

Third-Party Comments



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Dr. Suzuki received an LLB degree from Tokyo University, a master's degree from the London School of Economics, and PhD in Politics and International Studies from the University of Warwick. His field of specialization is political economy. Dr. Suzuki is a member of the Association for the Study of Political Society (ASPOS) and Japan Association for Northern European Studies (JANES).

He currently focuses on how environmental changes in society and economy change the nation's social system and affect the psychology and behavior of companies and people. He has a decade of experience in being involved with education and research in Sweden.

"Capital in the Twenty-First Century," written by French economist Thomas Piketty, became a popular topic at the end of last year. I graduated from the same university as he did, but I am neither an expert in economic theory nor am I qualified to discuss the content of his book. However, I do have considerable interest in the historical background of why this book has been a best-seller worldwide, including Japan.

The central thesis of this book, " $r > g$ " (when the rate of return on capital (r) is greater than the rate of economic growth (g) over the long term) is that "the rich continue to get richer, while the poor are getting poorer." It is an open question on whether this is true or not. However, many people behind the scenes have supported the idea that there are in fact a lot of problems with modern capitalism, and corrective measures must be taken because it would be disastrous to leave things as they are.

I think that CSR activities are one way to correct some of the problems brought on by capitalism. We cannot deny that wasteful economic activities in a capitalist society burden the environment in various ways. Therefore, it is necessary to make efforts to at least reduce these negative effects.

In that context, I have been impressed with "Smart Receipt," which was introduced as one of the topics of this report. In the past, paper-wasting receipts were a necessary factor for maintaining purchase records. As digital record-keeping progresses, however, paper will no longer be needed. In addition, electronic receipts are not only eco-friendly but also contribute to a significant reduction in business costs to retailers, including that of small vendors. Products that help reduce environmental impact, such as an MFP equipped with a toner recycling system and a breakthrough paper reusing system, have been developed and introduced in this report. I hope you continue to devote your efforts to increase the number of products certified as Excellent ECPs.

Needless to say, I also expect you to make continued efforts to reduce the environmental impact in your corporate activities as well. As the current Fifth Environmental Action Plan will end in fiscal 2015, I hope you focus your energy on achieving your immediate goals.

This report mentions environmental protection activities, as

well as social contribution activities beyond your corporate economic pursuits. I think it is such a great idea to implement these activities by bringing together all of your employees around the world. Social psychology research reveals that people enjoy a feeling of happiness when they do something good for others rather than when others do something good for them. Other research shows that a strong sense of togetherness is developed between people who enjoy a feeling of happiness together. So, such an approach for "Simultaneous Action" not only contributes to society in general, but helps strengthen organizational ties in the TOSHIBA Group as well as the TOSHIBA TEC Group. I trust that you will mutually develop an interest in the activities of others by supporting each other, and find new inspiration for future endeavors by comparing ideas and learning from each other. Therefore, I strongly encourage such actions.

Let's talk about correcting some of the problems that are inherent in capitalism. In general, it is easier for companies with a lot in common to band together because of their ability to communicate and work together more smoothly. If you become caught up in pursuing short-term efficiency, you may balk at promoting diversity. In that context, I find it very impressive that the utilization of diverse human resources leads to increased innovation, vitality and the ability to better adapt to unexpected issues and changes in the market, resulting in increased global competitiveness.

However, if I am allowed to wish so much, this report does not always reveal to what extent diverse human resources are used in practice. I can see that you are working to address gender issues by actively appointing female managers, establishing a program that improves female awareness, surveying young employees involved in sales and implementing reforms based on the findings. However, the promotion of diversity is not exclusive to gender issues. I suppose that especially in Japan's increasingly globalized society, you might have more and more opportunities to make use of human resources, regardless of nationality. It is not that a big issue under present circumstances; however, I expect you to implement advanced approaches in the same manner here as you would in other fields.

Website

The website provides more detailed and extensive information than the brochure does.

• Top

<http://www.toshibatec.co.jp/en/>



• Social and Environmental Activities

<http://www.toshibatec.co.jp/en/csr/>
CSR activities of TOSHIBA TEC and its Group companies are introduced.

Main items

- News • CSR of Toshiba Tec • Organizational Governance
- Human Rights and Labor Practices
- Fair Operating Practices • Customers • Environment
- Community Involvement and Development • CSR Report



• Investor Relations

<http://www.toshibatec.co.jp/en/ir/>

Every effort is made to provide corporate information as quickly as possible.

Main items

- IR News • Management Policy
- IR Library



• Products

http://www.toshibatec.co.jp/products_overseas/

Products and solutions in response to customer business needs are introduced.

Main items

- Retail Solutions (POS Systems, Self Checkout, etc.)
- Printing Solutions
 - Barcode/Label Solutions (RFID Printers, etc.)
 - MFP Solutions (Color/Monochrome MFPs, etc.)
 - Engineering Manufacturing Services
 - Inkjet Head

