

## Europe

Making use of Mazda's wide-reaching network, Mazda Motor Europe GmbH (MME) and national sales companies in Europe employ the "ONE MAZDA" approach and have carried out far-reaching activities rooted in local communities. In order to help make children happier, Mazda has focused on supporting children in Europe including the improvement of their mobility.

### Working with SOS Children's Villages (Pan-European) Safety Community

**Objective:** To support the activities to care for and protect children who are unable to live with their own families in Europe

**Initiatives:** MME and many national sales companies in Europe have been working with SOS Children's Villages (SCV) in their respective countries. SCV is a worldwide organization that enables orphaned children to have a loving home with parents or caregivers. At each of the participating national sales companies, one "ambassador" (local project coordinator) is chosen from the employees to lead charitable activities in each country. As part of Mazda's unique approach, MME and the national sales companies also support vehicle transportation and volunteering by their employees.

#### FY March 2017 Results:

##### Germany: Mazda Motors (Deutschland) GmbH (MMD)

- Has supported SCV and its Youth Facilities in Düsseldorf to guarantee transportation for the organization's initiatives. MMD offered three vehicles and 14 child seats and supported the traffic safety training for 200 children of the SCV kindergarten in Düsseldorf. Fitness equipment was also provided for the older children. **a**

##### Austria: Mazda Austria GmbH (MAG)

- Has supported SCV in an ongoing partnership with "House Barbakus", a living community for children from unstable family backgrounds in Moosburg for nine years.
  - Lending of two cars for MoFa (mobile family support program) which supported 120 families in their daily lives.
  - Yearly engagement at SCV's summer festival with several hundred guests and visitors; MAG employees participated actively and hosted a Car Design Workshop.
  - Invited 25 children of SCV to paint Carinthia's biggest mandala at the foot of Carinthia's highest lookout-point in September. The mandala finally reached 16m diameter and was perfectly visible from the wooden observation tower Pyramidenkogel. **b**
  - Visited the children of House Barbakus at SCV for their annual Christmas Party in December.

#### Person in charge of promoting social contributions at MME



Nadine May  
Coordinator  
Corporate Communications



#### a Transportation support for SCV



#### b Painting Carinthia's biggest mandala with SCV



**Spain: Mazda Automoviles Espana, S.A. (MAE)**

- Continued support for donation of money for every Mazda car sold in Spain for the SCV's project "por un millón de BSOS" campaign\*1, aiming to help 20,000 children.
- Supported SCV by lending two cars to transport children to school. **c**
- Invited to the children of SCV located in Madrid to the "Circo de Hielo" (Ice Circus) in January and organized a typical Christmas breakfast at the Village. **d**

**Hungary: Mazda Motor Hungary Kft. (MMH)**

- Supported the local SCV with a donation used to cover travel costs of the children to their real parents. Additionally, organized a charity event. **e**

**Croatia and Serbia: Mazda Motor Croatia d.o.o. (MMC)**

- Has supported SCV by providing financial support for maintenance (water, gas, electricity, etc.) in Croatia. Supported the SCV in Kraljevo financially to cover maintenance cost in Serbia.
- Organized a workshop event joining together with MMC employees and a brand ambassador in the village to teach children how to make healthy snacks in November. **e**

**c** Transportation support for SCV



**d** Invitation to Ice Circus for SCV



**e** Workshop event for SCV



**Volunteer Cleanups** Environment Community

**Objective:** To contribute to local communities through volunteering for the city cleaning initiative

**Initiatives:** Employees of MME and MMD support the city's initiative to clean the area around the company headquarters in Leverkusen.

**FY March 2017 Results:**

In March, 35 employees of MME and MMD invited their neighbors and supported the initiative, spending an hour of their time to help cleaning the city of Leverkusen with the Spring Cleaning initiative. **f**

**f** "Putzteufel", the city's mascot for cleaning initiative



**Various Charitable Activities** Community

**Objective:** To support charitable organizations

**Initiatives/FY March 2017 Results:**

Supported several charitable organizations in Leverkusen with more than 70 employees and management by providing the children with presents in December. The presents have been bought by MMD and MME employees and given to more than 70 children in need. **g**

**g** Mazda Christmas experience



\*1 The campaign is aimed at one million donations. One Mazda car sold means one donation (one kiss), done by Mazda. Its name is a play with the words "besos" (Spanish for kiss) and SOS.