

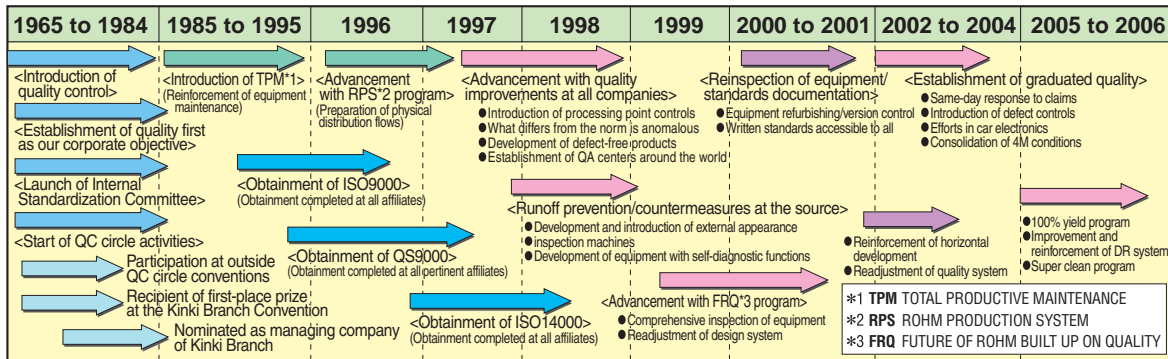
Customer Relations

ROHM's mission is to supply original equipment manufacturers with product and services driven by a variety of technologies based on a management system that emphasizes quality and environment. ROHM's ultimate goal is end-user customer satisfaction.

Development of Quality Control Programs

"Quality first" – this is ROHM's corporate objective. It is practiced worldwide throughout the ROHM Group, and constitutes the basic philosophy of corporate management within the Group.

Based on this corporate objective, ROHM has made efforts in quality control programs since 1965, and has achieved a variety of improvements.



BASIC QUALITY ASSURANCE POLICY

- Promote internal standardization for the whole company and establish control structures by means of statistical information.
- Conduct comprehensive and continuous research for the development of new technologies and products.
- Proactively utilize methods of statistical control for all areas of company activities.
- Establish quality assurance structures for all manufacturing processes.
- Exert effort for cost reductions of each product by continual modernization of manufacturing systems.
- Utilize contracts with our suppliers to secure quality assurance programs for raw materials and components.

A Quality Control System that will Satisfy and Reassure the Customer

The ROHM organization is divided into a Research & Development Division, Production Division, Sales Division, Management Division, and departments directly administered by the president. Under the Production Division, manufacturing departments are organized corresponding to product groups (LSIs, transistors, diodes, etc.), and management of quality, cost, and delivery schedules is conducted at this manufacturing department level.

It is the QC* department of each manufacturing department which is in charge of the totality of quality assurance for each product including environmental matters.

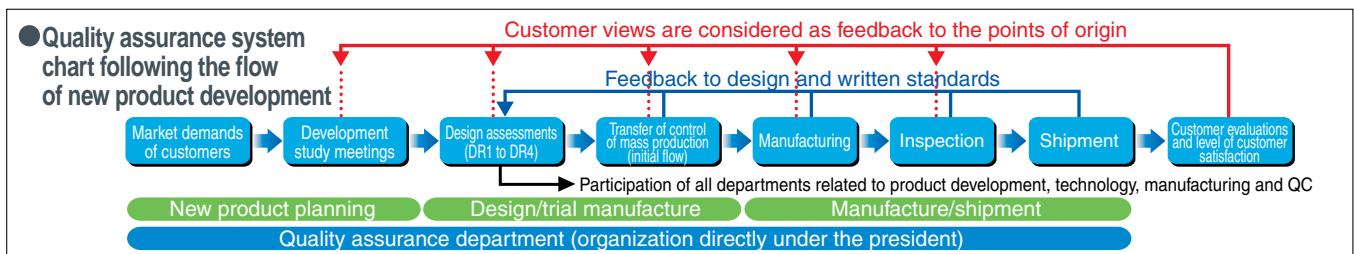
At the same time, the quality assurance department directly under the president goes beyond the framework of the divisions and manufacturing departments, and conducts development of a

quality system for the entire company as well as administrative supervision of manufacturing department QC.

During new product development, if problems arise in the various steps of design assessment or in the initial flow or mass production phase, a return to upstream design assessment occurs, and feedback is given to product design, manufacturing process design, quality assurance design and so on.

After product shipment, information is actively obtained with respect to quality results in the market as well as views of customers who use the electronic machinery and equipment incorporating ROHM products, and this feedback is passed to the points of origin such as new product planning, design, and manufacturing phases.

*QC: Quality Control

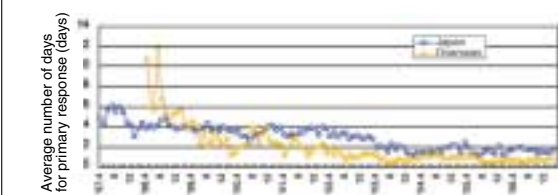


Same-day Response to Claims (claim response within 24 hours)

When defects arise, ROHM realizes that the best customer service is to quickly respond and accommodate. At ROHM, our goal is to respond to the claims of our customers within 24 hours. Consequently, QA centers are set up at the principal global hubs where various types of analytic devices are installed, and provide rapid analytic response with respect to product defects.

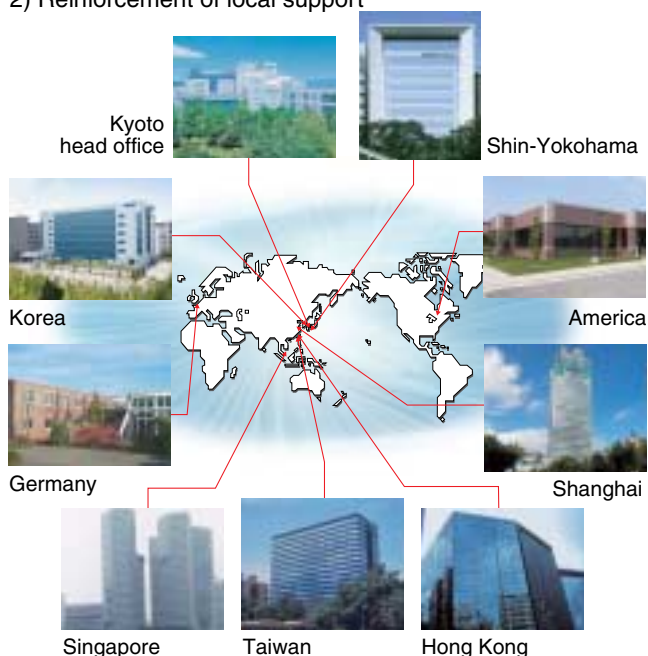
* QA: Quality Assurance

●Cutting the number of days required for claim response



Establishment of QA centers

- 1) Thorough conduct of primary response within 24 hours
- 2) Reinforcement of local support

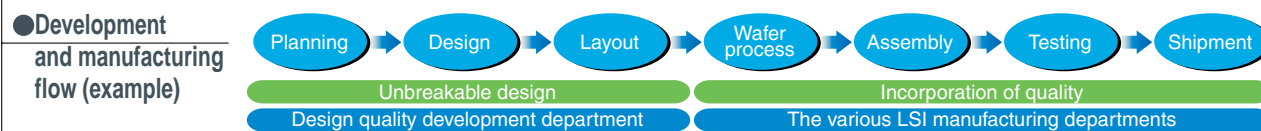


Unbreakable Design and Product Creation

Semiconductors, which are produced through fine processes, are generally fragile. ROHM considers the importance to overturn this misconception in order to enable use with confidence. Taking the example of LSI, a Design Quality Development Department has been set up within the LSI Product Development Division as a specific organization. The activity of the Design Quality Development Department is diverse, for it includes not only to ensure design quality, but also to

promote the development of circuitry and the introduction of protective circuits that do not break even when used under severe conditions.

Moreover, with the assembly and processing devices proprietary developed in our Production System Development Department, the devices themselves conduct self-diagnosis with the objective of "incorporating quality automatically," and it is sought to arrange matters so that defects are not produced.



Traceability Control

In the unlikely event where defects occur stemming from the product, the production information (lot information) of ROHM products can be traced back to the actual product. All manufacturing processes can be traced back to four factors: human, machine, material and method. These four factors enable a speedy investigation concerning the production conditions and workmanship of the pertinent lot. With respect to past products as well, a sample retention system is fully in

place for all products, enabling re-verification of the state of products at a given time.

