

Topics

■ Launch of “Personal tanomail”

The Company launched “Personal tanomail” as a part of the “tanomail” service for individual customers.

In line with the expansion of products available through “tanomail,” and in response to requests from corporate customers to offer services to individual employees within their companies, “Personal tanomail” offers products attractive for use in their personal life that are slightly different from the office version of “tanomail.” Such products include personal computers, peripheral devices and beauty-related appliances, as well as leisure goods, sundries and cosmetics.

While payment via credit card is open to all users, the service also offers special sales, and auctions for those individuals who sign up as members.



“Personal tanomail” catalog, Vol. 3



“Personal tanomail” via Internet
<http://www.p-tano.com/>

■ Listing of 10art-ni Corporation on TSE Mothers Market

On August 5, 2004, OTSUKA CORPORATION’s consolidated subsidiary, 10art-ni Corporation (Code: 3744), was listed on the Tokyo Stock Exchange’s Mothers market.

10art-ni develops and offers solutions predominately using Linux and Java technologies.

<http://www.10art-ni.co.jp>

Linux: Linux is an open-source operating system whose freely available code is modified and improved by software programmers around the world.

Java: Java is a programming language developed by U.S.-based Sun Microsystems, Inc. that is spreading as the development language of choice for Web systems centered around the Internet, and is used widely in e-Commerce and internal company information systems.



Listing ceremony at the Tokyo Stock Exchange

■ Introduction of Internal Censure and Corrective System

As a means of ensuring the realization of its Mission Statement, OTSUKA CORPORATION began implementing an Internal Censure and Corrective System. This system aims to prevent and uncover abuses and misconduct as well as to collect suggestions for improved operational management.

■ Establishment of Personal Information Protection Policy

The Company stringently controls the considerable volume of personal and corporate information collected through its operations. The Company established and declared the Personal Information Protection Policy to tighten our efforts towards information management.

Personal Information Protection Policy

This policy lays down core practices that must be observed in order to properly protect personal information possessed by OTSUKA CORPORATION.

1. Compliance with Regulations and Standards

OTSUKA CORPORATION observes laws and other regulations regarding personal information.

2. Thorough Enforcement of Proper Personal Information Control

OTSUKA CORPORATION appoints administrators for personal information and has proper measures in place to protect personal information against illegal use, loss, destruction, alteration and leakage. Moreover, OTSUKA CORPORATION educates all employees about the treatment of personal information to ensure proper control. Corporate information is treated in the same manner as personal information and is subject to control.

3. Purpose and Limit of Data Collection

OTSUKA CORPORATION is explicit about how personal information will be used and collects only necessary information.

4. Use of Data Only for Expressed Purposes

OTSUKA CORPORATION never uses, releases or entrusts to third parties any information not authorized by the originating individual or their representative, or that exceeds limits required by laws.

5. Restrictions and Management of Release

OTSUKA CORPORATION properly handles personal information to ensure that it remains confidential and is used neither outside the authorized range nor beyond what regulations stipulate. When personal information that has been authorized for use must be released externally, OTSUKA CORPORATION monitors the process to ensure that data is handled with the utmost care.

6. Continuous Improvements

In order to properly handle personal information, OTSUKA CORPORATION continually revises its management processes and makes improvements by keeping abreast of changes in regulations, societal standards and information technologies.