

2024 Quality Month

## Let Us All Practice “Quality first” with “Customer perspective”

President and CEO  
Masahiro Okitsu



It's now November, and about four months have passed since the new management system was introduced. As November is “Quality Month” every year, today I would like to express about my thoughts on quality. Regarding our business status, I plan to provide further message in conjunction with the timing of our second quarter financial results announcement the week after next.

First, do you know what this “Quality Month” initiative is? This is not an initiative of our company alone, but it is a campaign that was started in 1960 in Japan with the purpose of improving quality awareness and disseminating quality control activities, sponsored or supported by various quality-related organizations including the Union of Japanese Scientists and Engineers, and marks its 65th anniversary this year. We believe that this is indeed one of the initiatives that has supported the “Made in Japan” brand, which equates “Made in Japan = high quality.”

When thinking about “quality,” I would like everyone to keep in mind the importance of seeing things from the “customer’s perspective,” in other words, to put yourself in the same mindset as the customer.

For example, how would a customer feel if, after purchasing our products, it immediately defect where the product would not turn on? Their trust in our



I have our “Quality Slogan” posted in my room to keep it in mind at all times.

company would be significantly damaged, and they might never purchase our products again.

Even if to us it is just a defect in one of the many products we offer, to the customer who has purchased it, that one product means everything. Please ensure that such critical defects never occur by thoroughly building quality into our products every day.

On the other hand, no matter how excellent the overall quality of a product is, including its texture and design, it is meaningless if customers are not willing to purchase it. In product development, it is important to strike the right balance between quality and price from the customer’s perspective and maximize the value provided. I would like everyone in the relevant departments to always keep this in mind when working.

Furthermore, no matter how hard you try to build quality into our products, unexpected defects can occur. When that happens, the service department should take the lead in responding quickly and reliably to help regain customer trust as soon as possible. Furthermore, I hope that this experience will lead to building better relationships of trust with our customers.

Looking around the market these days, we can see that quality fraud continues to occur across all industries. Needless to say, quality fraud and compliance violations have a serious impact on corporate management. I would like you to continue to carry out your duties in sincerity, with a strong determination to abide by the rules and never forgive any fraud or falsification.

"Quality First in Heart and Mind"

With this quality slogan in mind, all Sharp Group members will continue to work together to create high-quality products and experiences that meet the expectations of customers around the world. Let's continue to deliver the value that only our company can provide to our customers, and further enhance the Sharp brand.