



Konica Minolta celebrates Earth Day with Plant-A-Tree, launches new CSR program

Monday, April 25, 2016 – In commemoration of Earth Day on April 23, leader in print and enterprise content management Konica Minolta Business Solutions Asia (BSA) took part in the Garden City Fund's Plant-A-Tree Programme. The company also took the opportunity to announce its new 'I AM CSR' corporate social responsibility (CSR) programme to improve employee volunteerism rates in the company. The tree planting activity is the first volunteer initiative to be launched under the programme.

A total of 24 volunteers from Konica Minolta BSA, planted 20 *Melaleuca bracteata* 'Revolution Gold' tree saplings at Bedok Town Park on 23 April 2016.

Tree planting activities aside, the campaign kick-starts the company's new CSR umbrella strategy to improve employee volunteerism rates at the organisation's volunteering initiatives. The initiative aligns to the recent announcement by the Singapore Government to encourage people to give back to the community.

"We believe that we have a role to play to further the cause of the government and our own organizational goal. Through the I AM CSR programme, we hope to further drive passionate commitment among our employees to contribute positively to the local society", said Ms Celine Long, Regional Marketing Manager, Konica Minolta BSA, and also one of the staff who volunteered at the initiative on Saturday.

"As a company that has been ranked on the Dow Jones Sustainability Index for four years in a row, we are committed to fulfil our responsibility as a global corporation by contributing to a sustainable Earth and underprivileged communities. This puts us a position to lead by example", concluded Ms Long.

Professor Leo Tan, Chairman of the Garden City Fund Management Committee, said, "We are encouraged by Konica Minolta's contribution to support our native biodiversity. Planting trees not only provides us with immediate benefits, it also leaves behind a green legacy for our future generations to enjoy. The Garden City Fund has seen over 25,000 trees planted with more than 51,000 participants to date, under its Plant-A-Tree Programme."

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KONICA MINOLTA

About Konica Minolta Business Solutions Asia

Konica Minolta Business Solutions Asia is a leader in print and enterprise content management focusing on optimisation, productivity and information sharing via its broad range of office and production printing solutions and services. Backed by strong service standards and proficient support staff, Konica Minolta has won numerous awards and recognition, including placement in the Leaders Quadrant on the Gartner 2014 Magic Quadrant for Managed Print Services (MPS) and Managed Content Services (MCS). Konica Minolta, Inc. has also been named to the Dow Jones Sustainability World Index for four years in a row. For more information, please visit: <http://www.konicaminolta.sg/business/>.

About the Garden City Fund (花园城市基金)

The Garden City Fund is a registered charity and Institution of Public Character (IPC000104) established by the National Parks Board in 2002. The Fund works with corporations, organisations and individuals to better engage members of the public through conservation efforts, research, outreach and education. In doing so, we hope to cultivate a love for the environment, promote a sense of ownership, and encourage the community to play its part in preserving Singapore's legacy as a lush and vibrant City in a Garden. For more information please visit www.gardencityfund.org.