

## Social

## Customer Service and Support

## Stance on Social Issues

Communications infrastructure and safe food and pharmaceutical products are indispensable to modern society.

Businesses in these sectors focus on productivity and quality assurance in addition to the development of new products and services.

The Anritsu Group maintains a global network to provide customers with the products and support services they need at any time or place.

We build relationships of trust with customers and seek to address social issues with them by doing our best to respond sincerely to their requests or orders.

## Policy

In the Charter of Corporate Behavior, the Anritsu Group stipulates that the Group “will provide customers with appropriate information on products and services, and will communicate with customers in good faith. This will result in high customer satisfaction and trust”. The Code of Conduct states that the Group “will continuously provide creative, high-level products and services that would satisfy the needs of our customer.” We strive to be a company that is and will continue to be trusted and chosen by customers around the world.

## Structure

Anritsu operates through four groups of businesses, Test and Measurement, PQA, Environmental Measurement, and Sensing and Devices. Through various points of contact with customers, including sales, marketing, maintenance service and corporate website, each business group provides customers with services and support that meet their business needs.

## Activities and Achievements

## Test and Measurement Business

The Test and Measurement Business has business sites in 26 countries to closely attend to the respective needs of customers developing next-generation technologies in each nation. By sharing development roadmaps with customers and verifying their development of mobile and other communication devices, the business supports customers in meeting their time-to-market requirements.

The business also deploys repair and maintenance service centers at 14 locations in 12 countries so that customers around the world can use Anritsu’s products worry-free. Those centers in the U.S., China, India, and the Philippines offer development support for customers.

## PQA Business

The PQA Business, which has a corporate body in each of five countries apart from Japan, operates repair and maintenance centers or agencies in 56 countries. Headquarters are staffed by employees with rich field experience, supporting customers around the clock, 365 days a year. The PQA Business streamlines its

operations through a CRM system and regularly conducts training programs for its staff in and outside Japan to provide a customer service that is reliable and secure.

## TOPIC

## Investment in Aroma Bit, Inc. to Create New Value through Smell Testing

In the past, there was no suitable sensor for the sense of olfaction, one of the five senses, and as a result, data utilization was underdeveloped. Aroma Bit, Inc. has pioneered the creation of a smell market through the use of its innovative technology and services. Through an investment in the company, Anritsu is focusing on developing new quality assurance solutions, such as enabling smell-based testing or monitoring and advancing the level of sensory evaluation, while also seeking to contribute to safety and security, automation and labor-saving, and reducing disposal loss at food and pharmaceutical manufacturing plants.

## Environmental Measurement Business

The Environmental Measurement Business provides product support as well as comprehensive system support services, including the pre-purchase verification of connection with customer communication systems, training on use and management methods, and troubleshooting.

For Private 5G networks, we work with AK Radio Design Inc. and Anritsu Customer Support Co., Ltd. to provide a service that combines simulation and measurement to support the introduction and operation of Private 5G networks.

## VOICE

### Actual Measurement to Support Exact Area Design



Ryo Haruguchi  
(Left)

Namio Sukegawa  
(Right)  
Anritsu Customer Support  
Co., Ltd.

Anritsu Customer Support Co., Ltd. offers a service for measuring the state of Private 5G communications. The use of Anritsu-manufactured measuring instruments enables us to make the state of radio waves visible to customers at their sites. At a later date, we provide customers with measurement results and other observations, which surprise many of them because actual measurements often turn out different from simulation results due to factors such as plant conditions, architectural structures, and landforms. Our actual measurement has helped customers design Private 5G areas more adequately.

## TOPIC

### NEC Networks & System Integration Corporation, Anritsu, and AK Radio Design Strike a Business Partnership to Popularize and Expand 5G and Private 5G

Three companies are bringing together their expertise in specific fields in a special business partnership. NEC Networks & System Integration Corporation possesses Private 5G expertise through its work in mobile communications and demonstration experiments. Anritsu Corporation is an expert in the verification of telecommunication quality for networks and wireless telecommunication devices. AK Radio Design Inc. provides services in radio wave propagation simulation and measurement in combination. This business partnership provides a total service package of radio-wave verification for alleviating the customer burden associated with introducing Private 5G. The service will lower the hurdles experienced by municipalities and companies, contributing to the realization of a comfortable and convenient society.

## Sensing and Devices Business

The Sensing and Device Business supports customers across the world through a system established with Group companies and sales agents outside Japan. It focuses on customer convenience and posts a variety of information on the website. Apart from product data by type, these posts include beginner information and guidance for optimal product choice.

## Customer Support amid the COVID-19 Pandemic

As telework is increasingly becoming the norm amid the COVID-19 pandemic, the Anritsu Group has conducted much of its marketing and customer support online. The Test and Measurement Business offers solutions that support 5G, ultrahigh-speed networks, and other advanced telecommunication systems. The business's website is thoroughly dedicated to information about its products in various formats, including remote demos, webinars, and video instruction.

In fiscal 2021, the business hosted "Anritsu Tech Days" for exhibiting its 5G testing solutions and other Anritsu solutions.

The PQA Business also maintains its own website to offer product information, including a solution for customers to remotely monitor testers and restore failures.

## P.99 Business Continuity Management

## Practicing Responsible Initiatives through External Audits

At a time when environmental and ethical business practices are expected throughout the supply chain, more companies are using specialized external auditors to objectively evaluate the reliability of suppliers. In 2019, Anritsu's PQA Business received a SMETA audit\*1, an assessment specifically for the food and pharmaceutical industries. Anritsu also underwent a sustainability survey by EcoVadis, a company that provides supplier rating services to assess their environmental, human rights, ethical, and other initiatives. In July 2022, the Koriyama Office of Tohoku Anritsu Co., Ltd. received an RBA audit\*2, used for the electronics industry.

We continue to make use of knowledge and improvements discovered through such audits to fulfill our corporate responsibilities.

\*1 SMETA stands for Sedex Members Ethical trade Audit, a social audit criteria set by Sedex, which provides an online platform for companies to manage and improve the working conditions of their global supply chains. A SMETA audit encompasses the areas of labor standards, health and safety, environment, and corporate ethics.

\*2 RBA stands for Responsible Business Alliance and is designed to audit the safety of a working environment, whether workers are treated with respect and dignity, and whether the manufacturing process is taking responsibility for environmental impacts in supply chains in the electronics industry.