

## Relations with Stakeholders

### Basic Policy

Employees of the Idemitsu Group perform their respective roles in accordance with the Action Guidelines in seeking to ensure the Company fulfills its commitments to stakeholders as depicted in the Principles of Management and Management Policies.

## Communication with Customers

### Communication with General Customers

The major points of contact between the Idemitsu Group and individual customers are its service stations, website, and advertising and publicity media.

The Customer Relations Center established within the Public Relations & CSR Affairs Office handles customer comments and inquiries, which come via telephone, regular mail, the customer opinion postcards provided at service stations and our web-based customer service inquiry form. The Customer Relations Center promptly responds to customer inquiries and claims in close collaboration with other departments within the Group.

### Efforts to Improve Customer Satisfaction

The Petroleum & Coal Marketing Department has been developing monitoring activities to improve customer satisfaction at service stations. Under this program, investigators recruited from the general public visit service stations, draw up reports based on their evaluations of said stations, and notify the service stations being investigated of the results. Based on these results, service stations work to improve their operations. In addition, the service stations solicit comments and requests directly from customers every day through customer opinion postcards. By combining these two programs, we aim to realize greater customer satisfaction at service stations.

### Customer Relations Center's Response to Customer Inquiries

The Customer Relations Center promptly responds to customer inquiries. For inquiries of a technical nature, including those related to fuel oil, lubricants and other products, or complaints about customer service at service stations, the quality of gasoline, the driving manners of tanker truck drivers and other matters, the center works in cooperation with the responsible departments to respond appropriately and ensure that necessary improvements are made.

The Customer Relations Center rose to 4,543 comments and inquiries in fiscal 2016.

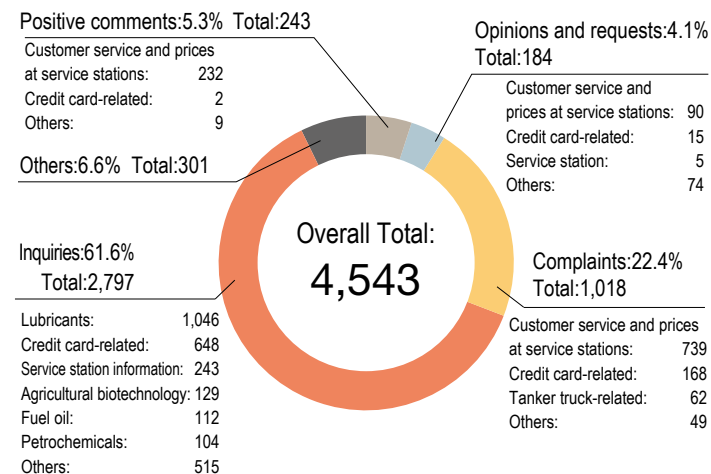
The rise was largely due to a substantial increase in requests for materials about lubricants, including applications and product descriptions. In addition, there was an increase in the number of complaints reflecting society's expectations

regarding Idemitsu. In particular, there were many comments regarding the service provided by service station staff. Each time a complaint is received, we provide guidance through the responsible retail branch to the particular service station or retail outlet operating the service station to promote improvement.

As for the driving manners of drivers of tanker trucks bearing the Idemitsu logo, we received some comments admonishing that drivers should pay more attention to their surroundings while driving. Every time we receive such comments, we work with responsible departments to encourage transport company drivers to exercise greater awareness.

However, complaints were not all the comments we fielded; we also received many words of appreciation and encouragement for the efforts of service station staff and truck drivers. Going forward, the entire Idemitsu Group will continue working to solicit more feedback from customers that it can utilize to improve customer satisfaction.

### Breakdown of Customer Feedback Received by Customer Relations Center in Fiscal 2016 Independent Practitioner's Assurance



\* Figures indicated in graphs and tables within this report are rounded off and therefore may not exactly match the totals shown.

## Communication through Our Website

Idemitsu fully revamped its website in June 2011, aiming to make it easy for users to find the information they seek. Since then, taking advantage of rapidly evolving IT technologies, we have set up pages offering introductory videos about the Idemitsu Group, videos about Idemitsu's history and videos showcasing our refineries and other business sites with the aim of fostering even deeper communication. In addition, in 2017 we established the Idemitsu Channel webpage, which brings together all of the videos on our website. We promote our corporate message through the public release of advertising materials, including Internet videos and commercials on television and radio, along with our official YouTube channel.

[Idemitsu Movie Collection](#)

[Idemitsu Kosan Co., Ltd. Official YouTube Channel](#)

### Idemitsu Channel categories:

- TV commercials
- Radio commercials
- Idemitsu concerts
- Road race world championships
- Idemitsu Ihatove Trial
- Official Facebook page, "Idemitsu Excursion Club"
- Introduction movies for refineries and complexes
- Videos introducing the Idemitsu Group

### Idemitsu Channel, TV commercials



TV commercial:  
"The History of IDEMITSU 1911- 1945"



TV commercial:  
"The History of IDEMITSU 1945- 2017"



TV commercial:  
"Where does petroleum come from?"

## Communication via Advertising and Publicity

Idemitsu's advertising and publicity campaigns are designed to help a broad range of stakeholders gain a better understanding of its management philosophy and business operations. On television and radio, especially on programs we sponsor, we run commercials focusing on our businesses, events we are hosting or sponsoring, and our activities aimed at giving back to the community. We work hard so that viewers can learn about Idemitsu's activities in a fun way, using leading-edge methods of expression, such as stop motion animation and virtual reality video.

### Idemitsu Channel Spotlight



Video:  
Vietnam's first service station business with Japanese funding



Video:  
Idemitsu Excursion Club, "Sakaiminato"



TV commercial:  
Racer Nakagami, the 2017 British Grand Prix winner



TV commercial:  
Idemitsu Ihatove Trial



TV commercial:  
Idemitsu Concert, by "Sing! The Hometown Girls"



Idemitsu Concert, by "Sing! The Hometown Girls"



Idemitsu Channel, Idemitsu Excursion Department, "Kusatsu"



Paper stop motion movie,  
"The History of IDEMITSU"



Clay Art

## Communication with Corporate Clients

Idemitsu sales staff pay direct visits to corporate clients. In this way, the Idemitsu Group maintains close communication with corporate clients and promotes the development of products and solutions suited to their needs. Idemitsu Branch Offices throughout Japan hold seminars for corporate clients to deliver information on the latest technical trends in the energy-saving and environment-related fields as well as on regulatory conditions and other topics directly useful to their operations.

### Major Seminars for Corporate Clients Held in Fiscal 2016

Organizing Department	Seminar Title	Location	No. of Times	No. of Organizations Participated	No. of Participants
Petroleum & Coal Marketing Department	The 13th Apollo Energy Meeting	Tokyo	1	142	325
	Seminar on the Environment and Energy Saving	6 cities in Japan	21	215	644
Lubricants Department 1, Lubricants Department 2	Cutting Oil Workshop	Tokyo, Osaka	2	106	147
	Thermal Treatment Workshop	Tokyo, Osaka	2	187	291
	Practical Seminar on Lubricant Engineering	Chiba	1	15	18
	Seminar on Lubricant Basics	Chiba	1	18	21



The 13th Apollo Energy Meeting (December 15, 2016)



Thermal Treatment Workshop (March 2, 2017)