

Medium-term Management Reform Project

Expanding “Hikari” Sales and at the same time Ensuring Profits

Make Progress, 2010

Project Promotion Committee

- ◇ Policymaking for company-wide priority issues
- ◇ Coordination for cross-organizational issues in executing initiatives etc.

Issues, etc. in
executing initiatives

Company-wide
policies, etc.

WG Promotion Framework

Basic stance: Changing the way we do business (*BPR)

Cost-cutting

Framework
for promoting
service improvement

Revenue increase

*BPR: Business Process Reengineering