



Press Release

J.D. Power Asia Pacific Reports: Kyocera Mita Ranks Highest in Customer Satisfaction with Copier and Multifunction Products in China

TOKYO: 7 February 2007 — Kyocera Mita ranks highest in customer satisfaction with copiers and multifunction products in the three major cities in China, according to the J.D. Power Asia Pacific 2006 China Copier/Multifunction Product Satisfaction StudySM released today.

Now in its sixth year, the annual study evaluates customer satisfaction with office copiers and multifunction products in Beijing, Shanghai and Guangzhou. Overall customer satisfaction is based on three factors. In order of importance, they are: maintenance service (64%); sales (20%); and product (16%). In comparison to the 2006 U.S. Business Copier Customer Satisfaction Study, business customers in the U.S. consider product to be the most important factor, accounting for 46 percent of the overall index, followed by sales (34%) and service (20%).

Kyocera Mita ranks highest in overall customer satisfaction in China with a score of 763 points on a 1,000 point scale, receiving the highest ratings from customers in all three factors. Kyocera Mita performs particularly well in responding to repair and maintenance service requests and the frequency of contact by the sales representative. Fuji Xerox (731) and Ricoh (728) follow Kyocera Mita in the rankings.

The study finds that maintenance service is increasingly important in satisfying copier/multifunction customers, accounting for 64 percent of the overall satisfaction index in 2006—up from 56 percent in 2005 and 49 percent in 2004.

“There is a significant gap among printer manufacturers in China in overall customer satisfaction with maintenance service,” said Yukinobu Sato, general manager of office automation research at J.D. Power Asia Pacific. “To improve customer satisfaction, it is important for manufacturers to enhance these services, particularly by training and developing their maintenance staff.”

Regarding loyalty to their copier and multifunction dealers, customers contacted by a salesperson after purchasing a machine are more likely to repurchase from the same store. Nearly 25 percent of customers who have been contacted by a salesperson say they “definitely would” repurchase from the same copier/multifunction brand store, while only 17 percent of customers who have never been contacted indicate the same. Additionally, although 23 percent of customers who have never been contacted indicate they “would not” or “probably would not” repurchase from the same store, only 15 percent of customers who have been contacted say the same.

“Following-up with a customer after a copier or multifunction sale has not been common practice among salespeople in the Chinese market,” said Sato. “For example, in 2004, nearly 60 percent of customers did not receive a follow-up call from their salesperson. However, the number of customers who are not contacted has decreased since then, to less than 30 percent in 2006. In this highly competitive market, more dealers are contacting customers in an effort to increase loyalty. Once this becomes common practice, customers will expect dealers to continuously focus on meeting their specific needs.”

The study also examines the ownership ratio of black-and-white copiers, black-and-white multifunction machines, color copiers and color multifunction machines throughout offices in the Chinese market. Representing the largest share of market among the four printer types, black-and-white copiers are owned by 60 percent of offices. However, share of black-and-white copiers has steadily decreased—from 74 percent in 2005. Ownership of black-and-white multifunction products increased slightly, to 50 percent in 2006—up from 48 percent in 2005.

Additionally, while the ownership ratio of color multifunction products in 2006 is less than 10 percent, it has increased compared to the 2005 study. Thirty percent of offices expressed interest in purchasing color multifunction machines in 2006, up from 20 percent in 2005.

The 2006 China Copier/Multifunction Product Satisfaction Study is based on responses from 2,120 respondents who are responsible for purchasing and maintaining copiers and multifunction machines at offices with 30 employees or more. Customers were interviewed between July and September of 2006 about copiers and multifunction machines acquired in or following 2001.

About J.D. Power Asia Pacific

J.D. Power Asia Pacific, established in 1990, conducts customer satisfaction research and provides consulting services in the automotive, information technology and finance industries. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at www.jdpower.co.jp Media e-mail contact: cc-group@jdpower.co.jp

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, consulting, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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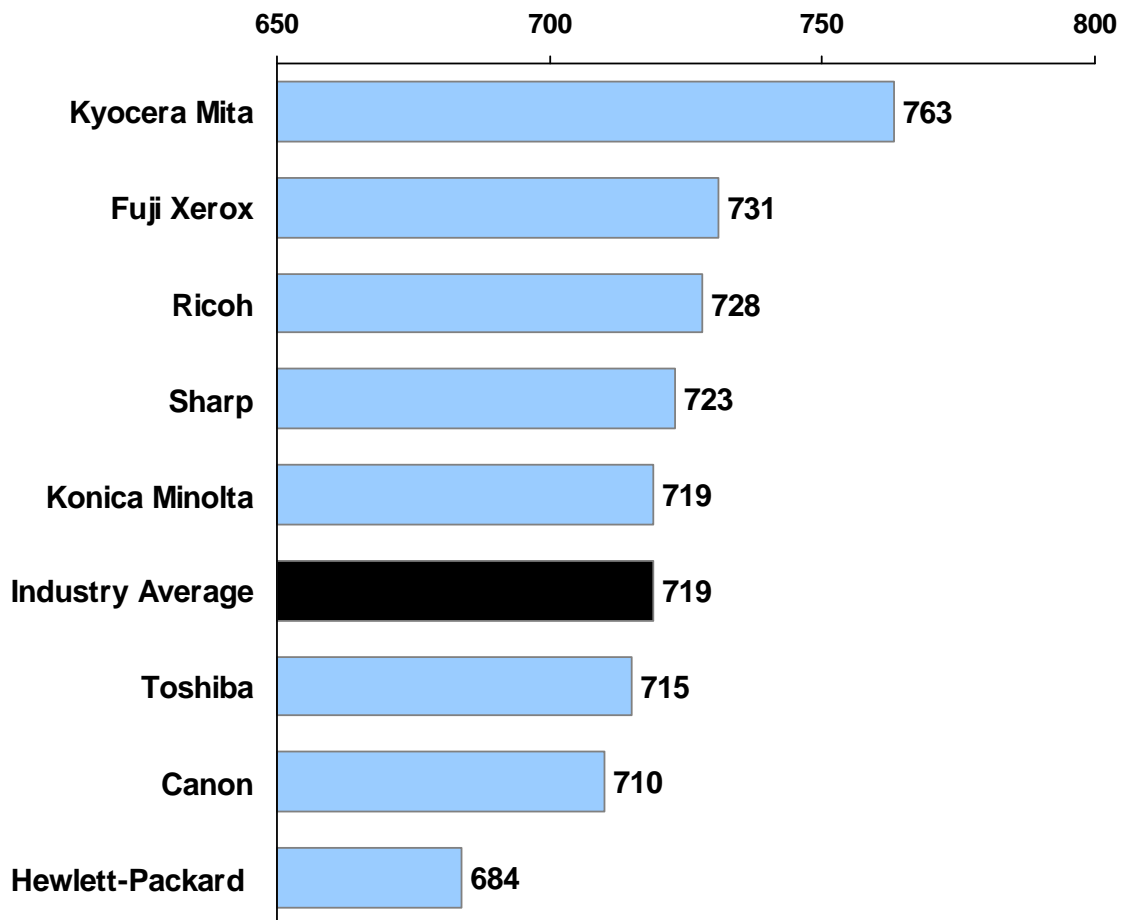
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(Page 2 of 2)

NOTE: Two charts follow.

J.D. Power Asia Pacific 2006 China Copier/Multifunction Product Satisfaction StudySM

Customer Satisfaction Index Ranking (Based on a 1,000-point scale)



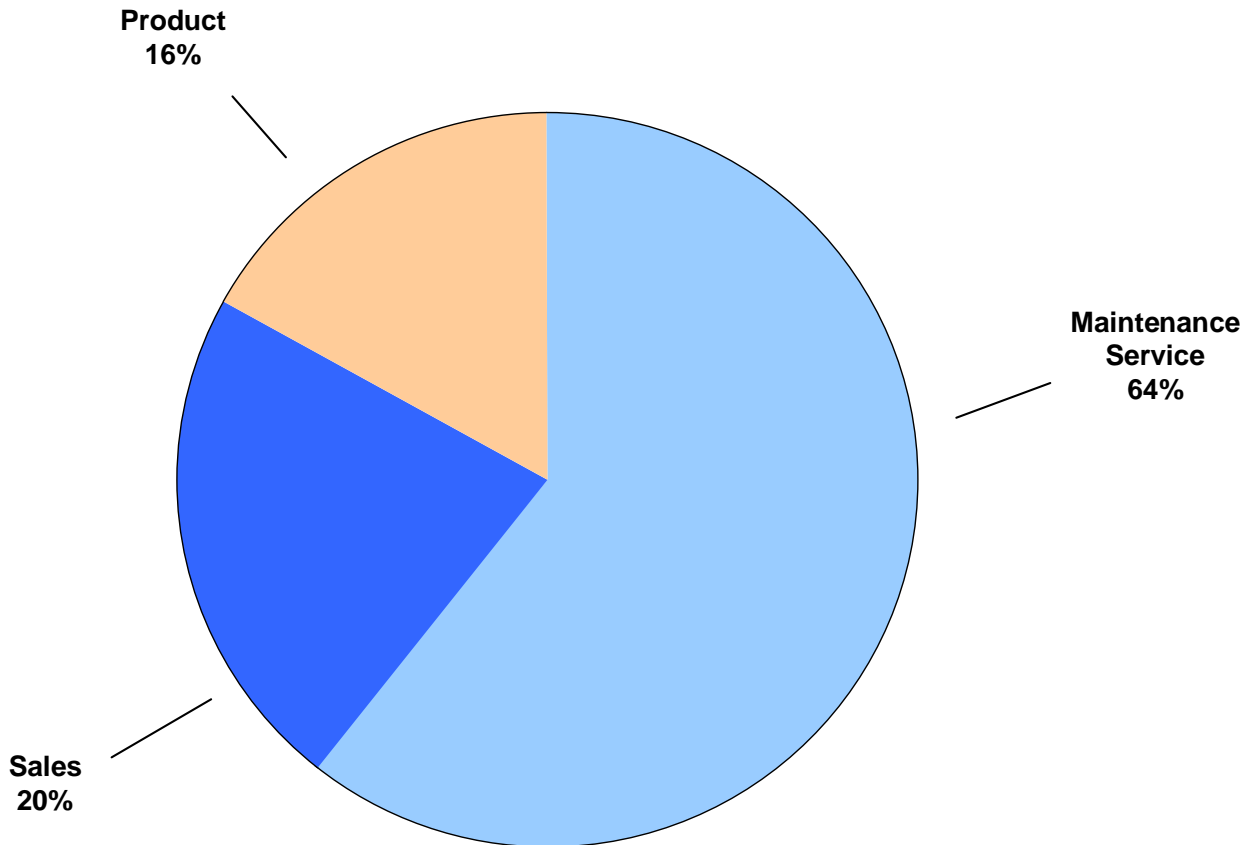
Included in the study but not ranked due to small sample size are: Gestetner, Lanier, Lenovo, Panasonic and Samsung.

Source: J.D. Power Asia Pacific 2006 China Copier/Multifunction Product Satisfaction StudySM

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Factors Contributing to Overall Satisfaction



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