Customer Commitment

Approach

Epson set it's Vision for Mid-range CS & Quality and organizations are designed to achieve customer satisfaction, one of the core commitments included in Epson's Management Philosophy.

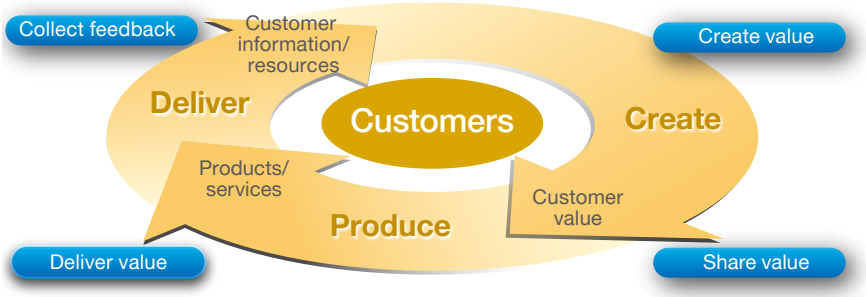
Vision for Mid-Range CS & Quality Initiatives

Epson implements CS & quality programs in line with its Mid-Range CS & Quality Action Policy, which stipulates its vision for creating products and services that please customers and earn their trust.

Goal

Earn strong trust from customers by taking innovative approaches to improving the quality of the overall product commercialization process and quickly achieving a level of quality that exceeds customer expectations.

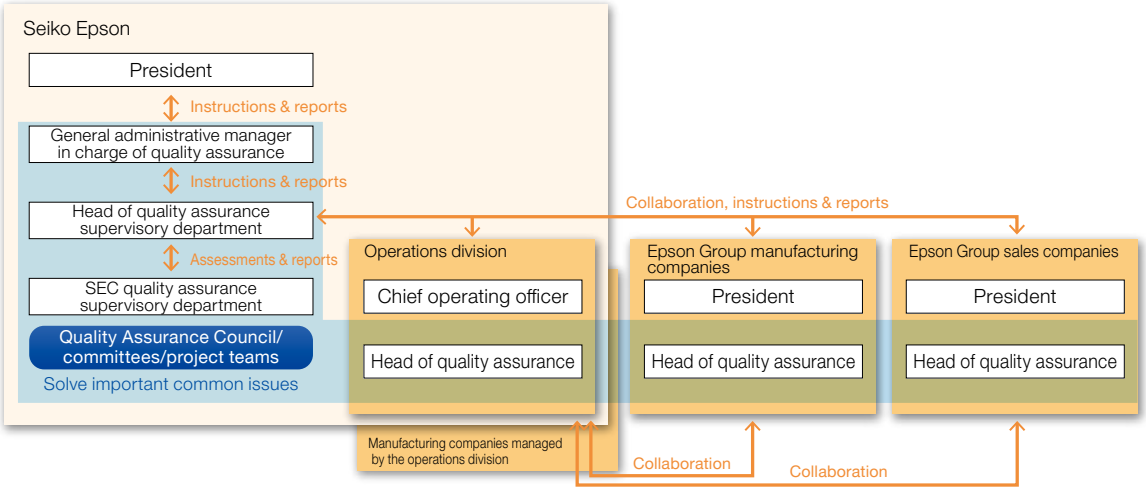
CS & Quality Vision (Creating Customer Value)



Quality Assurance Program Organization

Epson carries out actions to assure quality across the Epson Group. A Quality Assurance Council and project teams solve shared issues and serious problems. In addition, we manage our quality assurance programs by periodically assessing and reviewing the state of quality and the progress of actions, reporting the results to the president, and formulating and implementing policies for further improvement.

Quality Assurance Program Organization



Customer Satisfaction

Epson undertakes various activities to provide our customers with satisfaction that exceeds their expectations through our products, services, production and sales from product design stage to after-sales service.

Product Design

Epson seeks to meet the expectations of customers from the product design stage. As part of this effort, our design engineers personally visit customers to listen first-hand to their thoughts and needs. They also visit information centers to gather and analyze information on the types of problems customers may be having.

Advertising Initiatives

We work to avoid incorrect product descriptions, deceptive advertising, and any product appeal that might lead to an incorrect understanding. Our goal is to ensure that customers correctly understand our products' functions when making a purchase.

At Epson, we have a control system in place to check images and text before we publish them on web pages, advertising, and the like. This ensures that the images and text provide accurate information, are not unethical or discriminatory, and are compliant with copyright and personal data laws. We also have Group standards on the use of social media and work to ensure that the information we share on such media is fair and appropriate.

Initiatives of Sales Companies

Product Service and Support that Keeps Businesses Running

Users of business printer can find their work interrupted if their printer breaks down or if it runs out of consumables. To avoid such work interruptions, sales company Epson Taiwan Technology & Trading Ltd. (ETT) began in 2016 offering business inkjet printer users a package that includes regular on-site service. This is the first service of its kind in Taiwan's office printing industry.

Support staff members with thorough product knowledge visit customer sites to inspect and maintain their printers. They also let customers know when they can expect to run out of ink based on print use patterns. This service has sharply reduced printer breakdowns and ensures stable print quality. And since ETT is able to deliver ink before it runs out, work interruptions are far less frequent. These regular site visits are also an important opportunity to get feedback directly from users.

Epson, whose products are used by customers around the world, is increasing customer satisfaction by having local sales companies provide service and support that meets local needs.

After-Sales Service for Epson PCs

Epson Direct Corporation's support policy reads as follows: "Every second counts. Never make customers wait. Earn customer satisfaction and ongoing loyalty."

Our customers' work does not wait when their PC fails. Obviously a strong quality program is essential for preventing PC failures in the first place, but when failures do occur, minimizing customer downtime becomes the top priority. We provide a one-day guarantee on repairs, during both the standard warranty period and for the extended pick-up warranty. If an Epson PC should fail during the coverage period, Epson Direct will repair it and return it the next day, weekends included.

Quality Improvement

Epson conducts activities to improve the quality of its products, services, manufacturing and sales in order to provide quality that exceeds customer expectations and earns their trust.

Supplier Quality Assurance

Epson internally manufactures key components such as printheads for inkjet printers. At the same time, our suppliers also provide us with many of the parts needed for manufacturing. Therefore, our quality assurance programs go beyond the Epson Group. We share our approach to quality with our suppliers and work with them to improve quality.

For example, we stipulate our basic quality assurance policies and requirements in quality assurance standards, verify the quality of parts by visiting suppliers, and give them advice about ways to improve.

Quality Control Improvement in Manufacturing Processes

The role of manufacturing processes is to create products that accurately reflect the voice of the customer captured in product plans and designs. In manufacturing processes, we build products that meet specified quality requirements. We specify a lot of quality controls for product components and processes. Quality control engineers are sent to manufacturing sites worldwide to introduce quality improvement activities so that we can strictly manage required controls at the sites and assure quality.

We collaborate with local engineers to solve problems logically, develop the talents of manufacturing professionals, and improve quality at plants around the world.

Improvement in collaboration with an overseas affiliate

Global Sharing of Service & Support Information

Epson has built service and support organizations around the world so that our customers can use our products and services with confidence.

We hold an annual Epson Group Services and Support Conference that is attended by people in charge of these functions at our overseas regional sales headquarters and some sales companies. The purpose of the meeting is to improve the quality of our service and support. At the meeting, we share technical information about service and support, as well as about the use of our products and services by customers. We also review actions and discuss issues to formulate long-term strategies. The results of the meeting are used in our Group companies around the world.

Epson Group Services and Support Meeting

Improvement of Employee Quality Control Skills

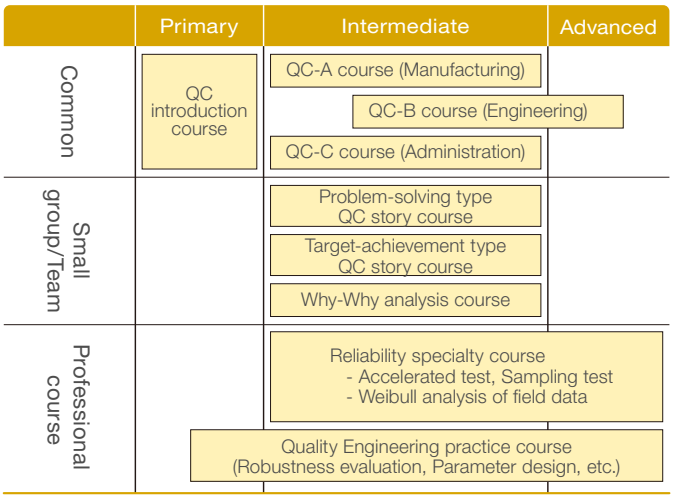
Training

Epson provides quality control training to all employees so that they can help improve quality. Manufacturing personnel, engineers, and office workers separately receive training for the basics of QC first. After that, they receive systematic training to learn the skills required to fulfill their duties and participate in E-kaizen programs (see below).

In addition, we train and certify QC trainers at overseas production sites and certify trainers so that our overseas employees can receive the same level of training as our employees in Japan.

Epson aims to develop people who are able to identify and address the root causes of problems so that we can produce and sell products and services that exceed customer expectations.

Quality Control Training Program



* QC-ABC courses shall be selected one or more.

Standard QC Courses for All Employees (FY2023, Japan)

Course	People newly tranied	% trained
QC Introduction	365	87%
QC-ABC	315	74%

Licensed Quality Control Training Trainers

Region	Number of Production Sites with Licensed Trainers	Licensed Trainers [1]
Southeast Asia	7 companies	76
China	4 companies	40

[1] Number of licensed trainers as of March 31, 2024.

Kaizen Activities

The entire Epson Group participates in continuous improvement activities. Called “E-Kaizen” at Epson, these activities are used by both teams and individuals to solve problems.

Epson holds an annual Worldwide Team Presentations conference at which the best teams from each of four blocs (Japan, China, Southeast Asia, and Europe/America) present the results of their kaizen activities. Their accomplishments are judged, and the teams that report the most outstanding accomplishments are recognized with awards. In addition to sharing kaizen presentations within each bloc, Epson reports best activities in the company newsletter and on the company intranet to motivate others to learn and make their own improvements.

The members of the President’s Award-winning “The Big Dipper” team

The 2023 Worldwide Team Presentations conference was held at a central venue instead of online for the first time in four years. A total of 13 teams participated. There were four teams from three companies in Japan, four teams from three companies in Southeast Asia, four teams from two companies in China, and one team from Europe and North America. “The Big Dipper,” a team from production site Epson Engineering (Shenzhen) Limited in China, was presented with the President’s Award in recognition of the outstanding actions it took toward reforming the cleaning process to reduce environmental impact.

Activities to Raise Awareness

November is CS & Quality Month across the global Epson Group. During the month, all personnel are encouraged to think about what a commitment to customer satisfaction, as enshrined in the Management Philosophy, means, and to look back on the quality of their own work.

The slogan for the 2023 fiscal year was “Adhering to the fundamentals, do reliable work, improve quality, and win more Epson fans.”

With manufacturing processes evolving as digital technology and automation are introduced, we believe it is essential for every employee to improve the quality of his or her own work in order to provide customers with value through products and services of more reliable quality. To this end, we conducted workshops led by the head of Quality Assurance, shared best practices internally, and held workplace discussions.

Through activities like these, we are endeavoring to win more Epson fans, not only by demonstrating a commitment to customer satisfaction but also by showing all stakeholders that Epson genuinely is a good company.

CS & Quality Month poster (Japanese)

CS & Quality Month poster (English)

CS & Quality Month poster (Chinese)

Product Safety

Approach to Product Safety

Epson has established unified Epson Group regulations governing quality assurance and product safety management to help ensure that it offers the same product quality to customers around the world.

Our product safety and environmental compliance requirements are set forth in the Epson Quality Standard (EQS), a set of unified standards implemented across the entire Epson Group. EQS specifies independent controls that we widely implement to meet or exceed legal and regulatory requirements in each country. Epson will take action to minimize safety and security risks involving our products and services, for example by painstakingly evaluating safety in every area to prevent the occurrence or recurrence of product incidents.

Key Actions (KPIs)	Results		Target
	FY2022	FY2023	FY2024
No. of serious incidents[1]	0	0	Keep at 0 each year

[1] Serious incidents: Accidents resulting from product defect that cause serious harm to the product user's life and/or body or that cause serious damage to assets other than the product.

Epson Group Basic Policy on Product Safety

Seiko Epson Corporation and the Epson Group recognize that securing customer trust in the safety of the products we manufacture and sell is an important management task. We have established the Epson Group Basic Policy on Product Safety below based on the Epson Group's management philosophy, which articulates our commitment to customer satisfaction, and actively work to ensure product safety as our top priority.

Epson Group Basic Policy on Product Safety (Please refer to page 353 of "Appendices")

Safety Assurance Program Organization

Epson is promoting product safety assurance initiatives and promptly responding to product incidents under the Group-wide quality assurance program organization.

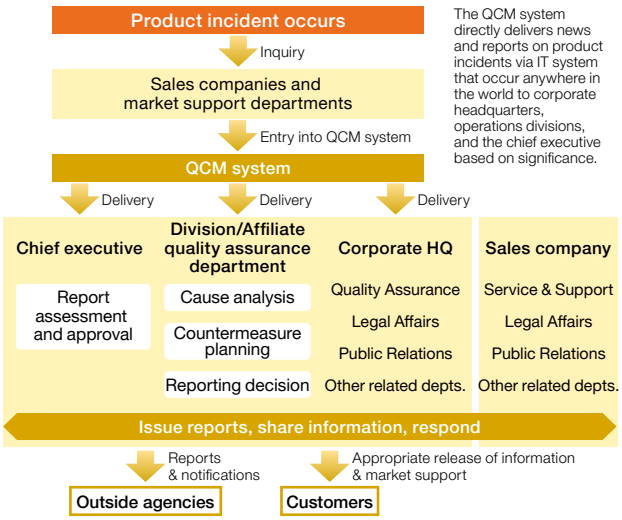
Additionally, for each of our products and services, we ensure conformity to EQS, the Group's unified quality standard, from the planning, development, and design stages and conduct risk assessments on new elements to ensure product safety in the product build-in stage.

Process for Rapidly Responding to Product Incidents

If there is an incident involving a product, an Epson sales company or market support organization immediately issues a preliminary report using the Epson Group's Quality Crisis Management (QCM) system.

Departments are notified of the incident via the QCM system, and the quality assurance department of the operations division or affiliated company rapidly responds by analyzing the cause and planning countermeasures. The chief executive and affected departments, including those at corporate Head Office, exchange information whenever an incident occurs and, putting the needs of the customers first, announce the incident to the public, provide market support, and furnish outside organizations with official reports and notices required by all applicable laws and regulations of each country.

Epson Product Incident Response Process



Epson has established standards that define procedures for responding to product incidents, and regularly reviews the emergency communication network among divisions to maintain a system that can respond appropriately and promptly.

Analyses to Prevent Product Incidents

Electronic components procured for use in Epson products, and especially those that are crucial in terms of safety, are evaluated and analyzed to judge their quality, safety and reliability.


Burning test at combustion laboratory

Epson has set up a combustion laboratory that enables it to conduct tests that cannot be performed in ordinary laboratories, such as tests that use flames or could cause parts or products to ignite, emit smoke, or rupture. In this lab Epson analyzes the causes of incidents and researches combustion-resistant structures and materials. We use the findings from these and other tests and studies to develop standards for creating safe, secure products, therefore seeking to prevent product-related incidents.

We also conduct regular education programs, such as online courses held throughout the year for all employees to learn product safety-related knowledge and raise awareness, and product safety education conducted each year for new technical employees involved in design, development, production engineering, and quality assurance, which mainly consists of risk assessment exercises (conducted nine times in FY2023). In addition, we are working to further improve the awareness and skills of our employees through specialized training programs focused on machine safety and functional safety.

Epson uses analytic techniques learned and honed over the years to analyze in-market safety incidents and determine root cause. The lessons learned are shared throughout the Epson Group to prevent recurrence of similar incidents.

Establishing an Evaluation Environment for Delivering Safe and Secure Products

Epson has established testing facilities that comply with official standards such as radio wave and electrical safety standards, as well as related product laws and regulations, in order to evaluate the safety of our products accurately and in detail.

We have also earned accreditation based on ISO/IEC[1] and other standards to enable us to conduct official certification tests in-house. Through periodic internal and external audits, we maintain and manage such accreditation to ensure that we can continue to achieve high-precision measurements. Specifically, we have introduced facilities such as large radio-frequency anechoic chambers, shieled room, and other facilities that we own in Japan and overseas, to enable in-house conducting of EMC testing.[2]

[1] IEC is an acronym for the International Electrotechnical Commission. It is an organization for international standardization that establishes standards for electrical and electronic technology.
[2] Electromagnetic compatibility testing. Electromagnetic interference testing to measure interference waves, i.e., electromagnetic waves radiated or conducted from the product itself or power supply that interferes with the operation of other devices, and electromagnetic immunity testing to evaluate the resistance of the product itself to malfunction due to electromagnetic waves generated by nearby electrical equipment.

Safety Evaluations on Substances Released by Products

Products can sometimes release trace amounts of chemical substances during use. Epson goes beyond simply evaluating releases of controlled substances specified under the requirements for environmental labels such as Japan's Eco Mark and Germany's Blue Angel[1], and also evaluates the level and safety of substances for which the Japanese Health, Labor and Welfare Ministry has issued indoor concentration guideline values[2].

Measurement of substances released by products

Epson seeks to deliver safe, secure printers, projectors, and other products by verifying that releases from these products meet Epson Quality Standard (EQS), a set of unified standards implemented across the entire Epson Group. The EQS sets Epson's strict, independent standards that exceed the rigorousness of the Health, Labor and Welfare Ministry's indoor concentration guideline values.

In March 2024, we acquired ISO/IEC17025 laboratory accreditation[3] in order to maintain and improve the testing technology capabilities of our in-house testing laboratory, enabling us to achieve more reliable measurements.

[1] Blue Angel, introduced in Germany in 1978, is the world's first environmental label.
[2] Indoor concentration guideline values are the levels of airborne chemical substances that are considered to be unlikely to have harmful personal health effects even if persons take in throughout life the substances at the indicated concentrations.
[3] ISO/IEC 17025 accredited laboratories certify the technical competence of laboratories that perform specific types of tests such as analysis and measurement and calibration of measuring instruments by a laboratory accreditation body operating under ISO/IEC 17011, and the competence of laboratories that have obtained accreditation is recognized internationally.

Product Information Security Initiatives

Once reserved for laser, business inkjet, and other office printers, network connectivity is now routinely provided with home inkjet printers and other consumer devices, which can be accessed via wireless LANs, smartphones, tablets, and other Wi-Fi-capable equipment. Network connectivity is a great convenience, but it also exposes users to security risks, such as cyber-attacks that could lead to the destruction of data or the theft of confidential information by persons or organizations who exploit network device software vulnerabilities[1].

To ensure the security of Epson products, Epson evaluates the vulnerability of embedded software, printer drivers, and other software based on information security requirements included in the Epson Quality Standard (EQS). Requirements for web services such as Epson Email Print were also included in the EQS, in 2012.

[1] Software vulnerabilities are system flaws or design problems that hackers or other cyber-criminals can use to hijack a computer, network, or other information system or to steal or alter confidential information.

Universal Design

Approach to Universal Design

Seiko Epson recognizes the importance of providing products and services that reflect universal design principles so that consumers of all ages, genders, nationalities, and abilities and so forth can use them. We try to make our products accessible to the widest possible audience by exercising the utmost care from the development stage to design products that anyone can easily use.

Universal Design within Epson

Internal Guidelines

Epson has prepared two sets of written guidelines that describe universal design and color universal design features that must be incorporated into our products and services to help ensure the widest possible product accessibility. We make sure that our products reflect universal design principles by using a process to verify that universal design elements are incorporated in each step of the product commercialization process, from planning and design to manufacturing.

Internal Monitor Program

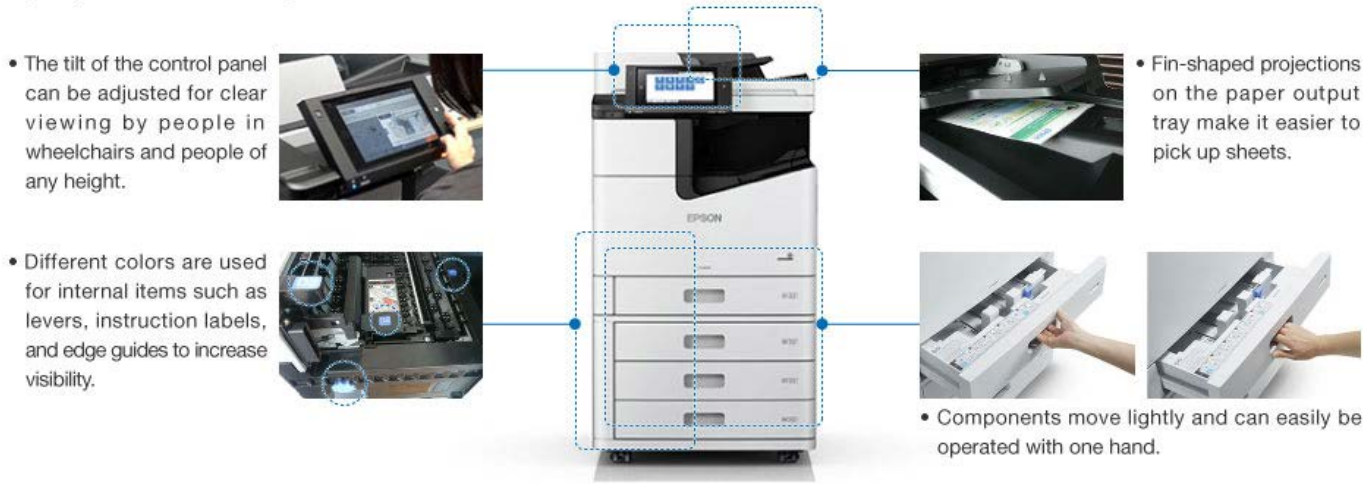
Seiko Epson invites employees and members of their families to participate in a monitor program. Registered monitors evaluate product usability and design from an ordinary user's perspective.

In FY2023, we had 403 registered monitors and asked them to evaluate the products prior to release, including printers, projectors, and wearables, to identify things such as product operability, visibility, and receptiveness.

Some of Epson's Universal Design Features

To enable anyone anywhere to operate our products, we decide the configuration of operating panels as well as dimensions, colors, textures, and markings based on data about usage environments and usage applications. We try to maximize the ease with which each product can be handled.

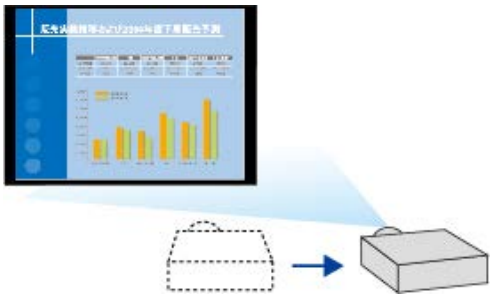
High-Speed Linehead Inkjet MFPs



High-Capacity Ink Tank MFPs

Automatic Keystone Correction for Quick Set-Up (Business Projectors)

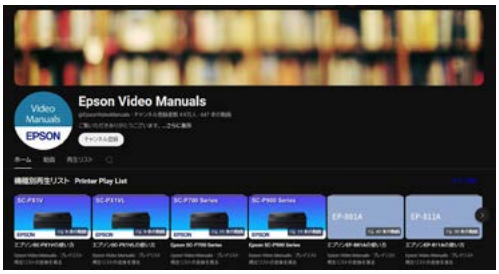
Projectors produce vertically or horizontally distorted (“keystone”) images when they are set up at an oblique angle to the screen for some reason. These keystone effects need to be corrected by pressing a button.



Epson’s EB-1795F business projector has one-touch image position and adjustment features that enable even novice users to effortlessly align images so that they sharp and clear. By eliminating troublesome and time-consuming set-up, we have enabled anyone to smoothly prepare a projector for business meetings.

Easy-to-Follow Video Manuals

In 2013, Epson began uploading PC- and smartphone-accessible video manuals to YouTube to provide Epson printer users with easy-to-understand guides for using their products.



First-time users of a product, even if they are used to operating earlier Epson printers or printers from other companies, can get lost even after reading the manual because of difficulty in intuiting or imaging new operating procedures. Providing them with a video-based simulated experience can enable them to smoothly operate their actual product and facilitate understanding of instructions in the manual.

You can access the Epson Video Manuals channel at the following link:
https://www.youtube.com/channel/UCcq-a3IIOxcXQRuZFjYATpg

* The video above was provided using the service of YouTube™. YouTube™ is a trademark of Google Inc.

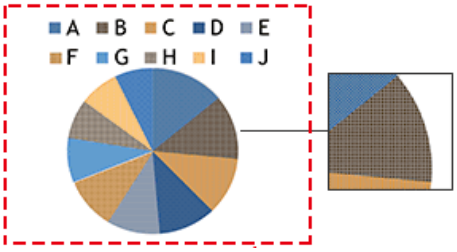
Color Universal Design

We are also employing color universal design[1] principles to create products, manuals, and software that are easy to use for people with various forms of color vision deficiency or color blindness.

[1] Designs that use color in a way that enables information to be clearly conveyed to the widest possible audience, including people who see color differently (such as people with congenital color blindness, cataracts, or glaucoma).

Improving Visibility with Color Universal Design

Epson business printers are equipped with a color universal design function[2] hat adds underlines or textures to text that requires emphasis and that converts the colors in graphs to corresponding patterns to make them easier to distinguish for people who see color differently.



[2] This technology was developed based on Epson's own criteria and does not guarantee visual accessibility to all.

Colors on Control Panel LCDs, LED Lamps, and Buttons

Large Format Printers

Blue LEDs are used for power buttons, and high-brightness orange LEDs are used for warning lamps. Universal design principles are also followed for colors used for on-screen instructions.

Business Inkjet Printers

We have reorganized the elements on the operation panel to make it as intuitive and easy to see as possible for most people, regardless of individual differences in color vision.

Interactive Projectors

The color scheme of the drawing toolbar in whiteboard mode has been designed to make it easy to identify for as many people as possible.