

Our Relationship with Our Customers

At ROHM, we believe that it is our mission to supply our original equipment manufacturers with products 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.

Our fundamental policy of "Quality First"

"Quality First" is ROHM's corporate objective and is practiced at headquarters and throughout the ROHM Group worldwide in all business activities.

The fundamental elements of production are: Human, Machine, Material and Method. The Group works together in supporting high standards in all of these elements.

This is not limited to the Quality Assurance Divisions. We take the utmost care in the development of new products, the development of production systems, the purchasing of our source materials and in all of our production processes. "Quality First" applies to all of our business activities ranging from sales to management.

Activities for quality assurance and for continued certification under international quality standards

1994: ISO 9001 certified (1994 certification)
QS 9000*1 certified

2003: ISO 9001 certified (2000 certification)
2004: ISO/TS 16949*2 certified

(QS 9000, ISO/TS 16949 certificates)



*1: QS 9000 is a previous quality standard determined by the US Big 3 automobile manufacturers (Ford, GM and Chrysler) as a quality standard for automotive parts.

*2: ISO/TS 16949 is an international standard established as the international version of the QS 9000 quality standard by Germany, France, Italy and the UK in addition to the Big 3 in collaboration with ISO.

BASIC QUALITY ASSURANCE POLICY

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

Our quality control system satisfies our customers and assures peace of mind

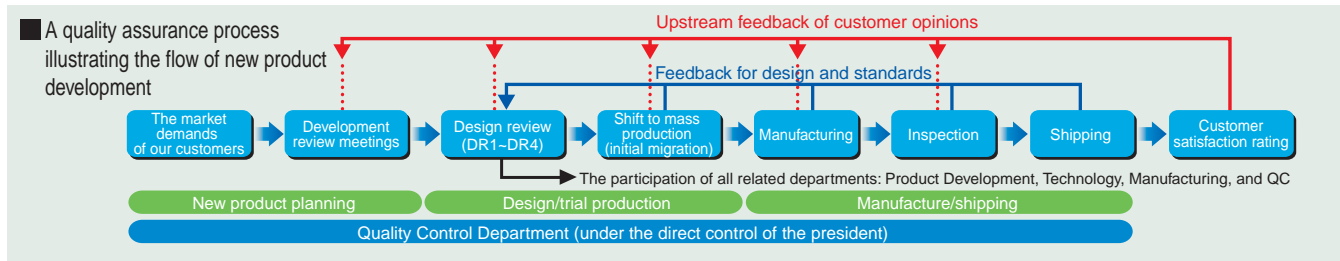
Our organization is primarily divided into Research and Development Headquarters, Production Headquarters, Operations Headquarters and Management Headquarters as well as divisions which report directly to the President. The Manufacturing Departments are organized under Production Headquarters according to the guidelines of product groups (such as LSI, transistors and diodes). Quality control, cost and delivery deadlines are decided at the Management level in these Manufacturing Departments.

All elements of quality assurance for each product, including environmental aspects, are managed by the Quality Control (QC) Division of each Manufacturing Department. The Quality Assurance Department, which reports directly to the

President, supersedes the Headquarters and the Manufacturing Department, overseeing the quality control system for the entire company as well as monitoring the QC operations of the individual Manufacturing Departments.

During new product development, issues that arise at the design phase or during initial production are returned back upstream where all relevant design aspects including product, process, and quality designs, are reviewed and scrutinized.

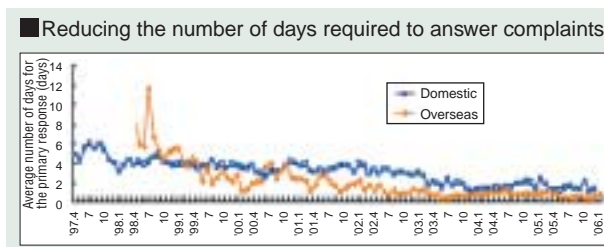
After product shipment, information such as customer/end-user feedback and market quality history is actively acquired and then returned back to headquarters in order to improve new product planning, design and manufacturing.



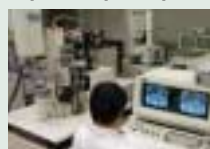
The immediate handling of claims (we respond to claims within 24 hours)

We believe that an immediate response to a product defect is the best customer service. At ROHM, we're operating with the objective of responding to customer claims within 24 hours. For this reason, we have established QA centers with a variety of analysis equipment throughout the world in order to analyze product defects and respond quickly.

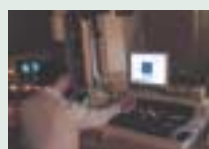
*QA: Quality Assurance



■ Examples of principal device



SEM devices
(scanning electron microscopes)
Applications: Observing surface profiles at high magnification



TEM devices
(transmission electron microscopes)
Applications: Creating enlarged cross-sections of thinned sample, diffraction image evaluation



FIB devices
(focused ion beam processing)
Applications: Creating cross-sections of samples, observation



The HQ Analysis Center



The Shin-Yokohama Analysis Center

■ Overseas QA centers (seven)



Germany



USA



Singapore



Hong Kong



Taiwan



Shanghai



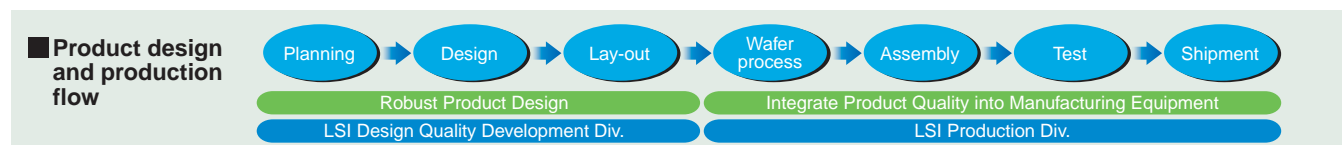
Korea

Robust design and manufacturing

Semiconductor devices manufactured by micro-processes are generally subject to malfunction. At ROHM, we challenge this conventional obstacle and consider it extremely important that our products can be used with peace of mind. A design quality development team has been formed in the LSI Product Development Division as part of the organization. The activities of the design quality development team are multi-faceted, promoting products

ranging from robust circuit designs that can withstand extreme conditions to the introduction of protection circuits.

In addition, the Manufacturing System Development Division believes that quality depends on the equipment, which is why all manufacturing and assembly equipment are developed and built in-house and perform self-diagnosis, with the ultimate goal of producing defect-free products.



Tracking Control

In the unlikely event of a failure attributed to a product, ROHM can trace production information (lot information) back to the actual problem. The manufacturing history includes the fundamental elements of production- Human, Machine, Material and Method- which is important in all processes. This system takes in consideration both the production conditions and workmanship of the lot in question. In addition a "Keep

Sample" system allows a second verification of product conditions for all products.

