

## Opinion from a Third Party

# Taking a close look at CSR at Murata

A major feature of Murata's CSR Report is that it shows the faces of their employees, and I feel that this year especially those faces are being shown from the standpoint of a global consciousness. Last year, Murata expressed their stance for social consciousness deeply in content entitled "Business and CSR", and this year makes it clear that they are taking a further step forward in pointing toward solutions for social issues. That is indicated in this Report by the message from the Representative Director on the "CSR Commitment" page, and that theme is also taken up in the two articles of the "Business and CSR" section. While remaining conscious of the company's social mission in this way, it is also very important that new technology and products be developed right along with the promotion of CSR management. I look forward to the business activities of the Murata Manufacturing Group continuing to have a positive influence on society.

The 70th anniversary of Murata's foundation will be celebrated in 2014, and, within its CSR Report for the current fiscal year, I sense the direction in which Murata is attempting to further develop. In that regard, I think that people's understanding might be deepened further if the company indicated their commitment to society by offering something more like a road map that clarified their mid- and long-term management plan, their concrete image for the future, and the process they plan to take in order to achieve that. Although detailed information is indeed disclosed on their website, I think that, as a method of disseminating that information that would be more easily understood and visualized, it might be even better if information on their overall image was provided in booklet form as well. Important related numerical values like the amount of CO<sub>2</sub> emissions are indicated in one article this year. Through that, we can see the concrete status of the activities written about in that article. I think that, in regard to this point as well, if the positioning of the activities in their overall plan was indicated more clearly, that content would be understood even better.

The first half of this Report is an introduction of the company's business, and the second half is its CSR Report. Thus, it presents a composition wherein the CSR-related information will be read after the content of the company is taken in. While this may make it easier to understand for those individuals who are picking up a Murata report for the first time, I think it is necessary to consider an explanation that is geared to annual readers a bit more. To that end, it is important to clarify the relationship between the overall image of a company shown in the first half and the articles on each CSR activity that are described in the second half, as well as to clarify the chronology more.

The "Integrated Reports" that are presently gaining global attention are advocating reporting with a more concise association between business activities and CSR activities, and I think that it would become an even more effective means of information disclosure if Murata's reports were also developed in that type of direction.



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