**CS (Customer Satisfaction) Initiatives**

### Policy

All of our employees are working to develop a corporate culture of creating products and services that are more valuable to our customers. This means that every one of us at NEC understands, considers, and quickly responds to what our customers expect in order to make NEC a company that is trusted and chosen by customers.

The attitude is also reflected in the use of the word “Better,” not “Best,” in our founding spirit, “Better Products, Better Services.” It embodies our desire to “continuously make improvements to achieve our very best in providing better products for customers and society.”

In our advertising and public relations activities, we observe laws and regulations, and we have prepared various guidelines, such as the “NEC Group Advertising Activity Guidelines” and the “NEC Group Website Guidelines,” detailing caution points for design, accessibility, and production. We are also making an effort to employ fair and appropriate language and expressions, disseminating our “Social Media Policy” outside the Company since before the spread of social media. If there is a violation or potential violation in our advertising and public relations activities, we deal with it appropriately according to the guidance of the relevant government agency.

### Activities and Results for Fiscal 2020

#### CS Activities in Business Unit

NEC has defined its CS activities as a part of its business to offer value to its customers. To this end, instead of implementing a Companywide uniform initiative, NEC is promoting various and unique initiatives that match the characteristics of each business area.

In fiscal 2020, we widened the scope of our CS survey for customers and increased the frequency of surveys from once to twice a year, aiming to capture customer feedback promptly and utilize it in our business activities with increased customer sensitivity.

#### Training for Cultivating a CS Mindset and Transferring It into Action

NEC is fostering a CS mindset to train its employees to take notice of issues and address them to make improvements spontaneously.

### Promoting Improvement Initiatives at the Front Line

NEC is actively promoting CS improvement activities at the front line. We believe we can offer higher customer value when the employees at the front line themselves have an awareness of problems and are willing to make improvements and raise their work capabilities while continuing the CS improvement initiative through a feeling of satisfaction and accomplishment.

NEC continues to conduct activities for recognizing excellent initiatives that promote “Better Products, Better Services.” By spotlighting steady efforts for CS improvement, employees are being inspired to put them into practice even more.

In fiscal 2020, NEC conducted the following stratified CS training.

- Companywide training seminars to foster a customer-oriented mindset
  - Under the theme of “Customer-oriented Business,” the seminars defined the CS basics and fostered the CS mindset for new employees, new Assistant Manager and mid-career hires at NEC Corporation, and employees transferred to NEC Corporation
  - New manager training program on CS management
    - All new managers of NEC Corporation learned the basic concept of CS management
  
  In addition, we provided separate group training through programs to learn about methods for applying the customer-oriented point of view to specific action and to learn key points for creating customer value and improving CS through case examples. Again in fiscal 2020 we strengthened CSR training for sales roles and also held training for branches and Group companies to strengthen training that is deeply connected with the front line and to pivot from individual learning to organizational learning and promote the consolidation of a corporate culture and style.