Ensuring Quality and Safety

*Self evaluation:

◎ Achieved more than targeted / ○ Achieved as targeted / △ Achieved to some extent

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<td>Overseas: Strengthen human resource development training to fit local quality needs</td>
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Priority Objectives for Fiscal 2015

□ Improve global quality and customer satisfaction
  ▪ Japan: Strengthen quality-improvement capabilities by acquiring technical knowledge
  ▪ Overseas: Strengthen human resource development measures to improve quality

Medium-Term Objectives (up to Fiscal 2017)

□ Globally deploy quality- and service-personnel training
  ▪ Globally train experts to have both quality and service expertise and the capability to provide guidance

Sharp always thinks from the customer's point of view and, as a rule, develops and provides products and services with the customer in mind. To ensure that customers can continue to use Sharp products for many years with peace of mind, Sharp strives to improve its products and its sales and after-sales services by reflecting the opinions of customers.

Sharp will continue to pursue customer satisfaction (CS) so that customers choose Sharp now, next time, and every time.

**Basic Stance and Vision on Service and Quality**

To gain customer trust and improve customer satisfaction, the Sharp Group meets customer needs and demands, and offers high-quality products and services that are safe, reliable, and environmentally friendly.

**Quality Philosophy**

To respond to society's needs and make products that satisfy our customers, we keep the slogan “Quality First” in mind at all times.

**CS Slogan**

Building a relationship of trust through quality and service so that customers choose Sharp now, next time, and every time.

**Quality Slogan**

品質第一 私たちの心です

Quality First in Heart and Mind
Quality and Service Promotion System

Sharp undertakes all its business activities from product development through sales and service based on management from the customer's point of view and has established the CS and Environmental Promotion Division as a company-wide promotion organization to further boost product quality and safety as well as customer satisfaction.

Sharp has established a CS Promotion Center and a Quality Assurance Department that undertake product service and quality control in each business. The Sharp Group, including overseas bases and subcontractors, has also established a system for building relations of trust with customers by providing safe, high-quality products and service.

In fiscal 2014, a global quality education program was implemented to promote quality and service personnel training overseas. This was introduced at eight bases in China and at nine bases in other parts of Asia. Quality and technology training sessions were provided to a total of 1,082 participants. Furthermore, in order to strengthen personnel training based on local needs, a quality and service management training program was implemented for local service managers.

Quality Assurance System

Sharp specifies the quality levels it provides to customers, thus ensuring that all employees in product planning, design, production, sales, and after-sales service aim for the same targets in their ongoing pursuit of quality improvement. All Sharp Corporation business divisions and all production sites of consolidated subsidiaries in Japan and abroad have obtained the international ISO 9001 certification of quality management.

They have also adopted the SHARP Corporation Standards—the Sharp Group's proprietary quality assurance standards—and conduct various quality assurance activities in each stage of the product-making process—from planning, design, and manufacture to testing/evaluation and marketing.
Efforts to Ensure Product Safety

At Sharp, product safety is based on adherence to the safety standards, laws, and regulations of every country. In addition, Sharp has its own technical safety standards, which are applied to all products. Through these standards, Sharp aims to ensure product safety even when rare and unexpected problems arise, especially concerning issues such as incombustible material usage and abnormal motion detection. To ensure an even higher level of safety, Sharp revises the standards whenever the need arises. Also, Sharp has built a system for ensuring product safety, so that unexpected product problems can be dealt with more swiftly and precisely.

Along with responding in a timely manner to changes in the social situation and revisions to laws pertaining to product safety, Sharp will continue to increase its efforts at offering products that customers can use with peace of mind.

Educational Activities in Japan for the Safe Use of Products

Through its website and pamphlets, Sharp is enlightening customers on the safe use of its products.

To prevent customers from experiencing any unexpected disadvantage from unsuitable methods of use or installation locations, Sharp posts advice for safe usage on its website and actively provides information.

Disclosure of Information When Quality Problems Arise

In the event that a Sharp product is found to be responsible for injury to customers or for damage to property, Sharp will disclose relevant information immediately in newspapers and via its website, or through other methods. Sharp also has contact points to directly receive inquiries from customers and is striving to keep quality problems to an absolute minimum.

Through important notices posted on its website, Sharp notifies customers about free-of-charge inspections, repairs, and product-related warnings.

Based on the Sharp Voluntary Product Safety Action Policy, Sharp also releases on its website details of serious accidents that are suspected to be or have been judged to be caused by a Sharp product and that have been reported to the Consumer Affairs Agency and the Ministry of Economy, Trade and Industry in Japan.
By collecting data on such matters as climate changes and the power supply status (voltage fluctuations) in various countries and regions, Sharp manufactures products that optimally suit the environment of each region. In addition, to ensure that no damage occurs to products during transport from factory to customer, transportation vibration data is collected and utilized during product development.

Obtaining environmental data for the ASEAN region

Measuring voltage fluctuations at a customer's house in Vietnam

Obtaining vibration data during truck transportation (Vietnam)

Measurement data