so larger grease traps were installed as a preventative measure.

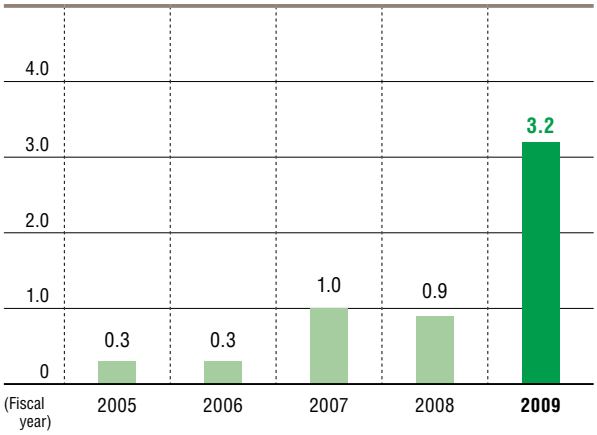
February 4, 2010 Izumizaki Plant, DNP Technopack

Due to a malfunction of ink mixing equipment, ink was leaked out of the industrial site via the rainwater gutters. The cause was found to be an excess supply of solvent caused by a malfunctioning flow volume gauge, causing an overflow from the mixing tank. Flow volume gauge testing procedures were revised and the monitoring system strengthened as preventative measures.

68 Reducing Air Pollutants

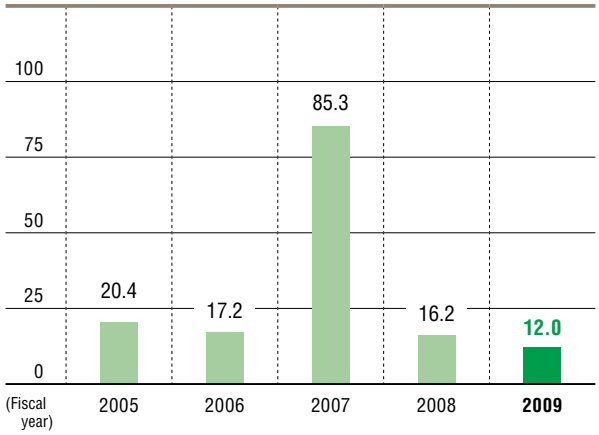
Transition of Dichloromethane emissions

(Unit: t)



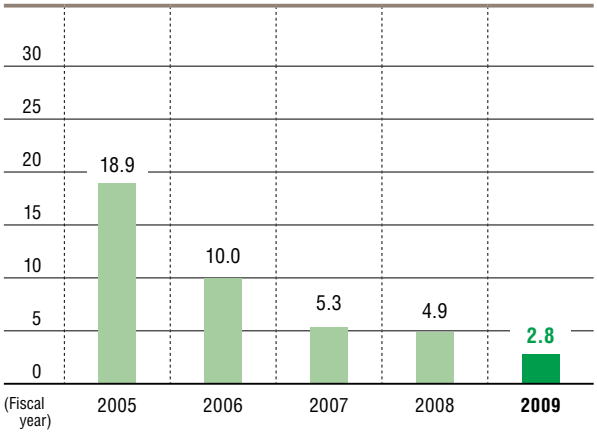
Transition of SOx emissions

(Unit: t)



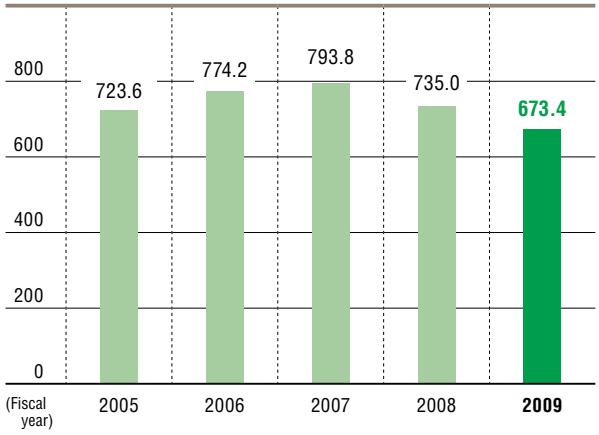
Transition of CFC Substitute emissions

(Unit: t)



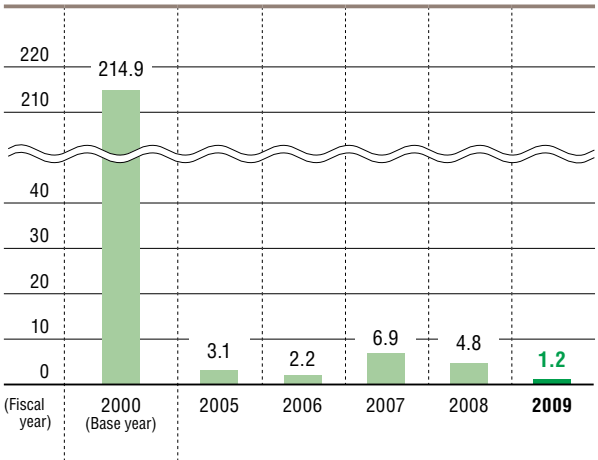
Transition of NOx emissions

(Unit: t)



Transition of Dioxin emissions

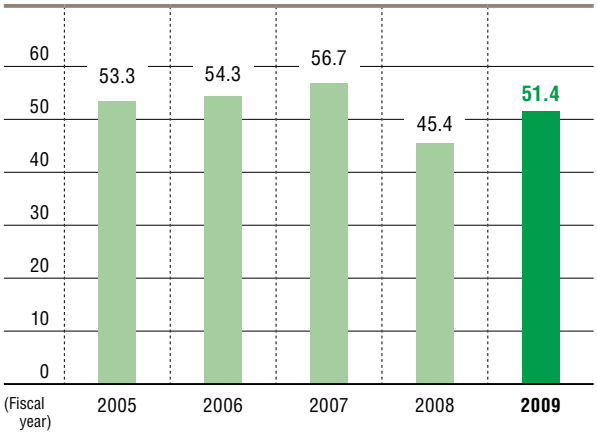
(Unit: mg-TEQ)



68 Reducing Water Pollutants

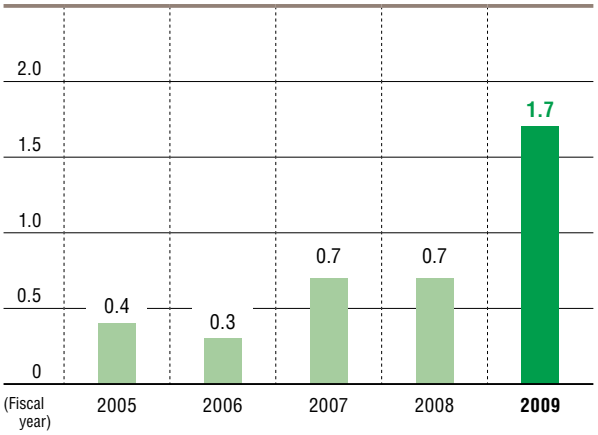
Transition of COD emissions

(Unit: t)



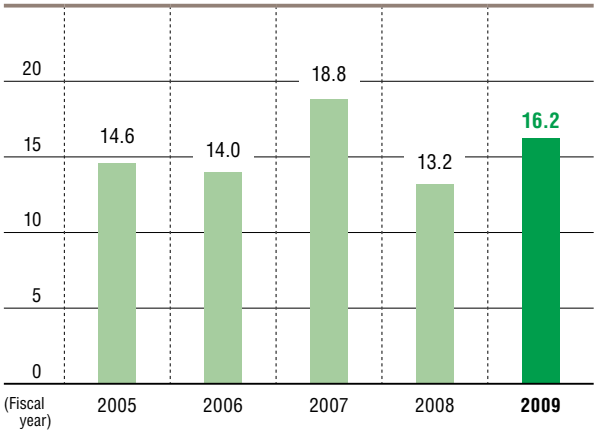
Transition of Phosphorous emissions

(Unit: t)



Transition of Nitrogen emissions

(Unit: t)



68 List of PRTR-Regulated Chemicals

This data is compiled for PRTR-listed chemicals in the Act on Confirmation, etc. of Release Amounts of Specific Chemical Substances in the Environment and Promotion of Improvements to the Management Thereof. (Listed up to 3 digits; however, up to 0.1 kg)

(Unit: kg/mg dioxin only-TEQ)

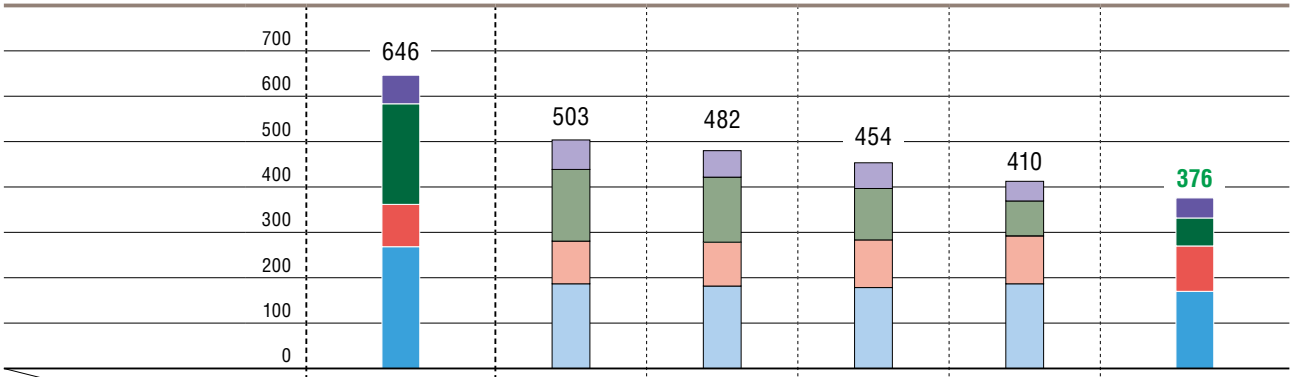
Substance	Handled	Consumed	Removed/ Consumed	Recycled	Emissions Volume			Transfer Volume	
					Atmo-sphere	Public water-ways	Soil	Sewer	Off-site
Acetonitrile	79,100	—	17,000	—	4,510	—	—	—	57,600
2-Aminoethanol	63,900	—	—	216	—	—	—	38,300	25,400
Antimony or other compounds	1,860	1,440	—	78.5	—	—	—	—	338
Isophorone-di-isocyanate	12,100	11,700	—	—	—	—	—	—	405
Ethyl-benzene	120,140	15,600	64,100	37,800	1,070	—	—	—	1,520
Ethylene glycol	1,280	1,220	—	—	—	55.8	—	6.2	—
Ethylene glycol monoethyl ether	22,300	1,790	14,700	700	1,170	—	—	—	3,930
Ethylene glycol monomethyl ether	11,500	2,800	6,690	—	476	—	—	—	1,520
Epsilon-caprolactam	4,520	4,090	—	—	—	—	—	—	432
Xylene	168,990	18,600	87,200	55,300	1,830	—	—	—	6,060
Silver and its water soluble compounds	49,700	43,700	2,260	3,770	—	—	—	49.7	0.2
Chromium & chromium (III) compounds	69,200	28,100	18.0	17,900	—	—	—	2.1	23,200
Hexavalent chromium compounds	15,900	8,450	7,200	17.2	—	—	—	0.2	196
Cobalt and its compounds	2,520	1,470	—	199	—	—	—	—	842
Inorganic cyanide compound (excluding complex salts and cyanate)	1,820	—	453	—	110	—	—	—	1,260
1,1 Dichloro-1-fluroethane	2,800	—	—	—	2,800	—	—	—	—
Dichloromethane	8,180	—	3,170	—	3,250	—	—	—	1,770
N.N- dimethylformamide	63,800	949	819	—	66.7	—	—	—	61,900
Styrene	1,370	1,330	3.0	—	1.0	—	—	—	34.0
Dioxins	121	—	—	—	1.24	—	—	—	120
Water soluble copper salts (excluding complex salts)	685,000	92,200	145,000	419,000	—	—	—	1.2	28,800
1,3,5-trimethylbenzene	4,610	1,040	937	2,440	22.0	—	—	—	177
Toluene	14,400,000	3,320,000	6,630,000	1,860,000	849,000	—	—	—	1,760,000
Nickel	139,000	124,000	294	14,000	—	—	—	—	—
Nickel compounds	46,000	789	—	264	—	—	—	—	44,900
Hydrazine	3,650	—	3,540	—	—	—	—	—	109
Hydroquinone	1,770	—	—	—	—	—	—	1,770	—
Pyridine	2,450	—	49.0	—	—	—	—	—	2,400
Bis (2-ethylhexyl) phthalate	10,300	7,590	1,470	—	86.0	—	—	—	1,130
1,2,4-Benzenetricarboxylic acid-1,2-anhydride	7,630	7,030	—	—	—	—	—	—	600
Poly (oxyethylene) = alkyl ether *	3,210	3,160	—	—	—	0.1	—	—	45.0
Formaldehyde	3,000	—	3.0	—	3,000	—	—	—	—
Manganese and its compounds	6,310	3,650	—	483	—	—	—	106	2,070
Methacrylic acid	3,020	2,860	1.2	—	19.6	—	—	—	142
Methacrylic acid 2,3-epoxypropyl	2,910	2,810	1.1	—	7.7	—	—	—	89.9
PRTR-listed substances	16,000,000	3,710,000	6,980,000	2,410,000	867,000	55.9	—	40,200	2,030,000

* Excluding alkaryls of carbon 12 through 15 or their compounds

69 Use of Recycled Resources 1 2

Transition of Waste emissions

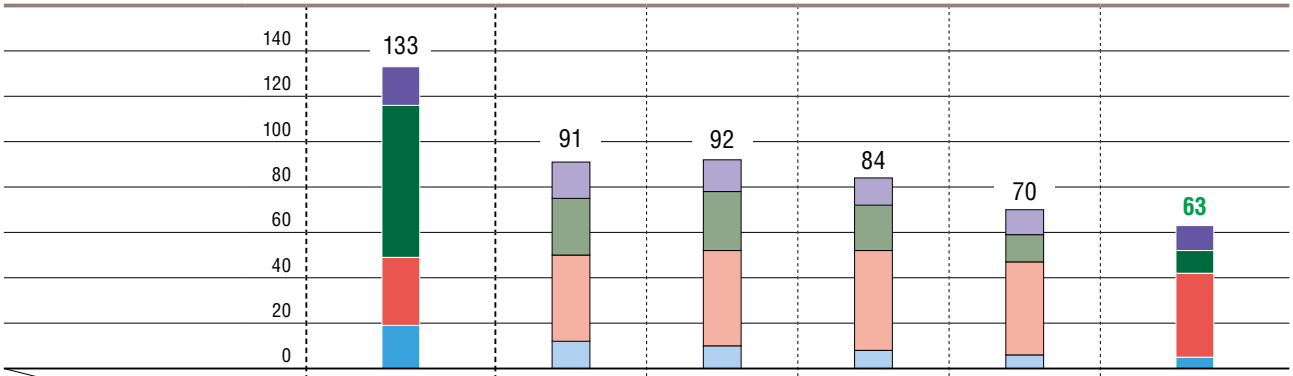
(Unit: 1,000 tons)



(Fiscal year) / Breakdown by operation	2000 (Base year)	2005	2006	2007	2008	2009
Others	63	65	59	57	43	44
Electronics	222	158	144	113	76	62
Lifestyle and Industrial Supplies	93	94	97	105	105	100
Information Communication	268	186	182	179	186	170

Transition of Total Waste generation

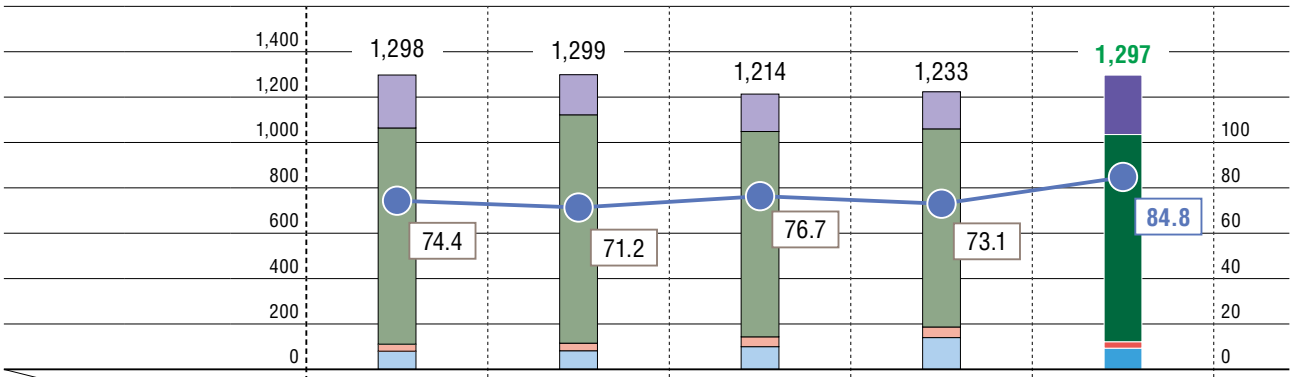
(Unit: 1,000 tons)



(Fiscal year) / Breakdown by operation	2000 (Base year)	2005	2006	2007	2008	2009
Others	17	16	14	12	11	11
Electronics	67	25	26	20	12	10
Lifestyle and Industrial Supplies	30	38	42	44	41	37
Information Communication	19	12	10	8	6	5

69 Use of Recycled Resources 1 2

Wastepaper collection/Wastepaper collection rate *



Breakdown		2005	2006	2007	2008	2009
Waste paper collection	Cardboard	234	177	165	162	**262**
	Magazines	953	1,006	905	874	**913**
	Newspapers	31	34	43	48	**28**
	High quality paper	80	82	101	139	**94**
General waste		446	526	369	449	**233**
Waste paper collection + general waste amount		1,743	1,826	1,583	1,672	**1,530**
Number of sites		29	30	30	34	**32**

* Wastepaper collection rate

Wastepaper collection/ {wastepaper collection + general waste amount (excluding cans, bottles, and garbage)} x 100

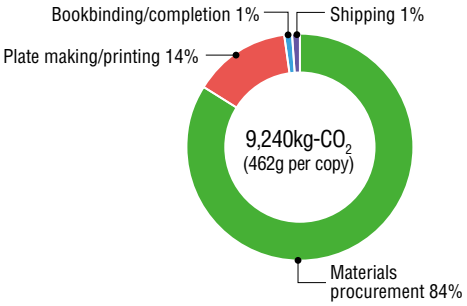
● Compiled from data obtained at sites where relevant information was available.

73 Carbon Footprint

Details of CFP calculation in CSR Report 2010

2 - 1

Materials procurement 7,815kg-CO_2	Plate making/Printing 1,287kg-CO_2	Bookbinding/completion 75kg-CO_2	Shipping 62kg-CO_2
Paper 7,176kg Ink 363kg CTP plate 60 copies 60 etc.	Printing 2,660kWh (inc. air conditioning/lighting) Plate making included in CTP specific energy consumption	Bookbinding/completion 156kWh (inc. air conditioning / lighting)	Materials shipping, other 272 ton-kilos Delivery 65 ton-kilos



	Primary data (amount of activity) W				Secondary data (specific consumption) a		CO_2(kg) W × a	Secondary data Sources/Reference
	Name/Details	Unit amount	Quantity used	Amount of activity W	Name	Numeric value a		
Materials procurement *1								
Printing plate	CTP plate (0.24 thickness/ kiku size-full)	0.81 m^2/sheet	48 sheets	39.1 m^2	Digital Thermal Plate	8.720 kg-CO_2e/m^2	341	CFP system trial trademark licensed products: Fujifilm [Digital Thermal Plate (CV-AF-001)]
	CTP plate (0.24 thickness/ shiroku size-full)	1.05 m^2/sheet	2 sheets	2.1 m^2			18	
	CTP plate (0.24 thickness/ shiroku size-half)	0.54 m^2/sheet	10 sheets	5.4 m^2			47	
Paper *2 (Cover/text)	Forest-certified paper "Morino Chonai-Kai"			7,045.0 kg	Premium coated paper	0.919 kg-CO_2/kg	6,474	"Summary of LCI Data Calculation" (07/12/2005/ Japan Paper Association)
Paper *2 (Survey form)	Non-wood paper ("Yoshi" paper)			131.0 kg			120	
Ink *3	Oil-based ink for offset printing			362.9 kg	Planographic ink	2.020 kg-CO_2/kg	733	"Planographic and gravia ink CO_2 emissions" (02/03/2009/Japan Printing Ink Makers Association)
Bookbinding glue *4	Ethylene-vinyl acetate hot melt adhesives	1.57 g/copy	21,000 copies	33.0 kg	Ethylene-vinyl acetate copolymer	1.720 kg-CO_2e/kg	57	Common specific consumption database for CO_2 conversion in CFP system trials (provisional version)
Packing materials	Craft paper	50 g/m^2	344 m^2	17.2 kg	Unbleached packing paper	1.450 kg-CO_2/kg	25	"Summary of LCI Data Calculation" (07/12/2005/ Japan Paper Association)

*1 DTP materials, etc., not included

*2 Premium coated paper CO_2 emissions coefficients applied in calculations for both Forest-certified and non-wood paper.

*3 Not calculated separately according to color

*4 Actual per-copy hot melt adhesives usage volume calculated

73 Carbon Footprint

2 - 2

	Primary data (amount of activity) W				Secondary data (specific consumption) a		CO_2(kg) W × a	Secondary data Sources/Reference
	Name/Details	Unit amount	Quantity used	Amount of activity W	Name	Numeric value a		
Plate making/Printing *5								
Printing *6	Electricity	2.12 kWh/1000 copies	971,000 copies	2,056.7 kWh	Electricity (Japan average)	0.484 kg-CO_2e/kWh	995	Common specific consumption database for CO_2 conversion in CFP system trials (provisional version)
Air conditioning during printing *7		0.38 kWh/1000 copies		366.6 kWh			177	
Lighting during printing *7		0.24 kWh/1000 copies		236.3 kWh			114	
Bookbinding/Completion								
Bookbinding *8	Electricity	0.63 kWh/1000 copies	147,000 copies	92.6 kWh	Electricity (Japan average)	0.484 kg-CO_2e/kWh	45	Common specific consumption database for CO_2 conversion in CFP system trials (provisional version)
Air conditioning during bookbinding *9		0.25 kWh/1000 copies		36.5 kWh			18	
Lighting during bookbinding *9		0.18 kWh/1000 copies		26.2 kWh			13	
Shipping *10								
Paper shipping Paper manufacturer ➡ Printer	Shipping by 10-ton truck (Loadage 75%)	7.05 tons	13.3 km	93.7 tkm	Shipping by 10-ton truck (Loadage 75%)	0.139 kg-CO_2e/tkm	13	Common specific consumption database for CO_2 conversion in CFP system trials (provisional version)
	Shipping by 10-ton truck (Loadage 25%)	0.13 tons	501.4 km	65.7 tkm	Shipping by 10-ton truck (Loadage 25%)	0.279 kg-CO_2e/tkm	18	
Ink shipping Ink manufacturer ➡ Printer	Shipping by 10-ton truck (Loadage 25%)	0.36 tons	106.4 km	38.3 tkm	Shipping by 10-ton truck (Loadage 25%)	0.279 kg-CO_2e/tkm	11	
Bookbinding glue shipping Glue manufacturer ➡ Bookbinder	Shipping by 2-ton truck (Loadage 25%)	0.03 tons	20 km	0.7 tkm	Shipping by 2-ton truck (Loadage 25%)	0.575 kg-CO_2e/tkm	0	
Packing material shipping Paper manufacturer ➡ Bookbinder		0.02 tons	50 km	0.9 tkm			1	
Transport of interim product Printer ➡ Bookbinder	Shipping by 10-ton truck (Loadage 75%)	7.09 tons	10.1 km	71.6 tkm	Shipping by 10-ton truck (Loadage 75%)	0.139 kg-CO_2e/tkm	10	
Product delivery Bookbinder ➡ Headquarters		5.73 tons	11.4 km	65.3 tkm			9	

*5 CO_2 emissions volumes during plate making are included in the CTP CO_2 emissions values

*6 Calculated by distributing figures for electricity volume used by printing machinery over one year

*7 Calculated by floor area from Printing Unit air conditioning and lighting electricity volume over one year

*8 Calculated by distributing figures for electricity volume used by bookbinding machinery over one year

*9 Calculated by floor area from Bookbinding Unit air conditioning and lighting electricity volume over one year

*10 Distances between each site are looked up using WEB calculation software loadage is based on examination or estimated loadage, with the lowest figure used in calculation.

74 Providing Environmental Information

CoC and EPD Certification Acquisition Status

Certification Type	Acquired By Acquisition *1	Registration *2	Date Organization
FSC-CoC	DNP Tokai	Oct. 2002	SGS
	Commercial Printing Operations	Aug. 2003	SGS
	DNP Media Create Kansai	Sep. 2003	SGS
	DNP Trading	Dec. 2003	SGS
	Yokohama Plant, Packaging Operations	Dec. 2005	SGS
	DNP Tohoku	Mar. 2006	SGS
	Ichigaya Publication Printing Operations	Mar. 2006	SGS
	DNP Multi print	Apr. 2007	SGS
	DNP Hokkaido	Nov. 2007	SGS
	DNP Data Techno Kansai	Jan. 2008	SGS
	Tien Wah Press (Singapore)	May. 2008	DNV
	IPS Operations	May. 2008	SGS
	Lifestyle Materials Operations	Aug. 2009	SGS
	DNP Lifestyle Materials	Aug. 2009	SGS
	International operations	Aug. 2009	SGS
PEFC-CoC	Packaging Operations	Jan. 2004	JIA
	DNP Tokai	Sep. 2005	SGS
	DNP Hokkaido	Nov. 2007	SGS
	DNP Trading	Jan. 2008	SGS
	IPS Operations	May. 2008	SGS
	DNP Media Create Kansai	Sep. 2008	SGS
EPD	Dye-sublimation transfer materials (2 types)	Mar. 2003	JIA
	Fused thermal transfer materials (8 types)	Jun. 2005	JIA

Certification Type
[FSC]
Forest Stewardship Council

[PEFC]
Programme for the Endorsement of Forest Certification Schemes

[EPD]
Environmental Product Declarations

Date Organization
[SGS]
SGS Japan

[DNV]
Det Norske Veritas (Norway)

[JIA]
Japan Gas Appliances Associatio

*1 Organizations and the names used for them as of March 31, 2010.
*2 Date of initial registration