

Overview of FY 2011 Activities and FY 2012 Action Plan

The TDK Group, in order to obtain the continued trust of society, has identified action items that are particularly important in terms of CSR. We establish yearly action plans around these items and work to implement them through our business activities.

This section provides an overview of what we have achieved for FY 2011 and what we are working on and planning for FY 2012.

Each item is applied to the entire PDCA cycle to ensure that activities mesh on a higher level.

Item	Action Plan FY 2011	Action results for FY 2011	Planned activities for FY 2012
1 Technological innovation and impressive quality product creation aimed at solving major issues facing society	Promoting the creation of environment-conscious products	Information disclosure and promotion of environment-conscious products ("Eco Love" products) Sales ratio: 15% and more	Constantly updated web site for products of environment-conscious products ("Eco Love" products) Sales ratio: approx. 23%
	Innovative craftsmanship training	TDK Monozukuri tradition seminars	TDK Monozukuri tradition seminars
	Development of global human resources	Cross-cultural communication training including IMD training	Cross-cultural communication training including IMD training Newly established overseas training program
	CSR penetration and execution	Implementation of e-learning (Japan), completion of implementation preparations (China) Intensive training	Implementation of e-learning (Japan), completion of implementation preparations (China) Intensive training (Japan, China, Korea)
2 Fostering human resources	Promoting diversity	Educational training for implementation Action plan implementation in various departments	In-company educational activities for female staff empowerment (discussion sessions with female management members, lectures by external speakers) Action plan implementation in various departments
	CSR penetration and execution	Implementation of e-learning (Japan), completion of implementation preparations (China) Intensive training	Implementation of e-learning (Japan), completion of implementation preparations (China) Intensive training (Japan, China, Korea)
	Promoting CSR procurement	Improved CSR check sheet for suppliers	Implementation of improved CSR check sheet for suppliers
3 Conducting supply chain management from CSR perspective	Correspond to conflict minerals	Response to inquiries and requests for survey from customers	Swift response to customer inquiries and survey requests regarding conflict minerals, following the passing of the Dodd-Frank Act Established a framework for responding to customers Carried out a survey among suppliers
	CSR response to customers	Implementation of regular TDK CSR 'Self Checks' at manufacturing sites Response to CSR survey and auditing requests from customers in a timely manner	Implementation of regular TDK CSR 'Self Checks' at manufacturing sites Response to CSR survey and auditing requests from customers in a timely manner
4 Harmonic coexistence with the environment	Promote environmental activities	Promote environment oriented activities based on "TDK Environmental Action 2015" Preventing global warming Managing waste Environmental risk management Conducting external environment activities Promoting the creation of environment-conscious products	Promote environment oriented activities based on "TDK Environmental Action 2015" New medium to long term plan "TDK Environmental Action 2020"

FY 2011 Topics

1 Technological innovation and impressive quality product creation aimed at solving major issues facing society

For effective, to-the-point research and development, TDK is concentrating its technological resources on three key market segments: "communications," "automobiles," and "environment & energy." Covering the entire spectrum from basic research to practical implementation, we are engaged in R & D that leads to highly original technology and products. Breakthroughs such as next-generation of multilayer ceramic chip capacitors and highly advanced components for hybrid electric and electric vehicles are our way of helping to solve crucial challenges that face society today. In the environment sector, we are constantly expanding the ratio of our "Eco Love" products.



Environment-conscious products with high environmental impact reduction effects and that are industry leaders are certified as Eco Love products, and Eco Love products with effects at the highest levels in the industry are certified as Super Eco Love products.

* For information on environment-conscious products from TDK, please visit our web site: <http://www.global.tdk.com/csr/ecolove/index.htm>

3 Conducting supply chain management from CSR perspective

To promote CSR oriented procurement as a component manufacturer, the "TDK CSR Self-Check" program based on the EICC* and JEITA* CSR guidelines is being implemented at major manufacturing sites of the TDK Group.

For suppliers, we are conducting the CSR check sheet through the Supplier Partnership System. The check sheet was revised to enhance supplier's CSR activities.

* EICC: A code of conduct established in 2004 by the Electronic Industry Citizenship Coalition in the U.S.
* JEITA: Japan Electronics and Information Technology Industries association. Published a supply chain CSR promotion guidebook in 2006.

2 Fostering human resources

TDK has been aiming to develop "self-sustained human resources." We implemented a variety of programs aimed at helping people discover and develop their potential. Within the larger context of promoting diversity, there were also programs for management to deepen understanding of women's empowerment in the workplace, and talks by external speakers on the topic. Through training programs on different levels, intensive seminars, and e-learning we impart the concept that CSR is only viable when all employees implement it in their work and put the concept into practice.



Lecture by external speaker on achievements of female employees



IMD (International Management Development seminar)

4 Harmonic coexistence with the environment

The TDK Group has established the "Environment Charter" that formulates our fundamental approach towards sustainable development. In FY 2011, based on the "TDK Environmental Action 2015" which is a blueprint for concrete measures, we identified five action items and worked mainly on aims such as improved energy management at overseas manufacturing sites.

For FY 2012, we have newly formulated the "TDK Environmental Action 2020" that focuses on environmental contribution through our products.