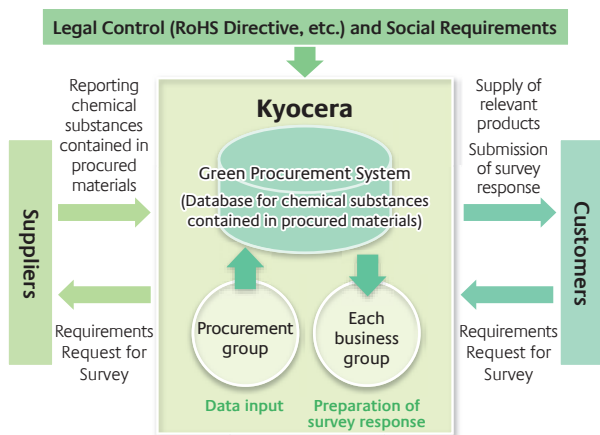


Green Products

Managing Chemical Substances in Products

Regulations exercising a global effect, such as the “RoHS Directive” and REACH, were established and consequently, social requirements have dictated stricter environmental regulations for chemical substances in products.

Kyocera has enhanced its control of chemical substances in products in order to promptly meet customers’ requirements and to research requests about such situations.



Flow chart of survey/reporting of chemical content in products

In the past, Kyocera product representatives gathered to review control activities for chemical substances in products. In order to enhance our control system and meet even more requirements, in October 2007 we set up the “Product Environmental Quality Subcommittee” as one of the green committee organizations.

The Product Environmental Quality Subcommittee reviews the control activities for chemical substances in products, the compliance with environmental regulations for products, and the revision of Kyocera’s Guidelines for Green Procurement, etc.

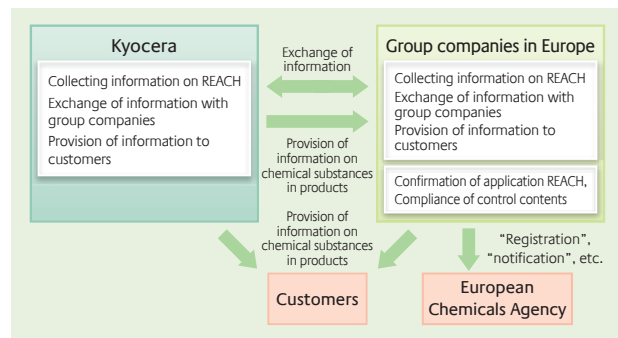


Product Environmental Quality Subcommittee Meeting
(TV conference connecting eight locations throughout Japan, including Shiga and Kagoshima)

Complying with Environmental Regulations for Products

The Kyocera Group has established a global policy to comply with the “RoHS Directive” enforced in July 2006 in Europe. After January 2006, Kyocera’s internal policy also prohibits these substances in products sold in areas other than Europe. Kyocera also requires its plants to comply with the “RoHS Directive” for products to be sold in regions (North America, China, and Japan) other than Europe, thus contributing to the global reduction of hazardous substances. Furthermore, Kyocera is taking action to comply with the new chemical substance control known as “REACH*”, which was enforced in June 2007. Mainly, group companies based in Europe are preparing for “registration.” If any substances of very high concern are contained in products, their “notification” will be required. Therefore, we are reviewing the method of identifying substances of very high concern.

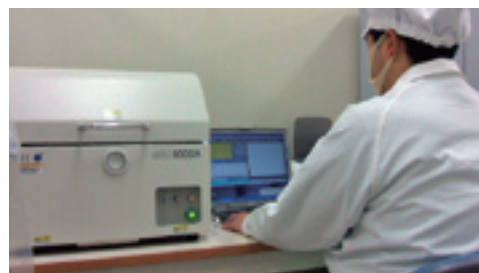
*REACH: A European Union law that specifies registration, evaluation, authorization and restriction controls for chemical substances both imported into and produced in Europe.



Conforming to REACH

Analytical Search for Chemical Substances in Procured Materials

To enhance the reliability of information on chemical substances in products supplied to customers, we use analytical equipment to obtain data on contained substances from suppliers and examine chemical substances in procured materials.



Analytical search of procured materials by fluorescent X-ray analysis
(Kagoshima Hayato Plant)