

A Customer-focused Business

NEC Electronics' customer satisfaction efforts begin with the voice of the customer. By continually improving our sales, development, manufacturing, and support functions, we are able to provide products and services that further satisfy our customers.

Our approach to customer satisfaction

As an IDM (Integrated Device Manufacturer), we focus all of our efforts and expertise on offering optimized solutions that make us your partner of choice.

As an IDM, we focus all of our efforts and expertise on producing optimized product solutions by constantly seeking to discover:

1. what kind of products customers want,
2. what elements will raise product value, and
3. how to incorporate those elements in products.

At NEC Electronics, we are confident that our tireless efforts help to create value for our customers.

Talk about CSR

I promote CSR by energizing customer satisfaction activities.

In the Corporate Sales Planning Division, we make a constant effort to act from the customer's point of view. To respond to the opinions and requests we receive from customers, we work with all divisions—sales, development, and manufacturing—to promote implementation of needed measures and improvements. To ensure that these efforts are carried out faithfully and lead to improved customer satisfaction, we are working to energize in-house communication and support customer satisfaction activities in all divisions.



Toshio Hiroe

Corporate Marketing Division

As a green partner, we are proactive in providing environmentally related product information.

My job is to provide customers with information on the chemical substances contained in our products so that they can use products with confidence. I believe this is one of our very important corporate responsibilities. For us, control to prevent use of specified hazardous substances in products is synonymous with environmental quality assurance activities. We are now at work creating an internal control system. We are also proactive in making information available on the chemical substances contained in our products.



Hideichi Kubo

Corporate Quality Assurance Division

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Customer Satisfaction Improvement Policies and Activities

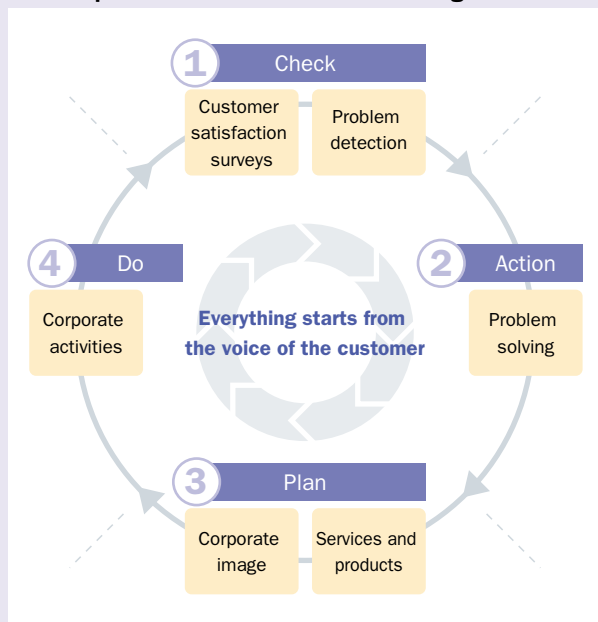
NEC Electronics is engaged in a variety of efforts to improve customer satisfaction that include direct communication with customers in the aim to reflect the voice of the customer in our products and services and in our business activities.

Basic Policies for Customer Satisfaction Promotion

We are working to increase our customers' satisfaction in our products and confidence in our company, as well as doing our part to improve the quality of life.

At NEC Electronics, our basic policies for promoting customer satisfaction are speedy provision of high-performance, high-quality semiconductor products and provision of solutions that create added value for the customer. Based on these policies, each employee in our sales, development, manufacturing, and staffing divisions keeps the customer uppermost in mind in the performance of work duties.

Concepts for customer satisfaction management



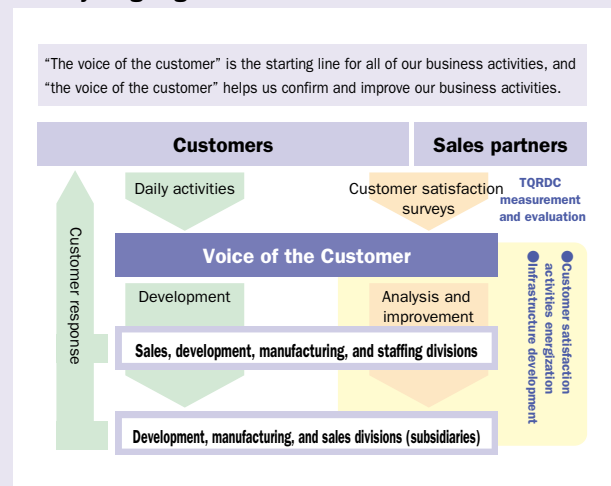
Customer Communication

We are pursuing customer satisfaction through surveys that measure satisfaction levels.

At NEC Electronics, we receive information on customer needs and related matters on a daily basis from our customers and sales partners. In addition, we regularly conduct surveys to measure the satisfaction levels of each of our customers and sales partners.

The results of surveys are grouped into five categories by satisfaction constituent (TQRDC)—Technology, Quality, Responsiveness, Delivery, and Cost—analyzed, and findings are utilized to improve products, services, and business activities.

Everything begins from the voice of the customer



Employee Customer Satisfaction Awareness

We conduct a customer satisfaction education program to raise employees' awareness of customer satisfaction issues.

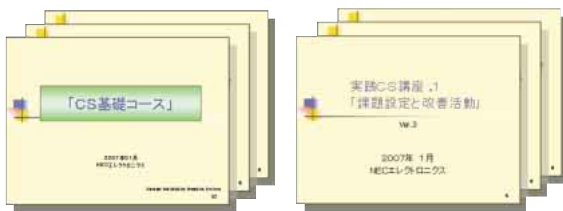
NEC Electronic conducts a level-specific customer satisfaction education program and utilizes e-learning to instruct all employees in matters related to customer satisfaction improvement in the aim to raise each employee's awareness of customer satisfaction issues.

Also, all employees perform an e-learning self-assessment once a year to check up on application of CS in their daily work.



A CS education session

CS educational materials



Level-specific educational materials



All employees do an e-learning check of application of CS in their daily work once a year.

e-learning materials

Semiconductor Hotline

We have set up a Semiconductor Hotline to respond to inquiries related to products and services.

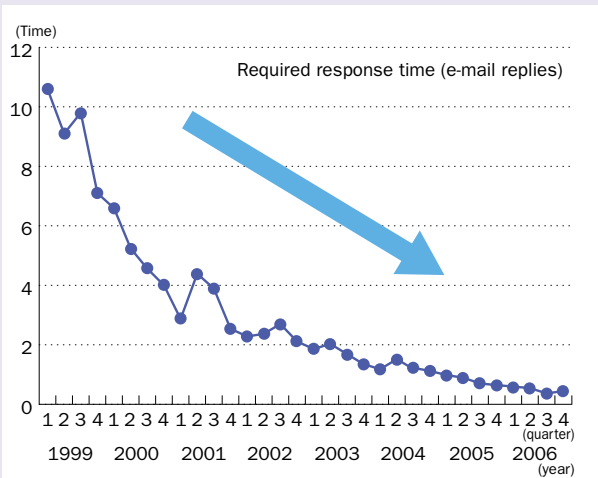
NEC Electronics has set up a Semiconductor Hotline to provide a variety of technical information on products in order to help customers use our products and services safely, correctly, and effectively.

In fiscal 2007, we received approximately 8,000 inquiries by phone and e-mail from customers in and outside Japan. The Semiconductor Hotline endeavors to respond to inquiries as quickly and accurately as possible. We reply to at least 99% of e-mail inquiries within four business hours after receiving them.

Feedback on customer inquiries is relayed to all NEC Electronics divisions so that they can reflect the customer's voice in improvements made to products and services. In addition, the Q&A on our website answers commonly asked questions and questions about key matters are opened to facilitate information disclosure to customers.

We are also improving our FAQ to make it more comprehensive so that customers can get the answers to their questions without contacting us directly.

Semiconductor Hotline reduction of required response time



Note: For purposes of calculating required response time, one day is defined as the 12 hours from 8:00 a.m. to 8:00 p.m.

Quality Policies

As an IDM (Integrated Device Manufacturer) of semiconductors, NEC Electronics leverages advanced technologies to develop and provide high-quality, high-reliability products that satisfy customers as well as contribute to the development of societies.

Quality Policy

We have defined a quality policy for pursuit of product reliability and safety.

The entire NEC Electronics Group makes a concerted effort to improve quality by implementing strict quality control in line with the company's quality policy in all phases of business including sales, development, and manufacturing.

Every NEC Electronics organization sets goals for quality improvement in each half of the fiscal year in conformity with our quality policy, and develops and implements plans to achieve goals. In addition, the top of each organization is obligated to report the progress of quality improvement activities to the management in each half of the fiscal year.

We have defined scenario-specific procedures to minimize negative impacts on all concerned parties, in the event that quality problems should occur.

Quality Policy

We aim to be the partner of choice by providing differentiated semiconductor solutions based on high-quality products and services that satisfy customer requirements and provide a competitive advantage.

Quality Management System

NEC Electronics Group is developing and implementing a quality management system in conformance with ISO 9001 and ISO/TS 16949 standards in the effort to improve customer satisfaction.

As part of the effort to strengthen quality control, the NEC Electronics Group has acquired ISO 9001 certification, which is international standard for quality management systems. We also acquired ISO/TS 16949 certification, which is the automotive sector standard for quality management systems.

A quality management system is implemented by all NEC Electronics Group companies to ensure quality for the entire range of our sales, development, and manufacturing, in order to raise customer satisfaction and provide products and services of high quality and high reliability.

In view of the fact that we supply products to many companies associated with automotive production, the entire NEC Electronics Group is building mechanisms in conformance with ISO/TS 16949 in the effort to improve quality.

Quality management process



ISO 9001 Certificate of Registration



ISO/TS 16949 Certificate of Registration

Quality Improvement

NEC Electronics implements comprehensive quality improvement by establishing quality control procedures in every phase of business including design, manufacturing, and support processes in order to continuously improve product quality toward the ultimate goal of zero defects.

Quality Assurance in the Design, Manufacturing, and Support Processes

We promote strict quality control in the design, manufacturing, and support processes.

Design process

NEC Electronics continuously works on developing advanced design methods and evaluation techniques appropriate for the latest product manufacturing processes related to product based on smaller feature transistor dimensions and large-scale circuitry. In the effort to build quality into products, we also utilize the DR method (Design Review Based on Failure Modes) for design reviews (DR) conducted at each key stage of the design process that focus on design changes.

In addition, we are promoting standardization of design methods in compliance with CMMI* and strengthen development project management in order to improve the quality of embedded software (S/W).

*CMMI (Capability Maturity Model Integration): S/W development process improvement guide

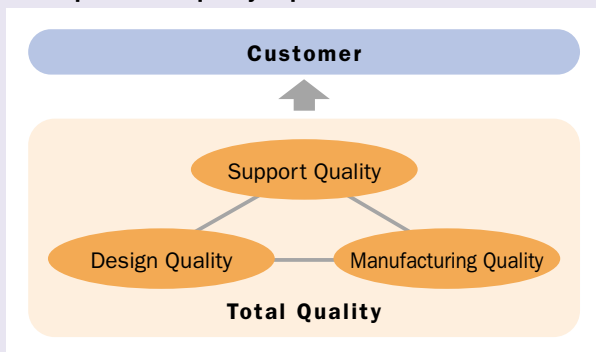
Manufacturing process

To ensure reliable manufacturing of products, we are tackling improvement of 4M (Man, Machine, Material, Method) management. We also are implementing scientific methods to manage manufacturing processes and activities to build quality into products in our entire companies. In addition, we implement strict control of product quality management through early detection of abnormalities and prompt corrective action to prevent shipping of defective products.

Support

We provide product information and solutions to support our customers at every stage from customer's product development to maintenance and also have a response system in place to answer customer's inquiries so that our customers can use our products with confidence.

Comprehensive quality improvement



Strategies for Environmental Quality Assurance

NEC Electronics helps customers comply with laws and regulations by strictly controlling specified hazardous chemical substances.

Global efforts to protect the environment continue to move forward, manifested by enactment of the European Union's RoHS Directive in July 2006 and China's RoHS in March 2007.

The NEC Electronics Group is participating in this effort by devising and implementing a quality assurance system to regulate the use of chemical substances in all manufacturing processes. This involves promoting elimination of lead in products; chemical substance identification and activities to prevent pollution during product development, part procurement, and manufacturing processes; final product checks; and chemical substance identification and activities to prevent pollution during the physical distribution process that enable us to provide semiconductor products our customers can use with confidence.

Chemical substance regulation in all manufacturing processes

