

We will seek to build and maintain strong bonds of trust with stakeholders.

We will sincerely engage with stakeholders to forge closer bonds of trust through communication channels while fulfilling our responsibilities.

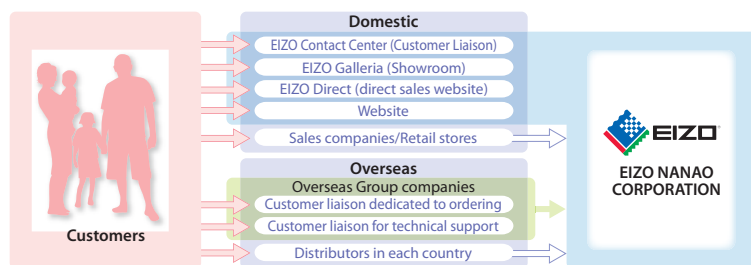
Relationship with Each Type of Stakeholder

EIZO's Stakeholders		EIZO's Responsibility	Communication Channels
Customers P.21	In addition to offering products that satisfy customers, we listen closely to their feedback and provide useful support.	<ul style="list-style-type: none"> ● Creating and offering products with new value. ● Developing products from the customer's standpoint. ● Responding clearly to questions and inquiries. ● Thoroughly responding to customer requests and feedback. 	<ul style="list-style-type: none"> ● Developing better products ● Setting up Contact centers as customer liaison points <ul style="list-style-type: none"> – Responding to questions and inquiries before and after purchase – Listening to customer opinions – Technical support ● Sharing information with relevant departments and considering incorporation into products ● Interacting with customers at showrooms and through direct dialog ● Providing and collecting information through participation in various trade shows ● Providing timely information via the corporate website
Suppliers P.19	We view suppliers as essential and important partners in the continuation of our business, and forges powerful relationships by sharing management policies and technical strategies.	<ul style="list-style-type: none"> ● Building relationships of trust ● Fair business transactions ● Explaining corporate policy and broadening understanding among suppliers 	<ul style="list-style-type: none"> ● Sharing information and creating mutual understanding as partners ● Establishing selection standards, dealing with suppliers on an equal opportunity basis ● Holding material procurement briefings
Employees P.25	We are a company focused on creative development that requires the imaginative ideas and powerful motivation of its employees. We therefore work to create a broadminded corporate climate and a workplace in which employees have a sense of security, and we support our employees in their self-development.	<ul style="list-style-type: none"> ● Motivating workplace environment ● Developing excellent personnel ● Promoting work-life balance ● Securing safety and health 	<ul style="list-style-type: none"> ● Providing various educational programs ● Supporting self-development activity ● Creating workplaces that reflect employee opinions and sound labor-management relations through consultation conferences
Shareholders P.22	We strive to gain the understanding and trust of our shareholders by providing fair and accurate information on management policies, business strategies and financial performance, and by maintaining transparency in our corporate management.	<ul style="list-style-type: none"> ● Timely and appropriate disclosure of information ● Enhanced corporate value 	<ul style="list-style-type: none"> ● General shareholders meeting (holding informal gatherings) ● Stable dividend payment
Local Community P.22	We seek to build solid relationships with the local community to gain their understanding and cooperation in pursuing our business operations. We are committed to fulfilling our responsibilities as a corporate citizen.	<ul style="list-style-type: none"> ● Preventing accidents and disasters at each business site ● Protecting the regional environment ● Cooperating with regional development and promoting culture 	<ul style="list-style-type: none"> ● Receiving company visits (15 groups in 2010) ● Sponsoring various events and organizations ● Supporting environmental conservation activities ● Corporation with Local Community and association ● Participating in local voluntary activities

Relationships with Customers

We provide product information on our Website, at our showrooms and through sales and promotional activities. We strive to directly communicate with customers through various channels in order to fully answer questions and respond to customer requests and feedback.

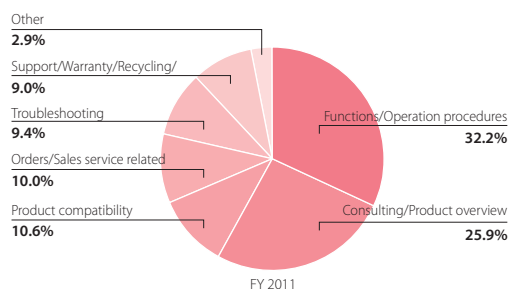
Feedback system for all types of customer input



Customer Liaison

EIZO Contact Centers have been set up as a convenient means for customers in Japan to communicate with the company. These centers provide answers to inquiries related to product specifications and operating procedures as well as questions related to purchasing products through telephone, e-mail and fax. Our overseas Group companies have also established specialized contact centers for customers to place orders or seek technical support. Customer inquiries and requests are shared among relevant departments within the company and utilized to guide product development as well as to prepare information provided to customers.

Breakdown of call categories



EIZO Galleria Showroom (Japan)

EIZO Galleria is a showroom located in the Ginza district of Tokyo where people can test the performance of our products while trying out their different functions. Our dedicated onsite staff introduces products and provides advice to customers who want to know more about them. We also hold seminars there on a variety of topics, such as color matching to provide information on the operating environments of computers for office and home use and on more effectively using EIZO products. The showroom is also used as a communication space for other types of events such as exhibitions of photographs taken by customers.



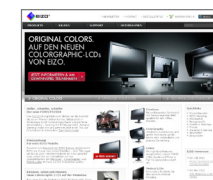
EIZO Website

Websites delivering timely information to customers in each country are managed by EIZO Group companies within the appropriate cultural and business context of each region.

Via the EIZO Nanao Corporation website, we mainly provide information on our products, along with information on customer support, hiring, corporate data and investor relations. In particular, we present detailed information on our products' features and appealing characteristics using images and movies in an effort to provide customers with information they need in a way that is easy to find and understand, while striving for timely disclosure of necessary information. Our website is updated on a daily basis to present information in a progressively comprehensible manner while incorporating the opinions and requests we receive from customers.



Japan



Germany



Sweden

Relationships with Shareholders

We conduct investor relations activities based on the principle of providing fair and accurate information on management policies, business strategies and financial performance to all stakeholders.

◆ Basic Policy on Information Disclosure

We disclose information in a timely and appropriate manner in compliance with the Financial Instruments and Exchange Act and related regulations as well as the “Timely disclosure rules and other regulations for issuers of listed negotiable securities or valuable instruments” of the Tokyo Stock Exchange. We strive to ensure any material information that may affect investment decisions is delivered to all market participants in an equitable manner.

◆ General Shareholders Meeting

We try to schedule our annual general shareholders meeting for a date that is convenient for shareholders by avoiding days on which other such meetings are being held. We also send out invitations as far in advance as possible to provide enough time for shareholders to examine the proposed resolutions and the state of our operations.

During the general shareholders meeting, we provide opportunities for direct communication with our shareholders, such as by offering explanations about products exhibited at the meeting site. We also invite shareholders to an informal meeting following the general shareholders meeting to listen to their questions and comments.

◆ Company Presentations for Investors

We invite institutional investors to our semi-annual earnings results briefings in Tokyo, where we report on our management policies, activities and performance. We also hold briefings for individual investors to promote a greater awareness of our company.



Relationships with the Local Community

We fulfill our responsibility as a corporate citizen through a variety of activities, such as protecting the regional environment, cooperating with regional development efforts and publicly disclosing information. We are committed to developing our business while maintaining good relationships with the local community.

◆ Relationships with Local Communities

In Japan we take part in activities that are close to us, such as voluntary cleaning of beaches and shoveling snow, and we donate EIZO products to public facilities. Outside of Japan, every Group company seeks to contribute to their local community in their own way. For example, in the United States, EIZO supports children’s programs organized by local fire and police departments, while in Germany we have established close collaboration with a university and are developing new technologies and technological approaches with young engineers there.

◆ For Regional Development in Japan (headquarters of EIZO Nanao Corporation)

● For Regional Economic Development: Ishikawa Keiei Tensho Juku

The Ishikawa Keiei Tensho Juku is a project undertaken mainly in Ishikawa Prefecture and managed through the concerted efforts of industry, government and academic institutions. The goal of the project is to enable young corporate managers and future entrepreneurs who will bear responsibility for the future of the regional economy to acquire the practical thinking and decision-making skills required for corporate management through lectures and case studies. We support the project by providing operational advice and holding lectures, and EIZO’s own story is included as a case study. We also cooperate in the production of educational texts and provide additional support by holding lectures at our offices and organizing company tours.

● Cooperation in Promoting Culture: Orchestra Ensemble Kanazawa

We co-sponsor Orchestra Ensemble Kanazawa in Ishikawa Prefecture. We have also co-sponsored La Folle Journée Kanazawa Music Festival as a member of the executive committee from the very beginning. We intend to continue contributing to local culture and regional development.