



KONICA MINOLTA

**Kay Du Fernandez**

Vice President, Marketing  
Konica Minolta Business Solutions U.S.A., Inc.

Date: February 8, 2017

To: Konica Minolta Dealer Partners

**Subject: We are No. 1 in Brand Keys Loyalty Survey for an Unprecedented 10 Years**

I am pleased to announce that, for an unprecedented 10th consecutive year, Konica Minolta has been awarded first place in the 2017 Brand Keys Customer Loyalty Engagement Index® in the "MFP Office Copier" category! This award is unprecedented and speaks not only to our pledge to be the industry leader, but also to your commitment as our dealer partners.

Brand Keys' annual customer engagement survey, now in its 22<sup>nd</sup> year, evaluates how companies rank in customer loyalty and 83 product categories and 740 brands, according to 49,168 survey participants. We have once again been named as a leading brand for customer loyalty when measured against the "ideal" office copier business.

Robert Passikoff, founder and president of Brand Keys, spoke about us with some of the top name brands in America: "Of the 740 brands included in the 2017 CLEI, we saw some perennial engagement experts rise to the tops of their categories again. This year the best of the engagement best included: Avis, JetBlue, Hyundai and Ford, Dunkin' and Starbucks, Apple, Discover and American Express, GEICO, Konica Minolta, Amazon, Domino's, Facebook, Google, Chanel and AT&T."

That's pretty great company! And a testament to how hard all of us work to go above and beyond to deliver an exceptional experience for customers.

Brand Keys noted that customer expectations have increased 23 percent over 2016, while brands have improved by only 4 percent. This creates an enormous gap between what consumers want and what brands are seen to deliver. Also of note is that, for 2017, the top 5 sectors where expectations grew the most include Technology (+32%) at No. 2 and B2B Services and Equipment (+30%) at No. 3. We are at the forefront of both of these spaces, so we must remain vigilant in our customer experience initiatives.

Winning this award validates our excellence in customer loyalty, which we have achieved because of your support and partnership. These are key differentiators for our company, and are what will continue to drive us toward innovation and success. As with all of our awards, I urge you to share this recognition. Click [here](#) to view all the awards we have received to date.

The fact that, for 10 consecutive years, we are No. 1 with our customers is impressive. Thank you for your continued support.

Kind regards,

Giving Shape to Ideas