

Communication with Stakeholders

Goal 4

Basic Concept

Anritsu establishes partnerships by proactively disclosing information and dialoguing with stakeholders throughout its business activities.



Customers

We participate in trade shows in order to introduce Anritsu products to our customers and many other stakeholders.

■ Mobile World Congress 2017

We participated in Mobile World Congress 2017, one of the world's largest trade shows for mobile communications technology, which was held in February 2017 in Barcelona, Spain.

The event attracted 108,000 visitors from 208 countries, far more than the 101,000 visitors from 204 countries who came in 2016, and as many as 2,300 exhibitors took part. This year's theme was "The Next Element." Anritsu introduced solutions under the slogan, "Measure – Monitor – Monetize," with a focus on LTE-A Pro/5G, IoT/M2M, construction, maintenance and monitoring of networks.

We will continue contributing to the development of mobile broadband services by remaining the first to provide the most advanced technologies.

■ OFC 2017

Anritsu participated in the Optical Fiber Communication Conference (OFC), a global conference for optical communications and network technology, in March 2017 at the Los Angeles Convention center in the United States. The Anritsu booth exhibited solutions for data center testing and mobile network testing along with demonstrations.

The growing volume of data communication traffic is expected to further accelerate communication speeds of servers and network equipment in the coming years. Anritsu serves as the backbone of evolving communications technology by offering a variety of solutions.



Mobile World Congress 2017



OFC 2017

■ FOOMA Japan 2016

Anritsu Infivis participated in FOOMA JAPAN 2016, an international exhibition of food machinery and technology, in June 2016. The event attracted a greater number of exhibiting companies and visitors than in the previous year, and with the total number of visitors rising to 94,497, the Anritsu Infivis booth also saw an increase by 100 to about 2,400 people.

This year we featured graphic background panels designed to enable visitors to intuitively grasp markets and solutions. We introduced solutions for inspecting variance in content mass and missing parts using our XR75 series X-ray inspection system and set up separate sections in the booth to address different customer needs. We also attracted significant interest in our small clean cup scales, which meet the needs to address social trends such as smaller families and the labor shortage.



FOOMA JAPAN 2016

Shareholders and Investors

We are proactively disclosing information and encouraging interactive communication to build relationships of trust with shareholders and investors and applying their feedback to improve our business and IR activities.

■ Disclosure Policy

Anritsu is committed to proactively disclosing accurate information to all stakeholders in a manner that is sincere and fair and in compliance with the related laws.

| Action Policy |

1. Anritsu will disclose accurate information

- in clear and plain speech
- actively and promptly; and
- broadly and equally.

2. Anritsu will place a strict control on information management and strive to prevent insider trading.

■ System for Investor Relations Activities

Anritsu seeks to obtain an appropriate assessment of its corporate value through communication with shareholders and investors while striving to achieve higher shareholder satisfaction by enhancing corporate value and delivering returns to shareholders. To this end, we carry out IR activities under the leadership of the IR Department. Comments by shareholders and investors are shared with our Management Strategic Conference and the Information Disclosure Committee, which includes members of management, to be used for improving information disclosure and business activities.



(as of June 30, 2017)



■ Recognition by External Organizations

Channel NewsAsia Sustainability Ranking

The ranking is produced by Channel NewsAsia, a leading English-language media group based in Singapore; Sustainalytics, an ESG assessment institution; and CSR Asia. The list represents the top 100 sustainable companies chosen from over 1,200 companies in Asia, based on a broad perspective on environmental, social and governance (ESG) issues. Anritsu ranked 42nd.

Morningstar Socially Responsible Investment Index (MS-SRI)

Anritsu is a component of the Morningstar Socially Responsible Investment Index (MS-SRI), a stock index of 150 listed companies chosen by Morningstar Japan K.K. for their outstanding social credentials.

SNAM Sustainability Index

Anritsu is a component of the SNAM Sustainability Index, a responsible investment product specifically targeting pension funds and institutional investors with a broad investment portfolio of companies highly recognized from an ESG standpoint. The index is intended to assist long-term investors in building up assets by evaluating corporate value from a long-term perspective.

■ Activities in Fiscal 2016 and the First Quarter of Fiscal 2017

Since Anritsu conducts business worldwide that does not come into direct contact with general consumers, it is very important that we inform our shareholders as faithfully as possible of our business structure, framework for generating profits and other factors that affect our business results. Our ongoing activities include quarterly results briefings; individual meetings with domestic and foreign institutional investors; integrated reports, business reports and other publications; disclosure of information and shareholder/investor questionnaires on our website; and posting of IR information on external financial information sites.

In fiscal 2016 and the current fiscal year up to May 2017, we disclosed information mainly through quarterly financial reports and progress reports on our mid-term business plan. Moreover, management actively participates in the implementation of IR activities. And we take the initiative in seeking contact with domestic and foreign international institutional investors and have held individual meetings with 215 investors in Japan and 94 investors overseas. As part of our IR activities for overseas investors, we also participated in three conferences in Japan. Through these initiatives, we actively communicated with a broad range of investors to expand our shareholder base. In addition, we enhanced the transparency of our information disclosure by publishing an integrated report on the IR website.

■ Shareholder Composition (as of March 31, 2017)

Please refer to the Stock, Bonds and Ratings page on our corporate website.



Results briefing for institutional investors



2017 Anritsu Integrated Reporting



Stocks, Bonds, and Ratings

Business Partners

Strengthening relationships of trust with business partners is vital to achieving mutual growth. We value forging even stronger partnerships with involvement of our business partners as well as meeting society's expectations and needs through the operations of the entire supply chain.



Business Partner Gathering

■ Business Partner Gathering

On January 18, 2017 we hosted a business partner gathering that drew 292 representatives of 151 Anritsu business partners including overseas companies. We presented our strategies and business development plans under the theme of 5G/IoT toward becoming a global market leader. We called for an even stronger partnership to expand our value chain through collaboration and co-creation under our global procurement system. Our most valued business partners in terms of quality, delivery and pricing were awarded with a certificate of gratitude, a plaque and an extra prize.

■ Promoting Partner QU Proposal Activities

We are promoting the Partner QU (Quality Up) Activity as a communication channel for business partners so that they can offer proposals for improvements, requests and opinions concerning Anritsu. A council that promotes and supports the activity meets once a month to deliberate on proposals on a broad range of other areas, including sales, technology, manufacturing, services, safety and health, the environment and CSR. It also determines whether or not to adopt the proposals and selects companies for the annual award.

In addition, we invite business partners to our company once every six months to give an update on Anritsu's procurement policy and measures for the current year. We also use this occasion to present awards to them. In fiscal 2016, we adopted 39 out of 68 improvement proposals, which included changing the design to reduce costs and adopting a different procurement method to speed up delivery. The Best Proposal of the Year award was won by an overseas business partner.

■ Collaboration Room

We maintain a collaboration room within the company to revitalize communication between our engineers and business partners. We invite different manufacturers and agents to dispatch their sales engineers in a daily rotation and provide an environment for generating new solutions.

NGO and NPO

WEB
Japan Platform

Although six years have passed since the Great East Japan Earthquake, many issues stand in the way of reconstructing the affected regions and require additional assistance. In the hope of supporting Fukushima Prefecture, where Tohoku Anritsu Co., Ltd. is also located, Anritsu conducted a campaign in which employees volunteered to collect donations from December 20, 2016 to January 20, 2017. The funds collected were donated to the Japan Platform (JPF), a registered nonprofit organization. JPF uses the money to subsidize support activities for those affected in Fukushima, conducted by organizations screened and approved by the JPF.

We will continue to contribute to society through collaborations with international NGOs and NPOs.

Employees



Photo exhibition in Koriyama

■ Photo Exhibition of the Great East Japan Earthquake

The Anritsu Group also felt the impact of the disaster through damage to Tohoku Anritsu Co., Ltd. and the Koriyama Business Office of Anritsu Corporation. And yet we become forgetful with each passing year. To look back on those early days and prevent our memories from fading, we followed up on the exhibition held in March 2016 at our global headquarters building with a photo exhibiting at the Koriyama Business Office of Tohoku Anritsu in April 2016.

The exhibition was composed of photographs taken by Masayoshi Tokita, a photojournalist and former Anritsu employee, and in-house records compiled for the company newsletter. It also included an exhibit organized by Tohoku Anritsu and exhibits based on the theme of “risk response at home,” which explained how to prepare for an earthquake and other disasters and keep safe, as well as for breakdowns in lifelines and evacuation.