**Basic Approach**

Mazda aims to achieve its Corporate Vision through the actions of each individual, based on the Mazda Way. While striving to meet the requests and expectations of all of Mazda's stakeholders, each employee pursues corporate social responsibility (CSR) initiatives in the course of their daily business activities, in order to achieve the sustainable development of both society and the Company itself.

**Areas of CSR Initiatives**

Referencing the Charter of Corporate Behavior issued by the Japan Business Federation (Nippon Keidanren), etc., Mazda classifies and evaluates its CSR initiatives. The areas of CSR initiatives are periodically reviewed and revised in the light of issues in the business activities of the automotive industry and Mazda, as well as social issues to which stakeholders attach particular importance. The most recent review was made in July 2016, by which the Company defined the following as the key areas of its CSR initiatives: Customer Satisfaction, Quality, Safety, Environment, Respect for People, and Social Contributions.

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**Customer Satisfaction**

- Providing a Mazda brand experience that exceeds customer expectations
  - Commitment to customers
  - Sales and customer service, etc.

**Quality**

- Offering products and services that please our customers
  - Establishing stable product quality
  - Achieving quality that exceeds customer expectations
  - Cultivating human resources capable of thinking and acting for the happiness of customers

**Safety**

- Promoting safety initiatives to achieve a safe and accident-free automotive society
  - Safety initiatives based on three viewpoints; vehicles, people, and roads and infrastructure

**Environment**

- Reducing environmental impact throughout the entire vehicle life cycle
  - Environmental management, efforts regarding product and technology development, efforts regarding manufacturing and logistics, recycling, biodiversity, communication, etc.

**Respect for People**

- Developing human resources, who are the foundations of the Company and society, and respecting for human rights
  - Initiatives with employees (including occupational safety and health)
  - Respect for human rights, etc.

**Social Contributions**

- Contributing to local communities as a good corporate citizen
  - Activities based on the three pillars (environment and safety performance, human resources development, and community contributions), etc.

**Promoting Initiatives Based on the SDGs**

The Mazda Group pushes forward various initiatives to contribute to the achievement of the Sustainable Development Goals (SDGs), adopted by the United Nations. In fiscal year March 2019, the CSR Management Strategy Committee enhanced SDG-related information available to the Company's management, and employees' awareness of the SDGs was raised through the Company's intranet. Mazda's activities that are instrumental in realizing the 17 goals of the SDGs are presented in the Mazda Sustainability Report detailed version.

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**External Evaluations of CSR** (As of Aug. 2019)

Mazda identifies key external ratings and evaluations both from within Japan and overseas. By analyzing the results, Mazda evaluates its own initiatives. Mazda continuously makes active efforts to disclose information by responding to both domestic and global surveys and evaluations, such as those by socially responsible investment (SRI) and environment, social, and governance (ESG) rating organizations.

- Inclusion in the Dow Jones Sustainability Index (DJSI) World Index and Asia Pacific Index (Selected since September 2017)
- Inclusion in the FTSE4Good Index series (Selected since March 2011)
- Inclusion in the FTSE Blossom Japan Index (Selected since the index was established in July 2017)
- Inclusion in the Ethibel EXCELLENCE Investment Register (Selected since October 2013)
- In the CDP (formerly Carbon Disclosure Project) 2018 Climate Change Report, Mazda's score was B
- Inclusion in the S&P/JPX Carbon Efficient Index (Selected since the index was established in September 2018)
- Winning a Bronze Class award in the SAM Sustainability Award 2019 as an outstanding company in the automotive industry