

Major Overseas Activities

United States of America

Mazda North American Operations (MNAO, Orange County, California) executes various social contribution activities in the United States. MNAO is supporting various activities that meet the needs of the local communities. This approach infused with the spirit of “Zoom-Zoom” not only fuels its investment in children’s and women’s health and disaster, but also actively supports its customers, employees, and dealers in its efforts to make a difference. Also, to build a better future, MNAO is supporting activities of imaginative programs that make a difference in communities across the U.S., through the Mazda Foundation USA (MFUS).

Project Yellow Light Safety Human resources Community

Objective: To help raise the awareness of the dangers of distracted driving

Initiatives: MNAO has supported Project Yellow Light*¹, safe driving education program targeted at young people, since 2012. Every year, Project Yellow Light challenges teens to create 60-second public service announcement videos to encourage young people to avoid distracted driving. Also, young racing drivers related to Mazda Motorsports*² have been conducting awareness-raising activities for young people about the dangers of texting while driving.

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FY March 2017 Results:

The six high school and college video winners and two billboard winners of the fifth annual Project Yellow Light scholarship contest were selected among over 500 students submitting scholarship entries. All of the winners received scholarships, provided by Mazda Motorsports. Around 100 Mazda racers are displaying the Project Yellow Light graphic on their race cars or on their driver’s suits.



a Project Yellow Light



Racing Accelerates Creative Education Program

Human resources Community

Objective: To encourage students to think about science, technology, engineering and math (STEM) in a different way

Initiatives: MNAO has leveraged its world-class prototype racing program*³ to educate over 31,000 students about the importance of STEM as they advance throughout their education and into future careers, since 2014.

FY March 2017 Results:

MNAO executed its “Racing Accelerates Creative Education” (R.A.C.E.) program as an interactive learning forum designed to motivate and engage the next generation of STEM superstars. The Mazda R.A.C.E. STEM program is fully funded by Mazda Motorsports. Mazda Motorsports conducted more than 50 presentations in 31 elementary, middle, and high schools across the United States and Canada and impacted over 5,000 students across all of those presentations.

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b Mazda R.A.C.E. STEM program



*1 Project Yellow Light/Hunter Garner Scholarship is a nonprofit organization that began in Hunter’s honor, in partnership with the Ad Council, National Highway Traffic Safety Administration (NHTSA), National Organizations for Youth Safety (NOYS), U-Haul, Clear Channel Outdoor, iHeartRadio, and Mazda. In addition to the scholarship, the winning video/design is turned into an Ad Council PSA and distributed nationwide, and Clear Channel Outdoor supports the winning billboard design contest entries nationwide across their digital billboard network.

*2 In 2006, MNAO established the MAZDASPEED Motorsports Development Ladder to assist Mazda powered grassroots racers in North America in moving up through the ranks.

*3 Racing of vehicles specified for motor races.

Donation to Charity Following Mazda Drive for Good Campaign Community

Objective: To support activities for local community and national charities

Initiatives: MNAO has executed the campaign, which contributes to society, on achievement of new vehicles leased or sold during the event period, since 2013.

FY March 2017 Results:

The Mazda Drive for Good winter event was in its fourth year of fundraising through monetary donation of \$150 per new Mazda sold or leased as a joint funding initiative with dealers. Nationally, MNAO worked with St. Jude Children's Research Hospital, American Red Cross, American Heart Association, and MFUS, and offered a local charity option to its customers by partnering with an additional 42 charities based on dealer input in the local markets. MNAO has increased awareness through media partnership with NBCUniversal.*1

In addition, MNAO pledges one hour of charitable service for every test drive of a new Mazda. MNAO employees and dealers across the nation will donate more than 67,500 charitable service hours in 2017 through various local charitable service opportunities. C

C Mazda Drive for Good (charitable service)



Long-standing Partnership with the American Red Cross Community

Objective: To support recovery and relief efforts for victims of natural disasters

Initiatives: MNAO has been a member of American Red Cross Annual Disaster Giving Program (ADGP*2).

FY March 2017 Results:

Based on a long-standing partnership with the American Red Cross, MNAO has continued its support of the ADGP. 21 vehicles were donated and delivered to Mazda dealerships all over the country, reaching those American Red Cross offices to deliver emergency supplies and services to families affected by disasters. d

d American Red Cross ADGP



Various Charitable Activities Human resources Community

Objective: To support charitable organizations and activities for local communities in Orange County, California, and across the United States

Initiatives: MNAO is engaged in charitable activities for a wide variety of causes.

FY March 2017 Results:

■ My Stuff Bags (MSB) Foundation*3

In May, 140 employees of MNAO hosted a "stuff-a-thon" event, where they packed 1,500 bags with essential items for children, using the fund from MFUS. MSB Foundation was able to exceed their goal and distributed to nearly 22,000 children in 25 states throughout the U.S.

■ Working Wardrobes

In May, MNAO has supported Working Wardrobes through funds donation for their new mission to help men, women, young adults and veterans overcome difficult challenges, so they can achieve the dignity of work.

■ Support for Irvine Police

MNAO has supported Irvine Police that contributes to the safety of the community where MNAO is located. MNAO made a donation to the Irvine Police Association's Honor Guard for Irvine Officers to participate and attend regional and national memorial ceremonies, paying respect to fallen officers and their families in the U.S. In March, MNAO also supported the Irvine Police Department's Annual Awards Banquet in partnership with the Exchange Club of Irvine.*4

■ Orange County Professional Fire Fighters Association

MNAO has supported public services that help keep their communities safe, and secure, by providing funds.

*1 NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation.

*2 MNAO is the first automotive manufacturer to join as a \$1 million member of the giving program through a cash and vehicle donation, and received Community Partner Award from Orange County American Red Cross.

*3 My Stuff Bags Foundation provides new belongings, comfort and hope to thousands of children each year who must be rescued from abuse, neglect abandonment across the United States.

*4 The Exchange Club was founded for the purpose of "exchanging" ideas to build better community and it was the first, national community service organization to recruit women as members.

■ Project Access

MNAO made a donation and supported Project Access and the local community by giving economically disadvantaged children the appropriate tools to succeed in the classroom and improve their ability to learn.

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■ The Campagna Center

In December, MNAO and MFUS supported the 46th Annual Scottish Christmas Walk Weekend & Parade presented by the Campagna Center as a premier sponsor.

■ Irvine Public Schools Foundation (IPSF)

In March, MNAO supported the 35th Annual Donald Bren Honors Concert hosted by IPSF, in partnership with the Irvine Unified School District, as 2017 concert sponsor. The event showcases student musicians from elementary to high school, benefiting the school district’s music programs.

e Support for Project Access



Mazda Foundation USA

Mazda Foundation USA (MFUS), established in September 1990, provides funds to various initiatives for education, environmental conservation, social welfare, cross-cultural understanding, etc. MFUS has contributed over US\$12 million since 1992, when it began making contributions (FY September 2016: around US\$0.8 million).

Working with Student Conservation Association (SCA)

Environment Human resources Community Mazda Foundation

Objective: To support environmental preservation and youth education

Initiatives: MFUS, in partnership with SCA, a U.S. student environmental conservation organization, has operated the Save Our American Resources (SOAR) program aiming at advancing environmental conservation and youth education since 1998.

FY September 2016 Results:

Through SOAR, MFUS sponsored natural or cultural resource assistants in each of the 50 states and the District of Columbia. SOAR Interns completed a variety of conservation, restoration, and/or environmental protection projects, including endangered species protection and monitoring, environmental education projects, trail maintenance, invasive plant control, monument and site restoration, and visitor interpretation and guidance programs. SOAR Interns provided over 31,000 hours of volunteer’s service for their host sites in 2016.

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f SCA Interns



Various Scholarships for Students

Human resources Community Mazda Foundation

Objective: To provide students with educational opportunities

Initiatives: The MFUS keeps partnerships with various organizations working for ethnic minority groups, and students interested in automotive engineering.

FY September 2016 Results:

MFUS has supported the Clemson University International Center for Automotive Research (CU-ICAR), a state-of-the-art education program in the Southeast that focuses on automotive research and other transportation and advanced manufacturing issues. MFUS supported the Mazda Annual Graduate Fellowship Program with CU-ICAR, from which three fellowships were provided to graduate students majoring in automotive engineering at the university.

Support for Challenged Athletes Foundation (CAF) Community Mazda Foundation

Objective: To support athletes with physical challenges

Initiatives: Since 2011, MFUS has supported the Challenged Athletes Foundation (CAF). CAF Operation Rebound program is a premier sports and fitness program for American military personnel, veterans and first responders with permanent physical challenges. CAF Million Dollar Challenge (MDC) program raises funds through an annual cycling event that allows CAF's grants for adaptive sports equipment, training and competition expense, etc.

FY September 2016 Results:

MFUS grant went toward adaptive equipment, coaching, training and travel expenses. In Operation Rebound program, 16 people were assisted with this grant. In MDC event, CAF has raised fund more than \$8 million. g

g CAF Million Dollar Challenge



Various Charitable Activities Human resources Community Mazda Foundation

Objective: To support charitable organizations and activities for local communities across the United States

Initiatives: MFUS has supported charitable activities related to social welfare.

FY September 2016 Results:

MFUS has supported the following activities.

■ U.S. Food Banks

MFUS has granted to the Second Harvest Food Bank of Orange County*¹ and Gleaners Community Food Bank near Detroit. The MFUS funding specifically helps alleviate hunger and malnutrition among the elderly and children in need, and a holiday project created to provide traditional holiday meals for those who would otherwise go without.

■ Shoes That Fit

MFUS supported the Shoes That Fit to build the self-esteem of elementary school children in need by providing them with new shoes, clothing, etc. h

■ Project Access

MFUS has supported the Project Access by providing funds to support seniors and families in need. Because of support from MFUS, Project Access was able to provide tutoring and homework help, healthy snacks, nutrition education, exercise to around 1,470 children and youth. i

h Shoes That Fit



i Support for Project Access



*1 Second Harvest Food Bank of Orange County is the largest nonprofit hunger relief organization in Orange County leading the fight to end hunger in our community. Second Harvest distributes donated, purchased and prepared foods through a network of more than 340 partner agencies in 470 locations throughout the county. In recognition of significant volunteer contribution, Second Harvest has renamed its Volunteer Center the Mazda Foundation Volunteer Center.