



MAZDA
SUSTAINABILITY REPORT 2015
(SOCIAL CONTRIBUTION VERSION)



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Editorial Policy

- Mazda's social contribution initiatives in Japan and overseas are reported.
- The editorial objective is to introduce the specific activities of the Mazda Group companies in each country or region regarding the "Social Contributions." Summary is described in the in-depth version of Mazda Sustainability Report 2015*.

*The report presents Mazda's CSR initiatives in the six areas - Customer Satisfaction, Environmental Protection, Social Contributions, Respect for People, Compliance, and Information Disclosure - primarily regarding the targets and results of these initiatives.
(<http://www2.mazda.com/en/csr/download/>)

Report Coverage

Organizations Covered: Mazda Motor Corporation, its domestic (Japanese) and overseas Group companies are covered in this report.
Period Covered: The report primarily covers the period from April 2014 through March 2015 (on the basis of the accounting period of each Group company), although some activities after April 2015.

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EMPLOYEE'S VOICE

Supporting the Children who are Unable to Live with Their Own Families in Collaboration with European Distributor

I am supporting our European markets in promoting SOS Children's Villages. We have started working with SOS Children's Villages in various countries to support their activities to care for children who are unable to live with their own families, but also for the complete community around the children: kindergartens, youth education centers, and community centers offer open meeting places for elderly, parents and children. We are looking forward to finding the right projects of SOS Children's Villages to support with our cars and funding, but also with time and personal work in the future.

Eva Rabung
Mazda Motor Europe GmbH



SOCIAL CONTRIBUTIONS

Basic Policy on Initiatives

Basic Principles

As a company engaged in global business, Mazda is fulfilling its responsibilities as a good corporate citizen through ongoing involvement in socially beneficial activities tailored to the needs of local communities, in order to ensure that its business activities contribute to the building of a sustainable society.

Plans for Future Activities

- Proactive, ongoing responses to social needs through the core business activities of the Mazda Group in Japan and overseas
- In collaboration with local communities, contribute to the development of a sustainable society through activities tailored to the needs of communities
- Emphasize and provide support for self-motivated volunteer activities by employees, and incorporate diverse values to foster a flexible and vibrant corporate climate
- Proactively disclose the details of activities and engage in a dialogue with society

Three Pillars

Mazda promotes activities that are strongly rooted in local communities. Its social contribution activities are underpinned by the three pillars of environmental and safety performance, human resources development, and community contributions. (see p. 3)

a Three Pillars in Basic Policy on Social Contribution Initiatives



Promotion Framework

In May 2010, Mazda established the Social Contribution Committee. The role of this committee, which meets regularly (twice a year), is to discuss issues facing the entire Mazda Group and share information, in line with the social contribution policy and the CSR targets (see pp. 18-19 of Mazda Sustainability Report 2015 [In-Depth Version]^{*1}) decided by the CSR Management Strategy Committee (see p. 17 of Mazda Sustainability Report 2015 [In-Depth Version]^{*1}). The details of the actual activities are considered by a Working Group comprised of related divisions. Through the activities of the committee undertaken since 2010, Mazda continues to enhance information collection and utilization from a global and Group standpoint. Each activity is carried out based on the budget plan in each region or department.^{*2}

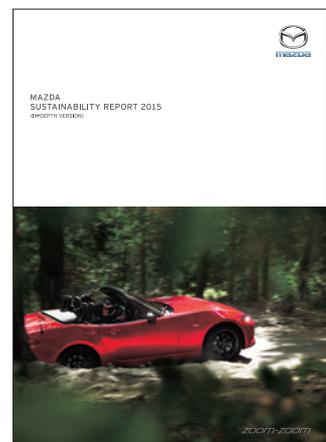
b Promotion Framework



FY March 2015 Major Results:

- Set the CSR targets and the Mazda Green Plan 2020 (social contribution) (see pp. 53-56 of Mazda Sustainability Report 2015 [In-Depth Version]^{*1}) and took actions
- Carried out over 400 activities^{*3} in Japan and overseas. Around 100 activities are summarized on pages 5-43.
- Established the Mazda Social Contribution Prize based on evaluation indexes for social contribution programs, and started creating PDCA (plan-do-check-act) cycle process. (see p. 4)

c Mazda Sustainability Report 2015 [In-Depth Version]



Evaluation Indexes for Social Contribution Programs

In FY 2015, Mazda established the evaluation indexes for social contribution programs. These indexes are used to evaluate and promote programs which resolve social issues and improve corporate values and created the PDCA (plan-do-check-act) process. They are designed to evaluate these social contribution programs from the three perspectives: effect on the society; effect on the Company; and Mazda uniqueness. (To be more specific, the indexes comprised of 8 categories such as “the number of beneficiaries,” “the number of participation employees,” “conformity with the Three Pillars in Basic Policy on Social Contribution Initiatives,” etc.)

*1 <http://www2.mazda.com/en/csr/download/>

*2 In Japan, the United States, Australia, and New Zealand, the Mazda Foundation in each country separately undertakes various activities.

*3 Social contribution activities: Monetary donation, goods donation, facility sharing, employee participation and dispatch, voluntary programs, and support for disaster-stricken areas

Initiatives Based on the Three Pillars

Mazda promotes activities that are strongly rooted in local communities. Its social contribution activities are underpinned by the three pillars of environmental and safety performance, human resources development, and community contributions.

Environmental and Safety Performance

Mazda's business activities have a relationship with, and impact social issues, such as global warming, energy and resource shortages, and traffic accidents. To resolve these issues, the Company attaches importance to the environmental and safety perspectives, not only in conducting its main business, but also when making social contributions.

- Hosting environmental awareness-raising programs at various events, dispatching lecturers to environmental education programs, and carrying out volunteer activities for biodiversity conservation and various other environmental protection initiatives
- Offering lectures on traffic accident issues at various events, and holding safe-driving seminars

Human Resource Development

Mazda emphasizes the perspective of human resources development, based on the idea that fostering people who will be future leaders in the foundation of society and in business is important.

- Holding seminars and lectures by employees with specialized knowledge and skilled techniques such as manufacturing.
- Accepting students for internship programs, supporting to learn about vehicles using facilities in the Company, etc.

Community Contributions

Mazda promotes community contribution activities to cope with specific issues of each local community, in the countries/regions where the Company conducts its business operations.

- Making monetary/vehicle donations to charities and participating in various charitable activities
- Promoting sports and culture

Volunteering by Employees

Mazda offers support to help employees become actively involved in volunteer activities.

- Providing volunteer opportunities (Specialist Bank, Volunteer Center, etc.)
- Providing volunteer training opportunities (training programs organized by the Hiroshima City Council of Social Welfare, etc.)
- Subsidizing part of the cost of activities (Mazda Flex Benefits (see p. 95 of Mazda Sustainability Report 2015 [In-Depth Version]¹), etc.)
- Enabling employees to take leave for activities (volunteer leave such as the Special Warm Heart leave system, etc.)

Support for Disaster-Affected Areas

The Mazda Group provides various support for the early recovery and restoration of areas affected by natural disasters. Mazda Head Office coordinates with its production/business sites in the affected area to provide appropriate support in case of natural disasters such as an earthquake and abnormal weather.

Support cases: Great East Japan Earthquake (Japan) / Hiroshima Torrential Rain Disaster (Japan) / Yunnan Earthquake (China)

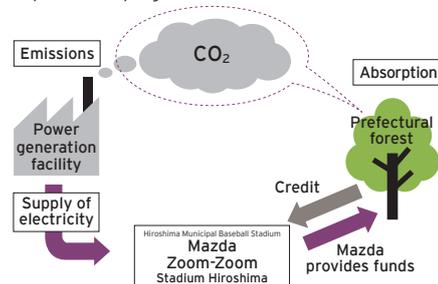
Support by Mazda Foundations

Mazda and its Group companies have established Mazda Foundations in four countries, to promote support activities tailored to each region.

Country	Name	Support activities/objectives	Year of establishment	Amount of grants (donations) in FY March 2015
Japan	Mazda Foundation	Support activities to promote science and technology and the sound development of youth	1984	¥54.94 million
United States	Mazda Foundation USA (MFUS)	Provide funds to various initiatives for education, environmental conservation, social welfare, cross-cultural understanding, etc.	1990	Around US\$1.32million
Australia	Mazda Foundation Australia (MFA)	Provide funds to various initiatives, including education, environmental conservation, technology promotion, and welfare.	1990	Around A\$700 thousand
New Zealand	Mazda Foundation New Zealand (MFNZ)	Provide funds to various initiatives, including education, environmental conservation, and culture.	2005	Around NZ\$ 214 thousand

d [Environment] Carbon offset initiative at night games for forest development

Mazda has offset the CO₂ emitted when generating electricity for illuminating night games at Mazda Zoom-Zoom Stadium Hiroshima for three consecutive years, using carbon offset credits created by Hiroshima Prefecture through its prefectural forest improvement program.



e [Safety] Project Yellow Light

A safe driving education project implemented in the United States. Mazda supports the project in calling for public service announcement videos to encourage young people to avoid distracted driving. Also, young racing drivers related to Mazda Motorsports conduct activities to raise young people's safety awareness.



f [Human Resources Development] Promote "Safety at School project"

A project held in Thailand for young people to engage in educational activities on safety and health. AAT is providing school education program aiming at an improvement in the sense of safety, health, environment, and team building.



g [Community Contributions] Participate in "Santa Project*."

An activities of which Mazda employee volunteers, jointly with Mazda vehicle owners dress in a Santa Clause costume and communicate to children in orphanages. Mazda members are split into "driving Santa" and "visiting Santa" teams. The driving Santa team drive around with passengers while the visiting Santa team visit to orphanages.



* Organized jointly by 18 companies and organizations primarily in Kanagawa Prefecture.

¹ <http://www2.mazda.com/en/csr/download/>

Establishment of the Mazda Social Contribution Prize

In January 2015, Mazda established the Mazda Social Contribution Prize as a commendation system to recognize outstanding social contribution activities. The objective of the prize is to raise in/external recognition of the outstanding social contribution activities and support for increasing excellent social contribution activities.

Based on the evaluation indexes for social contribution programs, members of the Social Contribution Committee Working Group and the Mazda Workers' Union collaborate to evaluate candidate activities. Then the Mazda Social Contribution Committee selects prizewinning activities, each of which will be presented with a testimonial under the name of the Company President on the anniversary of Mazda's foundation in January every year.

■ Mazda Social Contribution Prize 2014

The 2014 prizewinning activities were selected from the social contribution activities introduced in the in-depth version of Mazda Sustainability Report 2014^{*1} (which covered the period April 2013 through March 2014).

	Activity name	
Grand Prize (Japan)	Interaction with Children through Automobiles (Let's Feel the Joy of a Convertible! 2013 / Santa's Come to Town! 2013 (Tokyo Office and Mazda R&D Center Yokohama) (see p. 96 of Mazda Sustainability Report 2014 [In-Depth Version] ^{*1})	h
Grand Prize (Overseas)	Working with SOS Children's Villages (Pan-European) (Europe) (see pp. 112-113 of Mazda Sustainability Report 2014 [In-Depth Version] ^{*1})	i
Special Prize	Project Yellow Light (United States of America) (see p. 104 of Mazda Sustainability Report 2014 [In-Depth Version] ^{*1})	j
Special Prize	Support for the Recovery of Regions Affected by the Great East Japan Earthquake ("Donation related to customer satisfaction questionnaires" and the "Support Our Kids" project for supporting the independence of disaster-affected children) (Mazda Head Office) (see p. 89 of Mazda Sustainability Report 2014 [In-Depth Version] ^{*1})	k
Prize for Encouragement	Establishment of the Mazda Wheat Seedlings Class (China) (see p. 116 of Mazda Sustainability Report 2014 [In-Depth Version] ^{*1})	l

Mazda Social Contribution Prize 2014

[h](#)



[i](#)



[j](#)



[k](#)



[l](#)



*1 Mazda Sustainability Report 2014 [In-Depth Version]
http://www2.mazda.com/en/csr/download/pdf/2014/2014_s_all.pdf

Major Activities in Japan

In line with the Basic Policy on social contribution initiatives, activities tailored to the needs of communities are implemented in each domestic region.

Mazda Head Office (Hiroshima Prefecture)

Mazda Head Office, located in Hiroshima Prefecture, has many functions, including development, manufacturing, and sales. Based on the three pillars of the Company's basic policy on social contribution initiatives, the Mazda Head Office conducts a wide variety of social contribution activities, with a particular focus on community contributions in and around Fuchu-cho, Aki-gun and Hiroshima City.

Mazda Museum Environment Safety Human resources Community

Objective: To promote children's education and interaction with stakeholders

Initiatives: The Mazda Museum at the Hiroshima Head Office (Hiroshima Prefecture) has welcomed around 1.37 million visitors through its doors since its opening in 1994. The Museum offers exhibitions of Mazda's history, technology, etc. In addition, the Museum provides the tour of Mazda's assembly line and learning opportunity about the vehicle manufacturing process, helping to augment social studies curriculums in elementary and junior high schools. Many people from around the world visit the Museum, where guidance is provided in both Japanese and English.

FY March 2015 Results:

Mazda Museum had around 69,000 visitors in total, mainly elementary and junior high school students. a

Mazda Specialist Bank Environment Safety Human resources Community

Objective: To make contributions to community using the expertise and skills of Mazda employees

Initiatives: The Mazda Specialist Bank is an organization in which present and former employees of the Mazda Group with specialist knowledge, abilities and skills, as well as specialized talents and unique interests built up over many years, are registered and dispatched in response to requests mainly from local communities. This organization got its start in 1994, as a human resources bank to supply personnel needed to assist in the Hiroshima Asian Games. Thus far, the Mazda Specialist Bank has dispatched specialists to a total of 2,903 community and school events. Making use of the unique characteristics of Mazda, which has a diverse workforce, the organization dispatches specialists, whose activities range from delivering environmental lectures at schools and putting on magic shows at community events to providing sports and recreation leadership.

FY March 2015 Results:

A total of 111 specialists were dispatched to 58 community or school events in Hiroshima and Yamaguchi prefectures. b

Mazda Volunteer Center Environment Human resources Community

Objective: To make contributions to community through Mazda Group human resources

Initiatives: The Mazda Volunteer Center registers present and former Mazda Group employees and their family members who wish to become involved in volunteer activities, so they can respond to requests from local groups (primarily in Hiroshima Prefecture) for volunteer assistance. This Center was established in 1996, amid an increase in volunteer awareness among citizens following the Great Hanshin Earthquake. So far, volunteers from this Center have participated in a total of around 630 volunteer projects.

FY March 2015 Results:

The Center dispatched 37 volunteers to 23 volunteer projects including helping out with venue set-up and removal at events for people with special needs, and assistance for people in wheelchairs. c

Person in charge of promoting social contributions at Mazda Head Office (Hiroshima)



Masaaki Kumoi
Office of General & Legal Affairs

a Tour of the Mazda Museum



b On-site lecture at elementary school



c Mazda Volunteer Center



TOPICS

Social Contribution Activities by Employees with Special Skills

Since FY March 2014, Mazda has participated in the Workshop on Waste Elimination in Manufacturing Industry, a study meeting aimed at eliminating wasteful work at manufacturing sites, for people engaged in manufacturing industry in Hiroshima Prefecture. This workshop was realized when the demand from the Industrial Section of the Hiroshima Chamber of Commerce and Industry, whose main theme was "improving productivity and strengthening competitiveness," met with Mazda's desire to contribute to the development of manufacturing in Hiroshima. Present and former Mazda employees provided lecture or practical guidance on a monthly basis over half a year (six times in total). In FY March 2015, which was the fourth year of the event, 33 people from food and furniture manufacturers participated in the study meeting, where they received hands-on training on such themes as "Setting up Standard Operations Using a Stopwatch and Other Tools."



Lecture at workshop



Group work at workshop

Social Contribution Activities at Mazda Stadium Environment Community

Objective: To contribute to community revitalization through making use of Mazda Stadium

Initiatives: Mazda acquired the naming rights for the Hiroshima Municipal Baseball Stadium (now known as Mazda Zoom-Zoom Stadium Hiroshima), and shows presence of both the Company and the city of Hiroshima while conducting social contribution activities through support for the stadium.

FY March 2015 Results:

- To support the Hiroshima Prefecture's carbon offset initiative, Mazda made a carbon offset of around 107 tons of CO₂ emissions, which is equivalent to 149,000 kWh electricity for use in the lighting of night games at the stadium. The carbon offset credit was created by Hiroshima Prefecture with increasing CO₂ absorption by forest (see p.3).
- For each one million stadium visitors, Mazda donates one Mazda welfare vehicle to a social welfare organization. The cumulative number of visitors reached eight million in April, and then nine million in July. Accordingly, two vehicles were donated to organizations in Hiroshima City.

d Welfare vehicle donation ceremony at the Mazda Stadium



Support for Regional Forest Protection Activities Environment Community

Objective: To contribute to promotion of forest protection activities, thereby interacting with the community

Initiatives: In 2010, Mazda concluded a Forest Preservation and Management Pact with the government of Hiroshima Prefecture. The pact outlines a series of activities in which Mazda and the prefecture would partner for the preservation of forest resources. With the Mazda-no-Mori (Mazda Forest)¹ in the Hiroshima Prefecture Ryokka (afforestation) Center (Higashi Ward, Hiroshima City) serving as a base of operations, Mazda corporates for the regional forest protection activities. Mazda also joined Hiroshima-no-Morizukuri Forum (Hiroshima Afforestation Forum) and promotes 'company forests' with support from companies and organizations in the prefecture.

FY March 2015 Results:

- In cooperation with the designated administrator of the Hiroshima Prefecture Ryokka Center, Mazda promoted activities to preserve the Mazda Forest. In May and November, present and former Mazda employees, their families and friends, and members of a social contributions study group² joined a carefully planned forest thinning effort as volunteers, with guidance and cooperation from a forest management volunteer organization. Lectures, such as "Plants observable around the Mazda Forest" and "Maple and the mechanism of autumn coloration" were arranged to enhance employees' environmental awareness, (employee-management cooperation programs: around 100 people participated)
- After the forest thinning, a workshop to make woodwork using nuts and branches was provided to participating primary school children.
- In May, Mazda employees participated as volunteers in the Forum Forest protection activities FY 2014 organized by the Hiroshima-no-Morizukuri Forum

e Forest thinning effort at the Mazda Forest



f Donation of an electric piano for a childcare facility



Volunteer Cleanups and Recyclables Collection Campaigns Environment Community

Objective: To contribute to local communities through volunteer cleanups and recyclable collection campaigns

Initiatives: Mazda employees work on periodical cleanups around the plants and offices during break times. On holidays, Mazda employees participate in cleanup campaigns organized by local governments, and also implement cleanup activities of their own. In addition, they collect plastic bottle caps as well as pull-tabs and aluminum cans, for effective use of recyclables (employee-management cooperation program).

FY March 2015 Results:

- More than 5,900 people participated in volunteer cleanup activities, including cleanups of areas around plants and offices (12 times), cleanups organized by local governments (8 times), cleanups of the area around the Mazda Stadium (2 times), cleanups of the area around Japan Railways stations (3 times), and cleanups of the area around the Eastern Hiroshima Circulation Operating Housing Complex (11 times).
- Around 1,500,000 plastic bottle caps were collected and delivered to NPOs.
- Around 4,300 kg (a cumulative total of around 17,600 kg since 2005) of pull-tabs and aluminum cans were collected, through which two electric pianos were donated to childcare facilities in Higashihiroshima City in December.

Participation in Environmental Events Environment

Mazda participates in various environmental events (see p. 80 of Mazda Sustainability Report 2015 [In-Depth Version]³).

*1 The Mazda-no-Mori (Mazda Forest) is the nickname of a 5.85 ha area on the grounds of the Hiroshima Prefecture Ryokka (afforestation) Center in a natural forest covering 125 ha, located to the northeast of the Mazda Head Office.

*2 A social contributions study group, comprising one organization and 18 companies, including Mazda.

*3 <http://www2.mazda.com/en/csr/download/>

Events to Support Students' Learning Activities during the Summer Vacation

Environment Human resources Community

Objective: To deepen interactions with the region and society through supporting the learning activities of elementary and junior high school students

Initiatives: Mazda continually offers the following events in local communities to help students and teachers learn more for their social studies classes: the Mazda Car Carrier Loading Field Trip for elementary and junior high school students, which helps them to understand the Japanese auto manufacturing industry in their social study classes (since 1996); the Social Studies Support and Training Seminar for elementary school teachers in response to requests from teachers (since 1999); and the study program for primary school children, which offers them quizzes and experiments through interactions with Mazda's young employees from the development and manufacturing divisions (since 2008).

FY March 2015 Results:

- In July, Mazda offered an educational program "Handcraft Workshop: Let's Try to Reduce CO₂ Emissions," to impart the fun of science and technology to children. The program was held at the Fuchu Kominkan Community Center as part of a Summer Lecture hosted by the Center in Hiroshima Prefecture, and at the Pacifico Yokohama, in Kanagawa Prefecture in the Kids Engineer 2014, hosted by the Society of Automotive Engineers of Japan. Around 370 primary school children as well as their parents and guardians participated in this program. Mazda introduced its efforts to reduce CO₂ emissions while doing quizzes and making a CX-5-shaped desk cleaner incorporating the principles of *Karakuri Kaizen*^{*1}. g
- In August, the Mazda Car Carrier Loading Field Trip was held using a large-scale car carrier moored at the dedicated docks located on the Hiroshima Plant premises. A total of around 80 people, of children ranging from fifth grade to junior high and their parents and guardians, participated in the event. In the carrier, participants observed the way vehicles were loaded onto the ship with a high degree of precision, and parked and secured in place with only around 10 centimeters separating them on each side. They also enjoyed the experience of steering the ship as well as friendly conversation with the ship's crew. h
- In August, in response to requests from teachers seeking a deeper understanding of the automotive industry, Mazda presented a Social Studies Support and Training Seminar, to help teachers of fifth-grade classes to acquire deeper knowledge of the Japanese auto manufacturing industry. Around 20 elementary school teachers from Hiroshima Prefecture took part in the seminar. They observed the press, body, and assembly plants, and were given an opportunity for hands-on manufacturing experience (tightening nuts and bolts). i

g Environmental education program "Handcraft Workshop: Let's Try to Reduce CO₂ Emissions"



h Large-scale car carrier (Mazda Car Carrier Loading Field Trip)



i Hands-on manufacturing experience (Social Studies Support and Training Seminar)



j Automotive metalworking demonstration



On-Site Lectures/Seminars and Acceptance of Trainees/Internship Students

Environment Safety Human resources Community

Objective: To contribute to the development of human resources in communities, making use of the diverse range of employees and the know-how of Mazda as a corporate educational facility

Initiatives: In response to requests from local governments and educational institutions, Mazda dispatches employees to hold lectures and seminars on the Company's technologies of the environment, safety, manufacturing, etc. Mazda also assists Hiroshima Prefecture and various organizations in promoting activities to support the handing down of skilled techniques to the next generation, and accepts university students for internship programs as part of the government-industry-academia collaboration project. Moreover, the Mazda Technical College^{*2} conducts an open college program, offering opportunities for teachers of technical high schools to observe or attend practical training classes.

FY March 2015 Results:

- Mazda employees delivered around 20 lectures and seminars, primarily at junior high schools, high schools and universities in Hiroshima Prefecture.
- Mazda accepted around 80 undergraduate and graduate students for internship programs as part of the industry-academia-government collaboration Initiative (see p. 122 of Sustainability Report 2015 [In-Depth Version]^{*3}).
- The Mazda Technical College accepted around 30 people to its open college program (from July to January of the following year).
- At the Hiroshima Technique Fair held in November, Mazda hosted an exhibition booth. At the booth, a hands-on event was held to provide participants with opportunities to experience finishing processing for rotary-shaped paperweights and original button badges, and contestants in the WorldSkills Competition^{*4} demonstrated automotive metalworking. Also, casting^{*5} techniques were demonstrated by two distinguished Mazda craftsmen—a recipient of the Medal with Yellow Ribbon^{*6} and a winner of the Minister's Award for Outstanding Skilled Workers (Contemporary Master Craftspeople)^{*7}, and the 2014 *Karakuri Kaizen*^{*1} Mechanism Exhibition's award-winning works were displayed. j

*1 *Karakuri Kaizen* is a registered trademark of the Japan Institute of Plant Maintenance.

*2 Mazda Technical College, approved by the Ministry of Health, Labor and Welfare, is an in-house education institution offering courses to high school graduates and selected employees in order to cultivate human resources that can play a central role in manufacturing at Mazda.

*3 <http://www2.mazda.com/en/csr/download/>

*4 The WorldSkills Competition is a competition for young people up to 22 years old (with a few exceptions) to demonstrate their excellence in skilled professions. Its objectives are to promote vocational training and to improve the standard of technical skills of the participating countries.

*5 To pour molten metal into a mold to create an object.

*6 The Medal with Yellow Ribbon is awarded to individuals who, through their diligence and perseverance, become public role models. (The award ceremony is held by the Ministry of Health, Labour and Welfare.)

*7 This award is given to outstanding skilled workers who are considered as leading skilled workers in respective fields.

Sports Coaching by Mazda Sports Clubs and Concerts Held by Mazda Cultural Clubs Human resources Community

Objective: To contribute to the promotion of various sporting activities, improving athletic ability, and the promotion of culture in the local community.

Initiatives: Mazda has 24 sports clubs and 4 cultural clubs. These clubs aim to promote mutual friendship among employees and to help revitalize the entire Company.

Active Mazda sports club athletes have been leading mobile sports-coaching lessons, in response to requests from local governments and athletics organizations.

Mazda cultural clubs hold concerts on a regular basis to activate events and encourage local community.

FY March 2015 Results:

- Track and Field Team: Held track and field lesson for children twice in the year (with around 90 participants, in Kenbuchi-cho, Hokkaido and other cities.) k
- Rugby Squad (nicknamed "Mazda Blue Zoomers"): held rugby training four times in the year for elementary school children (with around 370 participants, in Hiroshima City).
- Women's Volleyball Team: held volleyball training and instructors' workshops seven times in the year (with around 700 participants, in Shobara City and other cities)
- Automobile Club Held a gymkhana competition authorized by the Japan Automobile Federation (JAF), twice in the year, with the aim of encouraging motor sports in the region (with around 240 participants, in Akitakata City and other cities.)
- Chorus Club: Held or participated in concerts four times in the year (with around 800 participants, in Aki Gun and other cities.)
- Light Music Club: Held and participated in concerts five times in the year (with around 1,700 participants, in Aki-gun and other cities)

Volunteer Visits to Social Service Facilities Community

Objective: To build regional solidarity and harmony

Initiatives: From June to July each year, present and former Mazda Group employees and their family members visit social-service facilities to work as volunteers. The volunteers work with people at the facilities to maintain farm fields and cut grass, and assist them in visiting the memorial cenotaph for A-bomb victims. Through these volunteer activities, Mazda has deepened interaction with people at the facilities since 1986 (employee-management cooperation program).

FY March 2015 Results:

A total of 70 volunteers visited work facilities for people with special needs and nursing facilities for the elderly. l

Studying Community Issues Community

Objective: To find and resolve familiar community and social issues from a resident perspective

Initiatives: The Mazda Technical College^{*1} provides classes with the theme of enabling students to understand the meaning of corporate community contributions to help find and resolve familiar social and community issues from a resident perspective. Students strive to implement solutions in cooperation with local residents and others concerned.

FY March 2015 Results:

Students of the Mazda Technical College worked on the theme "Local Revitalization." They were divided into eight teams, each of which set up and addressed respective themes in pursuit of "a town where residents support each other, valuing people-to-people relationships," which is one of the future visions of Minami Ward, Hiroshima City, where the College is located. m

k Track and field lesson for children



l Mowing of field owned by a social welfare facility



m Setting up a festival venue



^{*1} The Mazda Technical College, approved by the Ministry of Health, Labor and Welfare, is an in-house education institution offering courses to high school graduates and selected employees, in order to cultivate human resources that can play a central role in manufacturing at Mazda.

Participation in the 2014 Hiroshima Flower Festival Community

Objective: To contribute to community revitalization through active participation in community events

Initiatives: Each year, Mazda has taken part in the Hiroshima Flower Festival since its inception in 1977. The Festival, held on the consecutive holidays in May, is one of the largest events held in Hiroshima Prefecture. The Company hosts the Mazda Zoom-Zoom Plaza, where vehicles featuring SKYACTIV TECHNOLOGY (Axela/Mazda3 and CX-5) are exhibited and events that are fun for both children and their parents are organized.

FY March 2015 Results:

- Charity bingo sessions were held to donate welfare equipment. Along with the proceedings from past charity bingo sessions, Mazda donated one vehicle respectively to two social welfare organizations in Hiroshima Prefecture. n
- A parade to commemorate the 25th anniversary of the Roadster (MX-5 overseas) was held in cooperation with members of the Roadster Fan Club.
- Songs and dances by residents, a talk show by respective baseball and football players of Hiroshima Toyo Carp and Sanfrecce Hiroshima, and performance by street entertainers were shown on stage.
- Handcraft Section of making the Axela (Mazda3 oversea) tissue box cover and kids quiz rally for traffic safety were arranged.
- An exhibition booth was set up to commemorate the consecutive J1 League championships of Sanfrecce Hiroshima.

n Welfare vehicle presentation ceremony



50th Mazda Ekiden Road Relay Race (Hiroshima) Community

Objective: To promote interaction with the community by opening plant grounds for public events

Initiatives: Since 1966, Mazda has continued to hold the Ekiden Road Relay Race. Although it was commenced as an event only for employees, since 1981 when a Community Category was set up to promote communication with local communities, Mazda has invited participants from outside the Company as well. Participants, including both children and adults, run on the 16.3-km route in a circuit around the plant grounds, which is broken down into seven separate legs. Participants not only compete for the best times, but also enjoy coming up with original ways to make their teams stand out.

FY March 2015 Results:

In addition to 145 teams in the In-house Category, in which Mazda employees competed by division, 135 teams in the Community Category for local residents and suppliers from as far away as the Kyushu and Kanto regions participated (a total of around 2,800 runners from 280 teams). o

o Runners running through the Mazda compound



Support for the Three Major Professional Teams/Orchestra in Hiroshima (Sanfrecce Hiroshima, Hiroshima Toyo Carp, and Hiroshima Symphony Orchestra) Community

Objective: To promote community sports and culture through support for the local professional football team, baseball team and orchestra

Initiatives: For Sanfrecce Hiroshima and Hiroshima Toyo Carp, in addition to serving as a uniform sponsor, Mazda supports a match played by these teams as a Mazda-sponsored game once a year (management-employee cooperation program). For the Hiroshima Symphony Orchestra, Mazda co-sponsors all the regular concerts (serving as a premium co-sponsor once a year).

FY March 2015 Results:

- Sanfrecce Mazda Day: The first 7,000 arrivals were given original towels/scarves bearing the logos of Sanfrecce Hiroshima and Demio (Mazda2 overseas). p
- Carp Enjoy Mazda Day: A welfare vehicle presentation ceremony was held (see p. 6).

p Mazda vehicle parade enlivened the venue during the half-time



Mazda Hospital Human resources Community

q

Objective: To contribute to the community through medical care

Initiatives: Mazda Hospital is an acute care hospital with 270 beds for general patients. Founded on the principle of "providing the best and most up-to-date medical care, and contributing to society with warmth and kindness of heart," Mazda Hospital is committed to contributing to community healthcare as a core community hospital in eastern Hiroshima City. Though established by a private company, Mazda Hospital is well used by local residents, who now account for about 80% of outpatients and more than 90% of inpatients. Since 2000, Mazda Hospital staffs have held lectures on medical issues, open and free of charge to the public, at a nearby community center. To date, the number of lectures has reached 276.

FY March 2015 Results:

- Total outpatients: around 175,700; total inpatients: around 89,500; number of patients taken by ambulance to the Hospital: around 2,950; number of visitors for health checkups: around 5,600 (cumulative).
- In cooperation with local governments, the Hospital held eight open lectures, with around 220 people attending. r
- The Hospital has held diabetes courses consisting of eight lectures (from the second Monday to the third Thursday of each month) since FY March 2010, with around 140 people attending in FY March 2015.
- The Hospital has held osteoporosis courses (on the fourth Thursday of each month) since January 2013, with around 280 people attending in FY March 2015.
- The Hospital held a cardiovascular forum in Aki-gun three times, with around 40 people attending. (The forum has continued to be held since 2002.)
- In cooperation with Hiroshima City, the Hospital held a hypertension prevention seminar to improve local residents' knowledge about and awareness of preventing high blood pressure, with around 40 people attending.
- The Hospital has been regularly releasing the *Himawari* ("Sunflower") newsletter since 2003, which includes information on the latest health care and the application of lectures and courses.
- In cooperation with Hiroshima Prefecture, the Hospital held a hands-on seminar on medical care for high school students wishing to become doctors, with 13 students attending.
- The Hospital has offered a workplace hand-on learning program for junior high school students since 2013, and accepted five students for the program.
- The Hospital concluded an agreement with the neighborhood towns of Fuchu-cho and Aosakiminami voluntary disaster prevention associations regarding the use of the hospital as a shelter at times of inundation. (agreement continuing from 2013) The hospital facilities will be shared as shelters for residents at times of inundation caused by flooding or tsunami.
- In cooperation with Hiroshima City and Fuchu-cho, the Hospital held emergency case review meetings for improving community health care (with around 200 people participating in four meetings). Discussions were held with community rescue workers on the standardization of procedures for transferring patients by case, and on the prognoses of transferred patients in emergency situations.
- Serving as the secretariat for the infection control network in Aki district, the Hospital cooperates with neighboring facilities to hold workshops and provide information on infectious diseases in order to improve the infection control level in the district.

q New wing of the Mazda Hospital



After the new inpatient ward building was completed in January 2012 and the outpatient ward buildings were made further resistant to earthquakes and renovated in March 2013, a new parking structure and the exterior of the outpatient ward buildings were completely constructed in August 2013, for the convenience of visitors arriving by vehicles.

r Open lecture



Myanmar Mobile Library Project Human resources Community

Objective: To support education for children

Initiatives: As Mazda enters the Myanmar market, Mazda and local distributor together made the vehicle donation to the foundation to assist resolving one of the social issues of Myanmar. The donated vehicles are assisting education for children living in inconvenient places, as well as those living in places where libraries are lacking in books.

FY March 2015 Results:

Mazda donated two Mazda BT-50s, having characteristics to meet the insufficient road conditions of mountainous and rural areas, to the Daw Khin Kyi Foundation. s

s Myanmar mobile library project



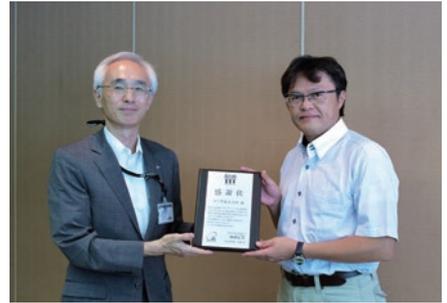
Support for the Recovery of Regions Affected by the Great East Japan Earthquake Community

Mazda continues its efforts to contribute to the recovery of the regions affected by the Great East Japan Earthquake.

FY March 2015 Results:

- Mazda donated 50 yen for every reply to the customer satisfaction questionnaires through dealerships in Japan; 150,787 customers cooperated in answering the questionnaires. The donation was given to the Japan NPO Center for the Japan Earthquake Local NPO Support Fund. t
- Mazda assisted the Support Our Kids Project in sending ten junior and senior high school students in the affected areas to France for the 4th Homestay Program. These students visited the 24 Hours of Le Mans race and participated in the parade riding in the Roadster (MX-5 overseas), which celebrated its 25th anniversary. u
- Support was provided for quake-affected regions by purchasing their carbon offset credits at environmental events (see p. 80 of Sustainability Report 2015 [In-Depth Version]^{*3}).
- Mazda donated a portion of the proceeds from Mazda Roadster Charity Flea Market (see p.18).
- Grants were provided by way of the Mazda Foundation's programs for supporting citizen activism. A total of 1.1 million yen was provided to three programs to assist the recovery of the regions affected by the earthquake.

t Mazda received a certificate of appreciation.



u Independence support project "Support Our Kids"



Support for the Recovery of Regions Affected by the Hiroshima Torrential Rain Disaster Community

Mazda strives to contribute to the recovery of the regions affected by the Hiroshima Torrential Rain Disaster.

FY March 2015 Results:

- Mazda donated 50 million to Hiroshima City as relief aid.
- Mazda executive officers and employees, as well as former Mazda employees made donations to Hiroshima Prefecture.
- In response to requests from Hiroshima City, the Company offered vehicles and goods.
- The Mazda Hospital dispatched disaster support nurses.
- Mazda employees participated in the disaster recovery support activities as volunteers.
- Mazda employees registered as members of the Hiroshima City Fire Service Burial provided on-site support for the recovery from the disaster.
- Mazda provided its facilities as emergency shelters and as a venue for the 11th Chugoku Region Men's and Women's Nine-Player Volleyball Championships.
- Ten groups of 20 children and guardians were invited to the Tomodachi Charity Baseball Game^{*2}.
- A set of ten footballs and an autographed by Mr. Yuto Nagatomo, a Japanese professional football player, was donated to ten primary and junior high schools in the disaster-hit areas.
- In addition to the above, Mazda North American Operations (MNAO) donated relief funds through the American Red Cross (see p. 29), and the Mazda Group and distributors provided support for the recovery of affected regions.

Contributing to Communities in Many Ways

Mazda provides funds for various activities to contribute to the regional communities and to support academic and educational, cultural and artistic, international exchanges and sports areas. In FY March 2015, Mazda provided funds to the Mazda Foundation, which was established to promote science and technology and the sound development of youth, as well as to public organization, etc. (Funds included relief aid for the natural disasters).

Other Initiatives

Mazda has cooperated for blood donations by its employees during working hours (through the Japan Red Cross Society) since 1964. In FY March 2015, around 2,200 employees (a cumulative total of around 92,000 employees) donated blood. Mazda also cooperated for fire and disaster prevention activities^{*3} in local communities, and for provision of funds and dispatch of human resources to local economic organizations, etc.

*1 <http://www2.mazda.com/en/csr/download/>

*2 The Tomodachi Charity Baseball Game invited children in the areas affected by the Great East Japan Earthquake and the Hiroshima Torrential Rain Disaster as part of Support Our Kids, a independence support project for children in disaster-struck areas.

*3 In November 2014, Mazda was certified as a Volunteer Fire Corps Cooperating Organization in Hiroshima City that works closely with the Hiroshima City Fire Service Bureau and Stations.

Miyoshi Plant (Hiroshima Prefecture)

The Miyoshi Plant, located in Miyoshi City in northern Hiroshima Prefecture, comprises a comprehensive vehicle proving ground and an engine plant. Since the opening of the vehicle proving ground in 1965, the Miyoshi Plant has placed particular focus on community contribution to meet the community's needs, working in close cooperation with Mazda Group companies in northern Hiroshima Prefecture.

Hosting Tours of the Engine Plant Human resources Community

Objective: To promote children's education and community interaction

Initiatives: The Miyoshi Plant offers tours of its engine plant, helping to augment the social studies curriculums in elementary and junior high schools. Also, the Miyoshi Plant accepts interns from local schools and administrative agencies to help develop human resources in the local community. a

FY March 2015 Results:

- Around 190 people, primarily elementary and junior high school students, toured the Miyoshi Engine Plant.
- The Miyoshi Plant accepted three interns, including local high school students.

Participation in Community Events and Cleanups Environment Community

Objective: To contribute to community revitalization through active participation in representative community events and community cleanups

Initiatives: Jointly with Mazda Group companies in Miyoshi, the Miyoshi Plant participates in community events and cleanups, helping revitalize communities, while deepening exchange with local residents. Moreover, as a corporate member of the Miyoshi City Tourist Association and the Miyoshi Chamber of Commerce and Industry, the Miyoshi Plant provides support for organizing events.

FY March 2015 Results:

The Miyoshi Plant participated in the following events together with Mazda Group companies in Miyoshi.

- April: A booth was set up at the Miyoshi Cherry Blossom Festival held in Ozekiyama Park (highlighted by a display of Mazda vehicles, including welfare vehicles, and a section where children could enjoy coloring).
- May: Around 60 people participated in the combined cleanup of the cormorant fishing pier (the cleanup was carried out jointly by companies and organizations in Miyoshi City, in advance of June 1, when the cormorant fishing season began).
- July: Volunteers participated in the Miyoshi Citizens' Summer Evening Fireworks Festival.
- July: Around 100 members organized a parade team with Mazda vehicles, and joined the Miyoshi Kinsai Festival. b
- August: Around 100 members organized a parade team with Mazda vehicles, and joined the Shobara Yoitoko Festival.
- October: A booth was exhibited at the Miyoshi Commerce and Industry Festival (featuring a display and explanations of Mazda vehicles and panels illustrating the Company's environmental protection initiatives).
- March: Around 60 people participated in the combined cleanup of Ozekiyama Park (the cleanup was carried out jointly by companies and organizations in Miyoshi City prior to the Miyoshi Cherry Blossom Festival). c

Person in charge of promoting social contribution at Miyoshi Plant



Terutoshi Mikami
Office of General & Legal Affairs
Miyoshi Plant

a Welding experience during an internship program



b Parading with playing the drums (Miyoshi Kinsai Festival)



c Cleanup of Ozekiyama Park to welcome tourists



Hofu Plant (Yamaguchi Prefecture)

The Hofu Plant, located in Hofu City, Yamaguchi Prefecture, comprises the automobile plant (Nishinoura District) and the transmission plant (Nakanoseki District). Since the commencement of operations there in 1981, the Hofu Plant has been focusing on the social contribution related to human resources development, and community contributions with the aim of developing in tandem with the local community.

Support for Regional Forest Protection Activities Environment Community

Objective: To contribute to promotion of forest protection activities, thereby interacting with the community

Initiatives: Mazda agreed to participate in the “Water-Supply Forest Development in Collaboration with Corporations” program administrated by Yamaguchi Prefecture for water-using companies, and has been volunteering in forest protection activities since 2005. Mazda also agrees the Hofu City “Fureai-no-Morizukuri (increasing forest-touching)” program and employees has been cooperating as volunteers to weed and plant trees for “Fureai-no-Morizukuri (increasing forest-touching) program in the Saba River basin and Mt. Ohira (hosted by the Saba River Basin Morizukuri-no-Kai) since 2013.

a

FY March 2015 Results:

- June: Around ten volunteers participated in the “Fureai-no-Morizukuri” program in the Saba River basin and Mt. Ohira, and engaged in weeding and tree planting.
- December: Around 30 volunteers participated in the “Water-Supply Forest Development” program, and engaged in thinning.

Hosting Tours of the Automobile Plant (Nishinoura) Human resources Community

Objective: To promote children's education and community interaction

Initiatives: The Hofu Plant has welcomed around 525,670 visitors since 1982 when the first plant in the Nishinoura District opened. Visitors come mainly from various organizations as well as local elementary and junior high schools, whose students observe the plant as part of their social studies classes.

FY March 2015 Results:

Around 10,000 primary school and junior high school students toured the Hofu Plant.

b

33rd Mazda Invitational Youth Soccer Competition Human resources Community

Objective: To contribute to the sound development of young people and promotion of community sports

Initiatives: Mazda has provided support to the Mazda Invitational Youth Soccer Competition hosted by the Hofu City Soccer Association since its inception. This tournament was established in commemoration of the completion of the Hofu Plant in 1982. Since then, this two-day event has been held every year during summer vacation. The tournament has established its position as a traditional competition that attracts powerful teams from Yamaguchi and its neighboring prefectures.

FY March 2015 Results:

In August the tournament was held in the Hofu Athletic Stadium and other venues, with a total of around 400 players participating from 24 teams; 20 teams from Yamaguchi Prefecture (13 teams from Hofu City) and 4 teams from other prefectures.

c

Person in charge of promoting social contributions at Hofu Plant



Yukio Shimono
Hofu Plant

a Forest protection activities



b Plant tour of children



c Mazda invitational youth soccer competition



On-Site Lectures/Seminars and Acceptance of Trainees/Internship Students

Human resources Community

Objective: To contribute to human resources education provided by schools in local communities

Initiatives: In response to requests from schools in local communities, since 2001 the Hofu Plant has assisted them in implementing activities to enhance students' motivation for learning. The plant offers work experience programs for students, and dispatches its employees certified as Yamaguchi Meisters^{*1} to schools, at which they give lectures on work experience.

d

FY March 2015 Results:

- The Hofu Plant accepted a total of around 40 students from 12 schools, including junior high schools, high schools, technical colleges, and universities.
- Dispatched employees certified as Yamaguchi Meisters to high schools to give lectures on work experience nine times (eight schools, around 180 students in total).

d Workplace experience program for students



5th Tour for Hands-on Manufacturing Experience for Parents and Children

Human resources Community

Objective: To foster the next generation, who will play leading roles in the future, through hands-on manufacturing experience

Initiatives: With the goal of encouraging children to think and dream about the automotive society of the future and discover the joy of creating things, Mazda has offered hands-on manufacturing experience at its Hofu Plant since 2009.

FY March 2015 Results:

As one of programs held in July at the Festival of Mazda Hoyukai Association^{*2}, the tour was conducted with around 700 participants, including elementary schoolchildren and their parents and guardians. There were three courses, covering the topics of "body," "painting," and "assembly." The events included a robotic operation using a mini robot (body), creation of an original plate made by spraying color from a paint gun (painting), and attaching doors using tightening tools (assembly). The tour provided participants the opportunity to enjoy a hands-on manufacturing experience.

e

e Manufacturing experience



Mazda Car Carrier Loading Field Trip

Human resources Community

Objective: To support the learning of primary school and junior high school students

Initiatives: Mazda offers the Mazda Car Carrier Loading Field Trip to primary school and junior high school students, and their parents and guardians, during their summer holidays (since 2013).

FY March 2015 Results:

In November, the Mazda Car Carrier Loading Field Trip was held using a large-scale car carrier moored at the dedicated docks located near the Hofu Plant premises, the first event at the Hofu Plant. A total of approximately 40 people, comprising children ranging from fourth grade to junior high school age and their parents and guardians, participated in this event.

f

f Mazda car carrier loading field trip



*1 A Yamaguchi Meister is a person who has been certified by Yamaguchi Prefecture as having outstanding techniques in the manufacturing field and enthusiasm for training next-generation technicians.

*2 A collaborative association consisting of 21 companies, including local parts manufacturers.

Participation in the 22nd Love Hofu Flea Market Community

Objective: To contribute to community revitalization through active participation in local events

Initiatives: The Love Hofu Flea Market is one of western Japan's largest street flea markets, attracting more than 100,000 visitors every year. The Hofu Plant has taken part in the event since its inception in 1993. This flea market is the leading event of the Love Hofu Campaign.*1 Companies, the Chamber of Commerce and Industry, the local government, and shopping centers work together to organize the event. As the secretariat of the Love Hofu Campaign Promotion Companies, the Hofu Plant participates in planning and running the flea market, and presents the Mazda booth jointly with partner companies. g

FY March 2015 Results:

- From the Hofu plant, 270 employees and management members worked as volunteers to help out at the Mazda booth.
- A bazaar was held to sell goods donated by employees. Also, various food stalls were set up offering udon noodles, pan-fried noodles and other food made from locally produced ingredients. A portion of the proceeds from the flea market was donated to the Hofu City Social Work Council, and used as a fund for holding next year's flea market. Mazda vehicles were also on display.

g Love Hofu flea market (Mazda booth)



Co-sponsorship and Support for the 45th Hofu Yomiuri Marathon Community

Objective: To contribute to the promotion of sports and interaction with the community

Initiatives: In FY March 2015, Mazda co-sponsored and supported the Hofu Yomiuri Marathon, for the first time. The marathon is an event hosted by the Japan Association of Athletics Federations and held on the third Sunday of December every year.

FY March 2015 Results:

- In FY March 2015, Mazda began to serve as a sponsor of number cards. The Company provided six escort vehicles, and around 20 employees participated in the marathon as water station volunteers. h

h Hofu Yomiuri marathon (escort vehicles)



Contribution through Participation in Traditional Events and Cleanups Held in Communities Environment Community

Objective: To contribute to community revitalization and beautification through participation in traditional events and cleanups held in communities

Initiatives: Mazda employees actively participate as volunteers in traditional events and cleanups held in communities, deepening exchanges with local residents and thereby encouraging community revitalization. i

FY March 2015 Results:

Employees from the Hofu Plant actively participated in the following events.

- April: Around 30 employees participated in the Usa Hachimangu Shrine Rhododendron Festival (to work as parking lot attendants).
- June: Around 30 employees participated in the Amidaji Temple Hydrangea Festival (to work as parking lot attendants).
- June: Around 30 employees of Mazda Group companies belonging to the Mazda Hofu Plant Safety and Health Association*2 participated in volunteer cleanup activities on Tonomi beach.
- June and November: A total of around 390 employees participated in cleanups of the area around Shin-Yamaguchi Station, and areas from the Hofu shopping center to Hofu Tenmangu Shrine.
- July: Seven teams participated in the 17th Cutter Race Competition of the Hofu Harbor Festival
- July: Around 130 employees participated in the 47th Hofu Dance Festival.
- November: Around 140 male employees participated in the divine Gojinko Festival of Hofu Tenmangu Shrine, known more commonly as the Hadakabo Matsuri ("half-naked man festival"), as sparsely-clad "hadakabo."
- December: A total of around 10 employees participated in the rice-cake pounding event in the Hofu shopping center.
- February: 10 female employees participated in the Setsubun (Bean-Throwing Festival) of Hofu Tenmangu Shrine, as Fukumusume (lucky maidens).
- February: 15 employees participated in the 10th Nabe-1 Grand Prix (local one-pot meal competition) (to work as visitor guide staff).

i Cleanup volunteers on Tonomi beach



*1 The Love Hofu Campaign, proposed by Mazda and other companies in accordance with the philosophy, "A company is also a family member of the city," commenced in April 1993, with the participation of 35 companies having factories in Hofu City, etc. Currently, 150 companies promote the campaign (the secretariat of which is located at the Mazda Hofu Plant).

*2 A collaborative association, consisting of 86 local companies, that supports production plant operations in terms of manufacturing and transport of parts, facility maintenance, etc.

Mine Proving Ground (Yamaguchi Prefecture)

The Mine Proving Ground is a comprehensive vehicle proving ground located in Mine City, Yamaguchi Prefecture. Since its opening in 2006, the Mine Proving Ground has participated in social contribution activities, taking advantage of the unique features of the facilities.

Public Service at the Mine Proving Ground Safety Community

Objective: To contribute to community revitalization and traffic safety, by opening the proving ground as a venue

Initiatives: Mine Proving Ground features a 3.33-kilometer circuit, which is used as a venue for Yamaguchi Prefectural Police's driving technique improvement training and for Ekiden road relay races organized and supported by local governments, etc.

FY March 2015 Results:

- Traffic safety training programs organized by Yamaguchi Prefectural Police: Seven times, a total of 120 police officers took part.
- 7th Mine City Ekiden Road Relay Race organized by the Mine City Ekiden Road Relay Race Steering Committee, etc.: Around 500 runners from 72 teams in seven categories joined the event. Participants ranged from elementary school children to adults (A total of around 1,600 people including supporters visited). a
- Classic car event in Mine City, "la Festa Della Automobile Classica": around 500 people participated in the event.

a Elementary school students on the starting line



Tokyo Office and Mazda R&D Center Yokohama (Tokyo Metropolitan Area and Kanagawa Prefecture)

Under the slogan of “One Metropolitan Area,” since FY March 2013 Tokyo Office and Mazda R&D Center Yokohama (MRY) have strengthened their mutual coordination and continued to participate in unique social contribution activities. It is characteristic of Tokyo Office and MRY to conduct socially beneficial activities in collaboration with Mazda vehicle owners. The coordination between Tokyo Office and MRY has begun to produce positive effects, as exemplified by the increase in the number of employees at Tokyo Office who work as volunteers.

Greening Activities in Collaboration with Communities Environment Community

Objective: To contribute to the preservation of biodiversity, harmonious coexistence with local communities, and community activities

Initiatives: Mazda has supported the Keihin Afforestation Project^{*1} promoted by Yokohama City. In June 2009, MRY transplanted indigenous wild water plants to create a biotope based in a pond on the premises. By creating habitats for aquatic life including dragonflies, MRY strives to restore natural environments and increase the amount of greenery. MRY has also been participating in a collaborative project^{*2} implemented by companies, citizens, local governments, specialists and students, entitled “How Far Does a Dragonfly Fly?” Since 2004, MRY has been conducting surveys of dragonflies, tracking the conditions of their arrival. b

FY March 2015 Results:

- In August, MRY cooperated in conducting a three-day study of dragonfly flight patterns. (In the study, investigators visually checked and caught dragonflies to trace their species condition of arrival, and travel between survey points. After the survey, the caught dragonflies are released.)

Hosting Tours at Mazda R&D Center Yokohama Human resources Community

Objective: To contribute to human resources education provided by schools in local communities

Initiatives: In response to requests from local communities, since its establishment in 1987, MRY has accepted tours to observe the Center, serving as an extracurricular lesson or social study class needed from universities, etc.

FY March 2015 Results:

- November: Around 10 local primary school children visited MRY
- November: Around 10 local university students visited MRY as an extracurricular lesson c

Persons in charge of promoting social contributions at Tokyo Office and Mazda R&D Center Yokohama



Kohichi Fujitaka
Tokyo General Affairs
Group

Kouji Oka
Senior Specialist
R&D Technical
Administration Division

b Keihin Afforestation Project logo



Keihin Afforestation
Project logo

c Visitors touring MRY



*1 In Yokohama City, the Keihin Afforestation Project has been carried out since 2005. This project regards the green spaces on corporate properties and the facilities open to the public in the Keihin district (Tokyo-Yokohama) as important regional assets, and aims to increase and use these assets including public green spaces and waterfronts so as to build forests in this district and pass them on to future generations, through joint efforts by companies, citizens, and local governments.

*2 By surveying the growth and migration status of dragonflies, the project is intended to verify that company green spaces play important roles as habitats for various life forms. The results of ten-year surveys conducted under this project indicate that company green spaces play a role similar to that of satoyama (managed woodlands or grasslands near human settlements) (from a report, around 10-year record of Keihin Afforestation linked together by dragonfly, issued in March 2013).

Interaction with Children through Automobiles Community

(Let's Feel the Joy of a Convertible! 2014 / Santa's Come to Town! 2014)

Objective: To communicate the joy of automobiles to children in orphanages and deepen the interaction with them

Initiatives: As part of their social contribution activities, Mazda employee volunteers, jointly with Mazda vehicle owners, participate in projects designed for children residing in child welfare institutions primarily in Yokohama and Kawasaki cities.

One of these projects is "Let's Feel the Joy of a Convertible!" which has been held since 2007 to convey the excitement of cars and driving to these children and give them a happy and enjoyable experience. Also, Mazda employees have annually participated in the "Santa Project." This project was launched at Mazda's initiative in 2003 and is now organized jointly by 18 companies and organizations primarily in Kanagawa Prefecture.

FY March 2015 Results:

- A total of 30 volunteers, including Mazda employees and Mazda vehicle owners, participated in "Let's Feel the Joy of a Convertible! 2014" held in November 2014. The event featured activities such as riding in a Roadster (MX-5 overseas) with the top down along an around 20 km-course including the Yokohama Bay Bridge, as well as handcraft lessons and games that were fun for all ages.
- A total of around more than 650 volunteers participated in "Santa's Come to Town! 2014" held in December 2014, including Mazda vehicle owners and Mazda employees. All participating volunteers were dressed in Santa Claus and reindeer costumes, and participating companies and groups put various ideas into play. Mazda members were split into "driving Santa" and "visiting Santa" teams, with Mazda Roadster, Demio (Mazda 2 overseas) and CX-5 vehicles decked out with Christmas decorations. The driving Santas took passengers from the Yokohama City Foster Parents Association on a drive around the Minato Mirai 21 area. The visiting Santas paid visits to six orphanages in Yokohama City, where they handed presents to children, performed music and played games, deepening their friendly relations. d

d Group photo of all participants dressed in Santa Claus and reindeer costumes



Support for the 29th and 30th Roadster Charity Flea Markets Community

Objective: To help Mazda vehicle owners conduct voluntary social contribution activities, by offering MRY as a venue

Initiatives: Mazda has provided MRY as the venue for the Roadster (MX-5 overseas) Charity Flea Markets held under the auspices of participating Mazda vehicle owners and the Company. Mazda presents a booth staffed by volunteer employees.

FY March 2015 Results:

In April and October, the Roadster Charity Flea Markets were held. The number of participants totaled around 700, including 20 employee volunteers. At the Mazda booth, volunteer employees sold daily articles and Mazda merchandise gathered with the help of employees, as well as okonomiyaki, a savory pancake popular in Hiroshima. (A portion of the proceeds from the flea markets was donated to the Japan Red Cross Society for the relief fund for areas affected by the Great East Japan Earthquake, and was used to promote exchange activities.) e

e Roadster Charity Flea Markets held at MRY, Mazda merchandise sold at the Mazda booth



Support for Disaster Drills Held by the Local Neighborhood Council Community

Objective: To enhance the disaster preparedness of neighboring communities by providing support for periodic disaster drills

Initiatives: In November 2008, MRY concluded a disaster prevention agreement*1 with the Kanagawa Ward Office and residents' associations in neighborhood self-governing bodies. In March 2009, MRY joined the Kanagawa Ward Waterfront Area Disaster Prevention Council, comprising 11 companies in the Keihin waterfront district, local neighborhood self-governing bodies, and neighborhood associations, helping to carry out initiatives to enhance regional disaster preparedness. One of these initiatives is holding joint disaster drills on a regular basis.

FY March 2015 Results:

In March, MRY carried out the 10th joint periodic disaster drill, in which the participants learned about how to use fire extinguishers, provide first aid and operate AEDs*2 (Around 150 persons participated). f

f Learning about how to perform artificial respiration as first aid



*1 The MRY facility is offered as a temporary evacuation area to be used before moving to a disaster prevention facility.

*2 An AED (automated external defibrillator) is a medical device that sends an electric shock to the heart that will restore normal heart rhythm to a victim whose heart has suddenly lost the function to pump blood.

Hokkaido Kenbuchi Proving Ground (Hokkaido)

The Hokkaido Kenbuchi Proving Ground is located in the town of Kenbuchi, Kamikawa-gun, Hokkaido. At this comprehensive vehicle proving ground, automotive winter cold resistance tests are conducted from January to February. Since its opening in 1990, the Hokkaido Kenbuchi Proving Ground has participated in socially beneficial activities with particular focus on community contributions, by supporting activities to develop Kenbuchi as a “picture book town”^{*1}, and promoting initiatives taking advantage of the unique features of the proving ground.

26th Hokkaido Kenbuchi Proving Ground Open Facility Event Community

Objective: To get to know people in the community and convey the Company’s gratitude

Initiatives: Every year since 1990, the Mazda staffs thank the people of the Kenbuchi town, who warmly welcome the staff each winter, by opening the Kenbuchi Proving Ground to the public and inviting local residents to attend a community event.

FY March 2015 Results:

In February, Mazda held a community event, in which under good weather, around 330 people from Kenbuchi Town took part. The event programs included the following:

- Winter activities (including a gymkhana race, a sledge race, quoits, and a ball tossing game)
- Bingo game (Winners were presented with Hiroshima specialties, etc.)

g Kenbuchi town campaign character "Putchina" presenting a participant with a gift



*1 Mazda supports the Kenbuchi Picture Town Award and the Kenbuchi Exhibition of Original Paintings for Picture Books held in the Picture Book Museum, which serves as the center for the activities to develop Kenbuchi as a “picture book town.”

Group Companies

Workplace Hands-On Learning Program for Junior High School Students (Mazda Ace Co., Ltd.)

Environment Human resources Community

Objective: To help young people cultivate a view of a future career and work by accepting them for a workplace hands-on learning program

Initiatives: Mazda Ace Co., Ltd. is engaged in a variety of business fields, including information technology services, construction and real estate, insurance and merchandise sales. Since 2008, the company has accepted junior high school students in Hiroshima Prefecture for the workplace hands-on learning program.

FY March 2015 Results:

The workplace hands-on learning program was designed for junior high school students to experience working at a store at Mazda's Head Office. The participating students were engaged in work such as transport of drinks and stocking displays with drinks, while receiving advice on attitudes toward working, greeting etiquette, and the importance of listening to others. a

Mazda Ace was also engaged in granting scholarship to international students, street-fund-raising, participating in regional events, collecting plastic bottle caps and carrying out cleanups. In addition, the company donated relief aid for areas affected by the Hiroshima Torrential Rain Disaster.

a Junior high school students stocking display



Port Facility Tour for Elementary and Junior High School Students (Mazda Logistics Co., Ltd.)

Environment Safety Human resources Community

Objective: To help elementary and junior high school students deepen their interest and understanding about maritime affairs by organizing a tour to observe port logistics facilities

Initiatives: Since 2010, Mazda Logistics Co., Ltd., which ships automobiles and parts, has held a tour for elementary and junior high school students in Hiroshima Prefecture to observe port facilities, in order to deepen their understanding of port logistics.

FY March 2015 Results:

A tour to port facilities was held for primary school children, with around 160 participants from two schools. They observed the container terminal, where they saw efficient cargo loading/unloading with the use of large equipment, such as gantry cranes, and the automatic cargo handling operation of large-scale dedicated car carriers. While observing demonstrations of these port facilities in close proximity, participating students listened to the company staff's explanations, which helped them learn more about the interesting technologies used in port operations and the role of port logistics. b

In addition, Mazda Logistics executed volunteer activities for bamboo grove maintenance under Hiroshima City's community woodlands program aimed at preserving local green spaces, activities to promote traffic safety awareness, support for international students, and volunteer cleanups.

b Children listening to explanations while observing a gantry crane at work



Donating Computers (Mazda Engineering & Technology Co., Ltd. (Mazda E&T))

Environment Community

Objective: To support the independence of people with disabilities

Initiatives: Mazda E&T engages in the development and manufacture of specially equipped vehicles, including welfare vehicles. The company proactively supports the independence of people with disabilities, for the sake of social welfare. As part of such initiatives, Mazda E&T donates computers that are no longer used to welfare facilities, where these computers are used for training to help people with disabilities become more independent and for expanding opportunities for them to return to the workforce.

FY March 2015 Results:

Mazda E&T donated four computers to four facilities, via the social welfare council of Hiroshima City, etc. (the donation has been carried out since 2011, with a cumulative total of 49 computers donated). c

In addition, Mazda E&T executed an activity to donate used stamps collected from employees (a total of around 1,800 used stamps, for welfare facilities support), volunteer local cleanup activities, donations for regional development, and taking part in regional events (such as the Miyoshi Kinsai Festival) as well as a communication event at the Hokkaido Kenbuchi Proving Ground (since 2014). Moreover, employees participated in volunteer activities to help those affected by the Hiroshima Torrential Rain Disaster, in response to a request from the Hiroshima City Council of Social Welfare (e.g. as drivers of buses to transport volunteers).

c Donation of computers



Collection of Recyclables (Mazda Parts Co., Ltd.) Environment Community

Objective: To contribute to society through collection of recyclable materials

Initiatives: Mazda Parts Co., Ltd., which engages in the proposal-based sale approach and supply service of automotive parts, has been collecting a wide variety of recyclable items, including used stamps, plastic bottle caps, and pulltabs. The collected recyclable items are delivered to incorporated foundations and non-profit organizations.

FY March 2015 Results:

Company-wide efforts were made to collect recyclables (used stamps and plastic bottle caps), as an initiative in which all employees could be involved. The company also provided an environmental education program for elementary school students on the theme "Secrets of Vehicle Shape and the Air" (attracting around 70 participants) d

d Collection of used stamps



Support for Disabled People (Kurashiki Kako Co., Ltd.) Environment Community

Objective: To support initiatives to help disabled people to achieve social independence

Initiatives/FY March 2015 Results:

Kurashiki Kako Co., Ltd., which manufactures and sells automotive parts, actively purchases parts for manufacturing from a company that was established under the principle of support for the social independence of disabled people and that employs many severely disabled people. The company also supported welfare facilities as well as around 90 employees participated in cleanups of areas around the company. e

e Support for disabled persons



Support for the International Friendship Futsal League (Japan Climate Systems Corporation) Human resources Community

Objective: To promote friendship between the local community and non-Japanese living there

Initiatives: Japan Climate Systems Corporation (JCS), which manufactures and sells automotive parts, has supported the Higashihiroshima City International Friendship Futsal League, which has aimed to promote international friendship, since its foundation. JCS has formed a team of non-Japanese employees that play in the league. The company has also provided financial and other assistance to run the league through Higashihiroshima Mazda-kai, an organization composed of Higashihiroshima companies in which JCS serves as chair and secretariat. f

FY March 2015 Results:

In addition to providing financial assistance to run the league, JCS organized the Higashihiroshima Mazda-kai Cup as an exchange event. Also, JCS accepted junior high school students for hands-on learning programs, and helped organize events to promote interaction with people in welfare facilities and other community events through the Higashihiroshima Mazda-kai. As a member of the Young Entrepreneurs Group of the Hiroshima Chamber of Commerce and Industry, the company took part in regional activities, including planning and organizing the Saijo Sake Festival.

f International Friendship Futsal League



Renewal of a Partnership Agreement for Community Revitalization (Yoshiwa Kogyo Co., Ltd.) Environment Community

Objective: To contribute to the mutual growth and benefit of the company and the community through partnership

Initiatives: Yoshiwa Kogyo Co., Ltd., which manufactures and sells automotive parts, concluded in June 2007 an agreement called "Community and Business Partnership (One Village, One Company: Shimane^{*1})" with the town of Yoshika in Shimane Prefecture, where its plant is located. Through this partnership, the company supports community revitalization.

FY March 2015 Results:

By continuously implementing the agreement, Yoshiwa Kogyo helped the town of Yoshika to boost its local industries in an economic ripple effect, expanding the market for local products, and increasing employment. Meanwhile, for Yoshiwa Kogyo, benefits included business development using community resources, a safe and secure food supply for employees, welfare benefits for the families of employees, and employment stability. The agreement truly provided mutual benefits for both parties. g

In addition, Yoshiwa Kogyo supported the Yoshika-Yume-Hana Marathon event hosted by the Yoshika School Board, the opening of training facilities for community events, cleanups of the areas around the company, and participation in local environmental beautification campaigns like Campaign to Reduce Littering Empty Cans and Other Garbage organized by the Kaita Town Public Health Promotion Council.

g Yoshika-Yume-Hana Marathon event (co-sponsored by Yoshiwa Kogyo)



^{*1} The "Community and Business Partnership (One Village, One Company: Shimane)," promoted by Shimane Prefecture, is a project to encourage municipalities in the prefecture to deepen interactions with specific companies and organizations under an equal partnership, thereby fostering regional development, including positive economic effects.

Volunteer Activities by Employees (Toyo Advanced Technologies Co., Ltd.)

Environment Community

Objective: To contribute to the local community through participation in volunteer cleanups, etc.

Initiatives: Toyo Advanced Technologies Co., Ltd. develops and manufactures grinding machines, machine tools, and automotive components. The company has been actively participating in regional cleanups conducted by the Mazda Group as well as volunteers requested from outside the company.

FY March 2015 Results:

Toyo Advanced Technologies participated in volunteer cleanups of areas around the company (four times). Also, a total of 11 employees participated in volunteer activities to support areas affected by the Hiroshima Torrential Rain Disaster

h

h Sandbags piled up by volunteers helping areas affected by the Hiroshima Torrential Rain Disaster.



Installation of AEDs for Communities (Mazda Processing Chugoku Co., Ltd.)

Environment Community

Objective: To enhance the emergency preparedness of the local community by installing automated external defibrillators (AEDs)^{*1} for public use

Initiatives: Mazda Processing Chugoku Co., Ltd., which carries out accessory installation and pre-delivery inspection of vehicles, installed AEDs in 2008, and has registered these devices with the fire department so as to make them available for public use. Holding lectures on a regular basis on how to use AEDs, Mazda Processing Chugoku is ready to provide prompt support for local communities in the case of emergency.

FY March 2015 Results:

Mazda Processing Chugoku continuously maintained the AEDs. During the in-house disaster drill held in October, all employees were shown how to use an AED, to ensure that they can properly use one in case of emergency.

i

i Ensuring the proper use of an AED during the in-house disaster drill.



In addition, the company conducted cleanups of areas around its premises, opened its parking lot for local residents as a venue for daily radio calisthenics during the summer vacation, collected pull-tabs to raise money for the donation of wheelchairs, and continued the donation of plastic bottle caps through the Hiroshima-Aki Commerce and Industry Association (with a total of around 90,000 caps collected and donated from October 2007 to 2014). The company also raised relief aid for areas affected by the Hiroshima Torrential Rain Disaster.

*1 An AED (automated external defibrillator) is a medical device that sends an electric shock to the heart that will restore normal heart rhythm to a victim whose heart has suddenly lost the function to pump blood.

Dealerships

Local Beautification Activities and Collection of Recyclables Environment Community

Objective: To contribute to society through cleanups and collection of recyclable materials

Initiatives/FY March 2015 Results:

- Environmental beautification activities (regional cleanups and installation of flower beds) (Hokkaido Mazda Sales, Iwate Mazda Sales, Tohoku Mazda, Fukushima Mazda, Koushin Mazda¹, Kanto Mazda, Shizuoka Mazda, Hokuriku Mazda, Keiji Mazda, Kobe Mazda, Shimane Mazda, Okayama Mazda, Hiroshima Mazda², Yamaguchi Mazda, Minami Kyushu Mazda, and Mazda Chuhan) j
- Collecting plastic bottle caps to make donations to facilitate programs for medical care in developing countries (Hokkaido Mazda Sales, Fukushima Mazda, Tokai Mazda Sales, Hokuriku Mazda, Keiji Mazda, Kansai Mazda, Nara Mazda, Okayama Mazda, Kyushu Mazda, and Minami Kyushu Mazda)
- Participating in the Fuji-no-Mori Afforestation campaign, and engaging in thinning around paths in the forest (Okayama Mazda) k

j Regional cleanup



k Thinning the Fuji-no-Mori



Raising Traffic Safety Awareness and Providing Support for Children Orphaned by Traffic Accidents Safety Human resources Community

Objective: To reduce the number of traffic accidents by raising traffic safety awareness

Initiatives/FY March 2015 Results:

- Carrying out activities to raise awareness of traffic safety (Hokkaido Mazda Sales, Hakodate Mazda, Shonan Mazda, Kanto Mazda, Shizuoka Mazda, Tokai Mazda Sales, Hiroshima Mazda, and Enfini Hiroshima)
- Cleaning road signs and convex traffic mirrors near the dealership, in conjunction with the prefectural residents' campaign to raise traffic safety awareness (Okayama Mazda)
- Participating in the 2014 Osaka Traffic Safety Family Festival (Kansai Mazda)
- Continuing to provide part of the company premises near the intersection to ensure pedestrian safety, since 2005 (Fukushima Mazda)
- Donating traffic cones to local elementary schools (Okayama Mazda)
- Providing part of the company premises as an area leading to a bridge over a roadway (Hiroshima Mazda)
- Participating in the Try the Safety in Hiroshima (a traffic safety campaign running for 150 days) (Hiroshima Mazda)
- Making donations to support children who have lost their parents in traffic accidents (voluntary contributions by the company and employees and donations made by the company according to the number of i-stop vehicles sold, and) (Tokai Mazda Sales, Keiji Mazda, Nara Mazda, and Okinawa Mazda Sales)
- Serving as crossing guards at intersections to watch over children going to and from school, and patrolling neighborhoods (Kanto Mazda and Okayama Mazda) l

l Crossing guards watching over children going to and from school



Accepting Students for Internship Programs, Supporting Social Studies, and Dispatching Employees as Lecturers Environment Human resources Community

Objective: To provide students with opportunities to think about the importance and joy of working

Initiatives/FY March 2015 Results:

- Accepting students of local elementary, junior high schools, high schools, universities, vocational/technical colleges and special needs schools for internship programs and workplace hands-on learning programs (in vehicle maintenance, customer service, etc.) (Hokkaido Mazda Sales, Hakodate Mazda, Aomori Mazda Motor Corporation, Enfini Aomori, Fukushima Mazda, Kita Kanto Mazda, Koushin Mazda, Chiba Mazda, Kanto Mazda, Shizuoka Mazda, Tokai Mazda Sales, Hokuriku Mazda, Keiji Mazda, Kansai Mazda, Kobe Mazda, Shimane Mazda, Hiroshima Mazda, Enfini Hiroshima, Yamaguchi Mazda, Nishi Shikoku Mazda, Kyushu Mazda, and Minami Kyushu Mazda)
- Supporting local elementary schools by inviting children to join workplace tours as part of social studies classes (Hokkaido Mazda Sales, Kita Kanto Mazda and Kanto Mazda³, and Kobe Mazda)
- Accepting school personnel for their training (Kansai Mazda)
- Providing photo news released by a newspaper company to local elementary schools for learning support (Tohoku Mazda and Kanto Mazda)

¹ Awarded a letter of appreciation for cleanup of the area along the Susobana River
² Commended by Hiroshima City for the company's distinguished contribution to environmental beautification
³ Awarded a letter of appreciation by the Tokyo Metropolitan Government for the company's contribution to workplace hands-on learning programs for junior high school students.

- Dispatching employees to automobile colleges and technical colleges as lecturers to hold seminars (Fukushima Mazda, Chiba Mazda, Tokyo Mazda Sales, Tokai Mazda Sales, Hiroshima Mazda, and Enfini Hiroshima)
- Setting a scholarship system that supports the acquisition of mechanic qualifications (Hokkaido Mazda Sales)
- Offering primary school children the environmental education program, “Secrets of Vehicle Shape and the Air,” which attracted around 40 participants (Tokyo Mazda Sales) m

Support for Community Revitalization Community

Objective: To contribute to community revitalization through participation in community events and opening facilities for these events n

Initiatives/FY March 2015 Results:

- Registering as “Kids 110 Houses” (displaying signs as shelters for children in case of crime or emergency) (Hokkaido Mazda Sales, Kanto Mazda, and Okayama Mazda)
- Providing dealership facilities as evacuation areas in emergency situations and cooperating in holding evacuation drills (Kobe Mazda and Enfini Hiroshima)
- Registering as a “baby care station^{*1},” an initiative lead by the city of Ueda (Koushin Mazda)
- Joining the ranks of Iku-chan Childcare Support Service providers (Hiroshima Mazda)
- Supporting sports competitions and events (including national athletic meets) as well as local sports teams (through provision of vehicles and donations) (Tohoku Mazda, Kanto Mazda, Shimane Mazda, Okayama Mazda, Hiroshima Mazda, Enfini Hiroshima and Yamaguchi Mazda)
- Supporting the 33rd Mazda Cup Junior Soccer Competition in Yamaguchi (held over two days) (Yamaguchi Mazda)
- Participating in blood donation campaigns (including the opening of parking lots and other facilities for the campaign) (Hakodate Mazda, Enfini Aomori, Tokai Mazda Sales, Hiroshima Mazda, and Enfini Hiroshima)
- Exhibiting posters and distributing PR brochures to promote cancer screening (Hiroshima Mazda and Enfini Hiroshima)
- Helping reconstruction of areas affected by the Great East Japan Earthquake (through volunteer activities, donations, provision of vehicles, invitation of boy’s baseball teams to Mazda All- Star Games) (Tohoku Mazda, Keiji Mazda, Kobe Mazda, Hiroshima Mazda and Nishi Shikoku Mazda)
- Making donations to support those affected by the Hiroshima Torrential Rain Disaster (Tohoku Mazda and Kansai Mazda)
- Leasing vehicles free of charge, assisting vehicle repairs and purchase, and other activities to support those affected by the Hiroshima Torrential Rain Disaster (Hiroshima Mazda and Mazda Autozam Bairin)
- Opening facilities to volunteers, government officials, the self-defense force, the police, the media, and other people working to help those affected by the Hiroshima Torrential Rain Disaster in Hiroshima (Mazda Autozam Bairin)
- Supporting volunteer activities to help the reconstruction of areas affected by the Hiroshima Torrential Rain Disaster in Tamba City (Kobe Mazda)
- Making donations to support training of guide dogs (Keiji Mazda)
- Donating proceeds from vending machines equipped with a donation function (Kita Kanto Mazda)
- Providing support for local events, including participating, giving donations, offering lead cars, and opening dealerships’ parking lots (Hakodate Mazda, Koushin Mazda, Shonan Mazda, Kanto Mazda, Shizuoka Mazda, Tokai Mazda Sales, Kobe Mazda, Shimane Mazda, Hiroshima Mazda, Enfini Hiroshima, Yamaguchi Mazda, Kyushu Mazda and Okinawa Mazda Sales)
- Supporting events of local schools (Kanto Mazda)
- Making donations to children’s orphanages (Kita Kanto Mazda)
- Installed AEDs^{*2} and registering as a facility that makes AEDs^{*2} available for public use (Fukushima Mazda and Hiroshima Mazda)
- Clearing snow away from the streets (Iwate Mazda Sales and Hokuriku Mazda)

m Environment education program “Secrets of Vehicle Shape and the Air”



n Support for local community events



*1 The baby care station is a place where mothers can change the diapers of her babies and breast-feed her babies. As part of the efforts to create a child care environment in which children can be nurtured at ease by the community, Mazda has installed the station at around 70 locations in the city of Ueda so that mothers can go out with no anxiety with her babies.

*2 An AED (automated external defibrillator) is a medical device that sends an electric shock to the heart, which will restore normal heart rhythm to a victim whose heart has suddenly lost the function to pump blood.

Mazda Foundation

Mazda established the Mazda Foundation charitable organization in 1984 to “conduct activities to promote science and technology and the sound development of youth, to share prosperity with the people of the world, and to build a society where people can lead rich and fulfilling lives. The Foundation marked its 30th anniversary in FY March 2015. As of March 31, 2015, it has provided grants totaling ¥1,530,740,000 (including ¥54,940,000 in FY March 2015).

Grants and Projects to Promote Science and Technology

Environment Human resources Community Mazda Foundation

Objective: To contribute to the development of culture and society by promoting well-balanced improvement in science and technology

Initiatives:

- Support for research: Since 1985, the Mazda Foundation has awarded grants for basic and applied research projects in science and technology.
- Support for operations: Since 1985, the Mazda Foundation has awarded grants for projects related to science education, including “Scientific Experience” events held in Japan’s Chugoku region by researchers, designed for students from elementary school through high school.
- “Science is Fun” projects: Since 2003, the Mazda Foundation has carried out the “Science is Fun” projects in cooperation with Hiroshima University, to prevent young people from turning away from the sciences, as part of community contribution activities making effective use of the university’s intellectual resources. a

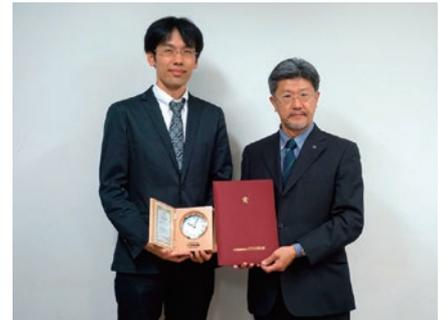
FY March 2015 Results:

- Support for research: A total of ¥30 million was provided for 25 excellent research projects that contribute to the development of science and technology. Moreover, four projects mainly conducted by young researchers were selected among these research projects to receive the Mazda Research Grant Selection Committee Encouragement Award, since the committee deemed the research particularly commendable. As a supplementary prize to the Encouragement Award, the Mazda Foundation provided an additional total of 2 million yen to support these research projects. b
- Support for operations: A total of ¥2 million was provided for 15 projects related to “Scientific Experience” events.
- “Science is Fun” projects: The Mazda Foundation held the Junior Science Seminar (six times a year) for junior high school students, the Science Lecture (mobile/on-site lectures) for junior and senior high school students (five times a year), and the Science Seminar for Elementary School Teachers, geared for teachers of elementary schools.

a Junior Science Seminar for the “Science is Fun” project



b Recipients of the Mazda Research Grant Selection Committee Encouragement Prize



Grants and Projects for Youth Health and Education

Environment Human resources Community Mazda Foundation

Objective: To help build a society where people can lead rich and fulfilling lives by providing support for the sound development of young people or assisting their self-learning

Initiatives:

- Support for research: Since 1985, the Mazda Foundation has awarded grants for practical research projects aiming at stimulating citizen activism regarding the sound development of the youth.
- Support for citizen activism: Since 1985, the Mazda Foundation has provided support for activities aiming at fostering the sound development of youth and local community development implemented by non-profit organizations in Hiroshima and Yamaguchi prefectures.
- Inspiring School Michikusa: Since 1998, the Inspiring School Michikusa program has been held, to provide children with opportunities to work as a team and cooperate with each other to come up with original ideas using things familiar in their daily life as study subjects.
- Start Line Project: The Start Line Project is an initiative to resolve social issue regarding the youth. Through this project, since 2013, Mazda has cooperated with an NPO, Pipio Children's Center, which is the only organization to operate an emergency shelter for children in Hiroshima Prefecture, in providing support for the growth of abused children, the capacity building of staff member, and the improvement of publicity activities.
- University lectures: Since 1995, the Mazda Foundation has offered contributed lectures at universities in Hiroshima Prefecture.
- Lectures: Since 1984, the Mazda Foundation has organized lectures to provide opportunities to think together with local residents about the sound development of youth, inviting prominent figures as lecturers.
- Surveys and research: Surveys and research are carried out as needed, to address social problems related to young people.

FY March 2015 Results:

- Support for research: A total of ¥4 million was provided for five excellent research projects that contribute to the sound development of youth. c
- Support for citizen activities: A total of 10 million yen was provided for 39 excellent activities that contribute to the sound development of youth (including three activities to contribute to the recovery of the regions affected by the Great East Japan Earthquake).
- Inspiring School Michikusa: Educational programs designed for elementary schoolchildren were implemented, under the titles, "Exciting Experience: Let's Discover the Mysteries of Nature!" and "Thrilling Experiments with Sand in Ninoshima!!" (around 80 participants). d
- Start Line Project: A total of eight workshops to train volunteers were provided for university students in Hiroshima Prefecture (around 20 students participated). e
- A program with two-day intensive lecture course and volunteer practice during the summer vacation was held in Yasuda Women's University, under the title, "Credit Transfer Lecture: Volunteer Activities" (seven participants).
- Lecture: At the International Conference Center Hiroshima, a lecture was held entitled "Education for Children, Education for Parents." Mr. Akihiro Miwa, a singer, actor and writer, was invited as the lecturer (around 1,500 participants). f

c Ceremony to award grants for civic activities



d Children enjoy canoeing in the sea, near the Ninoshima Seaside Children's Nature Center in Hiroshima City



e Start Line Project Workshop to train volunteers



f Lecture by Mr. Akihiro Miwa: Education for Children, Education for Parents



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 the environmental, educational and cultural well-being of the society, 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.

FY March 2015 Results:

As part of Global Youth Traffic Safety Month, the U.S. Department of Transportation (DOT), Mazda Motorsports, the Ad Council and National Organizations for Youth Safety (NOYS) announced the six high school and college winners of the third annual Project Yellow Light scholarship contest. All of the winners received scholarships, provided by Mazda Motorsports. Additionally, the first place winners' videos were digitally distributed to air as public service announcements by the Ad Council to their network of more than 1,600 TV stations nationwide. Also, young race car drivers engaged in educational discussions with college or high school students on a peer-to-peer basis.

a b

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 students about the importance of STEM as they advance throughout their education and into future careers.

FY March 2015 Results:

MNAO launched 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. Since the program kicked off in January 2014, Mazda Motorsports has conducted roughly 34 presentations in 16 elementary, middle, and high schools across the United States and Canada as the Motorsports team travels to events on the Tudor United Sports Car Championship*⁴ schedule, and impacted over 13,000 students across all of those presentations. They also brought a Mazda prototype show car and after the formal presentation, students went outside and took pictures with the car as well as interacted with a factory Mazda race car driver.

c

Person in charge of promoting social contributions at MNAO



James O'Sullivan
President & CEO
(Chairman, Mazda Foundation
(USA), Inc.)

a Project Yellow Light at Mazda Raceway Laguna Seca



b Presentation for high school students by 2014 Mazda MX-5 Cup Champion



c Racing Accelerates Creative Education Program



*1 Project Yellow Light/Hunter Garner Scholarship is a nonprofit organization that began in Hunter's honor, in partnership with the Advertising Council, Mazda, the NHTSA and National Organizations for Youth Safety (NOYS).

*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

*4 This race series, which is the merging of the Grand Am Series and the American Le-Mans Series (ALMS), representative motor races in the U.S., started in 2014.

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 Mazda Drive for Good campaign, which contributes to society, on achievement of new vehicles leased or sold during the event period.

FY March 2015 Results:

The Mazda Drive for Good winter event was in its second year of fundraising and it increased its monetary donation from \$100 to \$150 per new Mazda sold or leased. Nationally, MNAO worked with St. Jude Children's Research Hospital, American Red Cross, American Heart Association and Mazda Foundation (USA), Inc., and offered a local charity option to its customers by partnering with an additional 44 charities based on dealer input in the local markets. MNAO improved the program by launching the dealer grant initiative and increased awareness through media partnership with NBC Universal.^{*1}

MNAO stood to differentiate itself again by pledging one hour of charitable service for every test drive of a new Mazda. MNAO employees and dealers across the nation also will donate more than 66,000 charitable service hours in 2015 through various local charitable service opportunities. d

Additionally, MNAO made a donation to Brea's Brown Bags (3B). 3B was founded by an 11 year old person. It was to provide a brown bag with water, food, hygiene products and helpful brochures to help homeless children and adults. This partnership was part of its fulfillment through the Mazda Drive for Good campaign and NBCUniversal.

d Mazda Drive for Good campaign charitable services



Various Charitable Activities 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 2015 Results:

- In April, MNAO made donation in support of Rancho Carillo Fire Department to help support local volunteer firefighters.
- In July, MNAO sponsored the Concert on the Green organized by the Irvine Police Association to support the organization working to protect and preserve peace.
- In July, MNAO made a donation to help fund the Orange County Professional Fire Fighters Association.
- In August, MNAO made a donation to the SPCA for Monterey County^{*2}, to save animals and provide shelter/food/care for them until they get adopted.
- In September, MNAO made a donation to the Petersen Automotive Museum and sponsored a table of the fundraising gala to raise funds for remodeling the museum and preserving automotive history.
- In January, MNAO made a donation to help the Irvine Police Association fund officers and families of honor fallen officers to attend annual memorial for their trip to Washington, D.C.
- MNAO has supported the partnership program with Working Wardrobes through employees' volunteer work and donations for continuing to help the members of their community to train and get jobs. e

■ The executives of MNAO and dealers across the nation made donation for spreading awareness of amyotrophic lateral sclerosis (ALS).

■ MNAO employees conducted annual food drives, and some departments held a volunteer day at the Second Harvest Food Bank of Orange County. The Food Bank partners with more than 340 member charities who feed the hungry in more than 470 locations throughout Orange County. The employees supported the organization to sort food and package for shelters. f

e Working Wardrobes



f Second Harvest Food Bank



^{*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} The SPCA for Monterey County is your nonprofit, independent, donor-supported humane society that has been serving the animals and people of Monterey County since 1905.

Support for Natural Disaster Relief Community

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

Initiatives: MNAO became a member of American Red Cross Annual Disaster Giving Program (ADGP).

FY March 2015 Results:

- MNAO made donations to the American Red Cross society in Japan to help disaster relief efforts in Japan for mudslides and flooding regarding 2014 Hiroshima landslides in August 2014.

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\$9.5 million since 1992, when it began making contributions. (FY September 2014: approximately US\$1,320,000)

Working with Student Conservation Association (SCA) Environment Human resources Mazda Foundation

Objective: To support environmental preservation and youth education

Initiatives: MFUS, in partnership with SCA, a US 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 2014 Results:

Through SOAR, MFUS sponsored natural or cultural resource assistants in each of the 50 states and the District of Columbia.

In 2014, SOAR Interns completed a variety of conservation, restoration, and/or environmental protection projects, including endangered species protection, air and water quality monitoring, backcountry patrol, environmental education projects, archaeological digs and surveys, monument and site restoration, and visitor interpretation and guidance programs. SOAR Interns provided over 35,000 hours of service for their host sites in 2014. g

MFUS also supported the US Military Veterans Program of SCA. MFUS helped SCA enhance their ability to offer new opportunities for returning veterans transition to civilian life and prepare them for careers in conservation.

g Student Conservation Association Program



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 2014 Results:

MFUS has supported the following activities.

- U .S. Food Banks
MFUS has granted to the Second Harvest Food Bank of Orange County 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.
- Project Access
MFUS has supported the Project Access by providing funds for people in need to be able to receive after-school tutoring / homework help, computer and Internet instruction / access, educational games, reading groups as well as productive enrichment activities.
- Shoes That Fit
MFUS supported the Shoes That Fit to build the self-esteem of schoolchildren in need by providing them with new shoes and clothing, and other essentials to children in need.

Various Scholarships for Students Human resources 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 2014 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 CUI-CAR, from which three fellowships were provided to graduate students majoring in automotive engineering at the university. h
- MFUS sponsored University of California at Irvine (UCI) Scholarship Program. Five Mazda Foundation Fellowships were awarded to graduate students within the Paul Merage School of Business and Henry Samueli School of Engineering.

h Students studying automotive engineering at Clemson University



Support for Operation Rebound Program Community Mazda Foundation

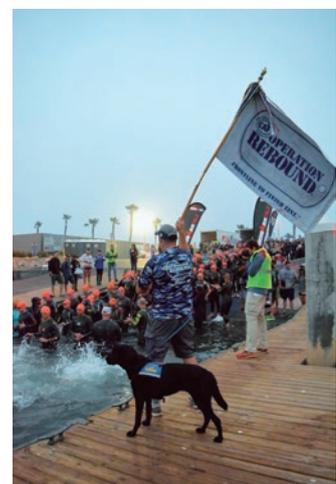
Objective: To assist injured veterans in pursuing active lifestyles

Initiatives: Since 2011, MFUS has supported the Challenged Athletes Foundation (CAF). Operation Rebound program is the premier sports and fitness program for American military personnel, veterans and first responders with permanent physical challenges. i

FY September 2014 Results:

MFUS grant went toward adaptive equipment, coaching, training and competition expenses. Additionally, MFUS became the title sponsor of the organization's 9th Annual Million Dollar Challenge (MDC), the cycling event of October. The funds raised through this event supported CAF's mission to support physically challenged athletes by funding grants for adaptive sports equipment, training and competition expenses, mentoring and sports clinics.

i Support for Operation Rebound Program



Canada

Mazda Canada (MCI) undertakes a wide variety of social contribution initiatives, with the aim of meeting the needs of the communities in which Mazda operates. In addition to monetary donations, MCI contributes in a manner that capitalizes on its unique capabilities.

Various Charitable Activities Environment Human resources Community

Objective: To support charitable organizations

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

FY March 2015 Results:

- MCI employees collected donations throughout the year for Sick Kids Hospital and Canadian Cancer Society since 2004. On Jean's Day Fridays and during on Casual Dress Seasons, 111 employees donated money to these charitable organizations through payroll deduction.
- In May, 20 employees of MCI and 21 family and friends participated for the third consecutive year in the Sporting Life 10K Toronto for the kids with cancer. Enough funds to send two children affected by childhood cancer to Camp Oochigeas were collected through a variety of fundraising activities. The camp provides kids affected by childhood cancer with unique opportunity for growth through challenging, fun, enriching and magical experiences. j
- In June, MCI registered participation as a corporate sponsor and 16 employees of MCI participated as a team of brave athletes, and faced a tough 160KM Relay Race that included canoeing, hiking, biking, and running through Ontario's Oak Ridges Trail to promote knowledge of this unique environment and educate all to the protection and maintenance of the trail. The sponsor participation fees will be used for supporting the Oak Ridges Trail Association (ORTA), a volunteer based organization that aims at preserving, educating and maintaining the Oak Ridge Moraine's unique environment that expands through the most populated area in Ontario. k
- In November and December, MCI contributed food items, clothing and gifts for the Yellow Brick House, a local Women's Shelter, for the Christmas season. In addition, a "Silent Auction" was held and the funds collected were also directed to the same charitable organization.
- In February, MCI Team of employees participated in Winter Indoors Sick Kids Volleyball Tournament in support of raising funds for Sick Kids Hospital. l

Canadian National Canoe/Kayak Team Community

Objective: To support the development of world-class athletes and coaches

Initiatives: MCI has been a corporate sponsor of the Canadian National Canoe/Kayak Team since 1995, entering its 20th anniversary of sponsorship, as part of national team athlete development activities, which makes it the longest-standing corporate sports sponsorship in Canada.

FY March 2015 Results:

MCI provided the team with financial support and the loan of five vehicles (one Mazda3 and four CX-9) to be used for athlete development activities.

Canadian National Snowboard Team Community

Objective: To support the development of world-class athletes and coaches

Initiatives: MCI has been a corporate sponsor of the Canadian Snowboard Team since 2012, as part of national team athlete development activities.

FY March 2015 Results:

MCI provided the team with the loan of two vehicles (CX-9) to be used for athlete development activities in addition to the annual sponsorship contract.

Person in charge of promoting social contributions at MCI



Ingrid Villatoro
Specialist, Human Resources

j Sporting Life 10K Toronto



k ORTA's Annual Adventure Relay Race



l Sick Kids Volleyball Tournament



Mexico

Mazda de Mexico Vehicle Operation (MMVO), a joint venture production company in Mexico, as a good corporate citizen, has been actively working to exist and prosper alongside local communities, in cooperation with local governments.

Promoting Habitat Conservation for Migratory Birds Environment Community

Objective: To provide a natural environment and landscape that migratory birds can inhabit

Initiatives: In Mexico, animal habitats such as waterways, forests and farms have been gradually decreasing due to accelerating industrialization in recent years. MMVO actively supports conservation of the environment to enable migratory birds to land and inhabit by creating a reservoir at its plant site and taking other measures to protect nature. m

FY March 2015 Results:

To create an environmentally conscious waterscape, embanked reservoirs were improved inside the plant site. For example, MMVO has put in operation a water fountain in one of the biggest reservoirs, which helps to make the water cleaner and safer for the migratory birds.

Promoting Conservation of the Surrounding Environment Environment Community

Objective: To contribute to conservation of the environment surrounding the premises, in cooperation with local governments and environmental protection agencies.

Initiatives: Since it shares the rivers it uses with local residents, MMVO is actively involved in maintenance and management of drains around its plant premises to keep them in good condition, thereby contributing to the local community. MMVO is also proactively working to protect the local mesquite, a precious tree. By working not only to protect the environment around its premises but also to fulfill its social responsibility as a good corporate citizen, MMVO is building favorable relationships with people in the local community.

FY March 2015 Results:

During the year, drains around its premises were cleaned by cutting grass around the drains and removing mud at the bottom of the drain channels. Even though the cleaning was usually done once every three years by the river management association, the frequency of cleaning was raised to once a year with MMVO's participation, contributing to the river's improvement and maintenance of the surrounding area. n

Donating Toys to Children in Salamanca Community

Objective: To support economically disadvantaged children financially and mentally with the aim of bringing smiles and joy to these children during the holiday season.

Initiatives: MMVO has created a campaign among employees to collect toys to be donated to children in need, especially our neighboring communities such as San Vicente de Flores and Cardenas with the aim of bringing smiles and joy to these children during the holiday season, on the occasion of the celebration of the Three Wise Men Day, thereby interacting with the local community.

FY March 2015 Results:

In January 2015, MMVO employees donated toys which were delivered to 700 elementary school-age children in Salamanca in cooperation with government of Salamanca. The event was introduced on Media, and the donation campaign contributed to increase employee pride.

Person in charge of promoting social contributions at MMVO



David Hernández Lemus
Assistant Manager
Public Relations

m Reservoir



n Cleaning of drains



TOPICS

Establishment and Operation of a Supplementary Lesson School in Guanajuato

In January 2013, Mazda established a weekend supplementary lesson school in Guanajuato State for Japanese students attending local elementary schools and junior high schools, and now operates the school in cooperation with Honda, YKK, related suppliers and other Japanese companies doing business in the state, as well as Japanese residents in the state. While the school had only 15 students when it was established, the number grew to 81 as of May 2015, in line with an increase in the number of Japanese-affiliated companies doing business in the state. Conducting lessons in Japanese, with consideration given to covering the same curriculums employed in schools in Japan, the school aims to provide education and instruction to help students adapt smoothly to school education in Japan after returning to the country. Since FY March 2016, the school has been recognized by the Japanese government as a school eligible to receive government support. In addition, the school receives Japanese instructors from the Hiroshima Prefectural Board of Education.



Environment Initiatives contributing to environmental protection Safety Initiatives contributing to traffic safety

Human resources Initiatives aimed at fostering the next generation Community Community-based initiatives

Mazda Foundation Initiatives via Mazda Foundation

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) Human resources 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 in their respective countries. SOS Children's Villages 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 Mazda's unique approach, MME and the sales companies also support vehicle transportation and volunteering by their employees.

FY March 2015 Results:

Pan-European: Mazda Motor Europe GmbH (MME)

- MME employees supported SOS Children's Villages generally by selling Christmas and greeting cards and setting donation boxes in the canteen.

Germany: Mazda Motors (Deutschland) GmbH (MMD)

- Supported the new SOS Children's Day Care Center in Düsseldorf Garath, and provided the children with presents, many Christmas activities like singing, baking, and doing handicrafts in December. The 74 children drew a wish list, and they were placed on a Christmas tree at Mazda Leverkusen. MMD employees took the wish and bought individual presents for the children. a

Austria: Mazda Austria GmbH (MAG)

- Has supported SOS Children's Village in an ongoing partnership with "House Barbakus" of the organization, a kid's living community for children out of an unstable family background in Moosburg for seven years including the following sponsorship.
 - Annual donation.
 - Sponsoring of four new Mazda2, replaced by the vehicles which MAG donated to SOS Children's Village in 2008, for MoFa (mobile family support program) where 120 families had been supported in their daily lives. b
 - Yearly engagement day at SOS Children's Village where MAG employees supported the local SOS Children's Village with a project of their choice, such as building a garden shed.
 - Donating the proceeds out of the sale of MAG produced cookbook with recipes from MAG employees, published in March, for local SOS Children's Village. c
 - Donating the proceeds out of several other donation activities for the local SOS Children's Village, for example, the annual Christmas Tombola at MAG.

Spain: Mazda Automobiles Espana, S.A. (MAE)

- Continued support for donation of money for every Mazda car sold in Spain for the SOS Children's Village's project "por un millón de BSOS" campaign^{*1}, aiming to help 20,000 children.
- Supported SOS Children's Village by lending two Mazda vehicles to transport children to school.
- Supported SOS Children's Village by providing body language lessons, the two month program starting in February, for 21 children, to help them to express themselves better.

Person in charge of promoting social contributions at MME



Nadine Fehring
Coordinator PR Corporate
Communication



a MMD: Mazda Christmas experience



b Austria: Mobile family support program



c Austria: MAG cookbook



*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.

- Supported SOS 21 children by giving them an opportunity to participate in a short course just before the kart competition, Carlos Sainz Karts, one of the most known closed circuits of Spain in March, to make them having the time of their lives in a very fun afternoon. d

Vocational High School Project (Turkey) Human resources Community

Objective: To provide job guaranteed training for students that lead to greater customer satisfaction.

Initiatives/FY March 2015 Results:

Mazda Motor Logistics Europe N.V. Merkezi Belcika Turkiye Istanbul Subesi (MMT) established Mazda Training Laboratory in vocational high school, Şişli Vocational High School, and provided 25 students per year with job guaranteed training which were studied four years training period at special class room designed and equipped with all necessary tools, a Mazda3, and a 1.6 L Diesel engine by MMT. Those students do an internship at authorised service in the summer period. e f

d Spain: Karts afternoon



e Turkey: Vocational High School Project



f Turkey: Vocational High School Project



Russia

Mazda Motor Rus, OOO (MMR) executes various social contribution activities in Russia through its project "EN (Deep connection between people)", a free-will charity for MMR employees and Mazda fan clubs. g

Person in charge of promoting social contributions at MMR



Joerg Schreiber
Managing Director

g The logo of project "EN"



China

Mazda Motor (China) (MCO) and FAW Mazda Motor Sales (FMSC) execute various social contribution activities in China.

MCO executes social contributions by helping nurture the next-generation human resources as “good corporate citizens” who can contribute to revitalizing local economy and industries in China, and by supporting disaster-affected areas.

FMSC employees and management promote activities to help create a better society by trying to establish a relationship of trust with local communities, for example by voluntarily visiting elderly care facilities. FMSC has introduced the Customer Delight (CD) System^{*1} intended to foster customers’ viewpoint. Through CD activities, FMSC supports employees’ social contributions and cooperates in creating a harmonious society.

Establishment of the Mazda Wheat Seedlings Class Human resources Community

Objective: To support economically disadvantaged children financially and mentally

Initiatives: Through the Wheat Field Project Education Foundation, set up in 2005 as the first non-governmental NPO for educational support in China, MCO has been donating, since 2012, funds for establishing libraries and books to schools whose students have little access to books other than textbooks. In addition, MCO employees provide mental support by exchanging letters with children at these schools.

a

FY December 2014 Results:

MCO donated books to schools in Sichuan Province^{*2}.

Also, 50 MCO employee volunteers participate in one-to-one correspondence with 50 children in the second grade of the Mazda Wheat Seedlings Class.

Support for Disaster Restoration Community

Objective: To support relief and restoration activities in areas affected by the great earthquake that occurred in Ludian County, Yunnan Province in August 2014.

Initiatives/FY December 2014 Results:

Jointly with Mazda, MCO made donations via the Shanghai Charity Foundation to help provide relief for those affected and for early recovery of the areas.

Support for Elderly Care Facilities Community

Objective: To promote community revitalization through encouraging lonely and economically challenged elderly persons and visiting elderly care facilities.

Initiatives: As part of the corporate policy, FMSC promotes the Youth Volunteer Group formed with employees in FMSC. Through the activities, such as visiting elderly care facilities, the group is aiming to create a strong bond with the local community and establish a mutually supportive society.

FY December 2014 Results:

On Youth Day in May 2014, 32 members from the FMSC Youth Volunteer Group, together with FMSC management, visited the Changchun Social Welfare Institute, and held a cheer-up party to encourage some 100 elderly residents there to live a healthy, happy and active life.

- Song and dance performance by FMSC employees
- Donation of foods (rice, flour, cooking oil, etc.)

Residents expressed their thanks by saying “We thank you very much for such an enjoyable time.” FMSC made an agreement with the Changchun Social Welfare Institute, promising further support and promotion of this kind of exchange.

b **c**



a A pennant presented by the Wheat Field Project Education Foundation



b Cheer-up party at the Changchun Social Welfare Institute



c Donation of foods



*1 The CD System was established in 2014. Practices of delighting customers are collected from all employees, including FMSC distributors and dealers, and good practices are selected and awarded. This system encourages individual FMSC employees to support customers on their own initiative and make a positive impression beyond customer's expectation.
*2 Libraries were opened using funds donated in 2013.

Thailand

Mazda executes various social contribution activities in Thailand.

AAT is supporting activities related to human resources, and the safety and health policy of AAT, with the aim of promoting safety and health awareness in its employees and communicating its visions to local community.

Safety at School and HIV/AIDS Social Responsibility Human resources Community

Objective: To promote safety and health awareness and to communicate its visions to local community

Initiatives: The Occupational Health and Safety Committee in AAT has been cooperating with AAT's Hope Club to promote the "Safety at School Project." It also supports the community for HIV/AIDS at House of Grace Child Foundation, which is the workhouse for taking care of children affected by HIV/AIDS.

FY December 2014 Results:

Safety at School Project at Ban Moh Mui in School in Rayong Province. d

- Lunch program to support healthy life
- Donation of money, stationary supplies and sport equipment
- Support of preventive maintenance of electrical equipment by AAT maintenance team
- Providing school education program as a safety mini-walk rally aiming at an improvement in the sense of safety, health, environment, and team building.

HIV/AIDS Social Responsibility

- Support for the Camillian Social Center at New Year Party by offering the presents to 50 children

Support for Internship Programs Human resources Community

Objective: To support the students to have an experience to work and provide the knowledge that would be advantage for them

Initiatives: AAT has been highly recognized for its education initiatives since 1998, with an ongoing "internship program" for around 20 undergraduate students from each university during the March-May period of each year. This allows the students an opportunity to observe how AAT's production process operates. AAT collaborates with many universities to provide on-the-job training, in line with the academic programs under Ministry of Education regulations. AAT is a company that helps produce highly qualified graduates who are able to contribute to the development of Thailand.

FY December 2014 Results:

AAT provided an opportunity for 22 students from universities to join its internship program where they get more knowledge and experience from real working. e

Community Support through Donation of Computers Community

Objective: To support the effective services at local public institutions f

Initiatives/FY December 2014 Results:

IT Department, Human Resources Department and managements of AAT participated in the activities of computer donation to support the police station, the Subdistrict Administrative Organization, and the local hospital, which located near AAT. The 25 units computers which are no longer used at AAT were donated to them.

Person in charge of promoting social contributions at AAT



Sukanya Phongphen
Human Resource Analyst

d Safety at School project



e Internship program



f Computer donation



Malaysia

Mazda Motor Corporation and Bermaz Motor Sdn. Bhd.*¹ (Bermaz) have established Mazda Malaysia Sdn. Bhd. (Mazda Malaysia), a joint venture company in Malaysia in 2012. Bermaz as a “Good Corporate Citizen in Malaysia”, has been taking a leadership to carry out social contribution activities. Mazda Malaysia has been participating in the activities.

Mazda Club Malaysia - CSR 2014 An Educational Field Trip Experience Community

Objective: To support orphanage kids as annual corporate social responsibility event

Initiatives/FY March 2015 Results:

In May, Bermaz and Mazda Club Malaysia (MCM) Northern Region organized a field trip in conjunction with MCM’s annual corporate social responsibility event and Family Day. Children from two orphanages, Penang Shan Children’s Home and Ru Yi Children’s Home, protecting children in need of specialized parental care and guidance were invited. Over 165 people participated and 40 Mazda vehicles supported this convoy. Japanese tire maker in Malaysia joined the event for a factory tour demonstrating the tire pressing process.

In August, along with MX-5 25th Anniversary Celebration event, Bermaz and Mazda MX-5 Club Malaysia invited children from two orphanages, Rapha Children’s Home and Rumah Tunas Harapan Darul Hilmi to the educational field trip experience towards the west coast of Malaysia with a convoy of 20 MX-5 vehicles to the venue, and provided support of monetary donation, and also lunch food and goods for them.

Support for Community Project, Charity Film Screening Community

Objective: To support for organizing a charity film screening to provide the underprivileged and orphans with an opportunity to watch the movie for free

Initiatives/FY March 2015 Results:

In September, Bermaz supported for Yayasan Harapan Kanak-Kanak Malaysia (YHKM) community projects for year 2014, and contributed in sponsoring the ticket for about 200 underprivileged children to watch movie hoping for children’s happy experience and steady growth.

Support for Orang Asli Children Community

Objective: To support the Orang Asli*² children of kg. sg. Ubi in Cameron Highlands

Initiatives/FY March 2015 Results:

In November, Bermaz organized an outreach program for the Orang Asli children. They supported by donating money, providing lunch and Mazda goodie bags to bring happy and fun with the program to all about 100 children.

Support for Children under a Life-long Condition Caused Delays in Learning and Development Community

Objective: To save children’s lives through the support to Kiwanis Down Syndrome Foundation (KDSF), non-profit organization for the welfare of children with Down syndrome

Initiatives/FY March 2015 Results:

Bermaz has been collaborated with KDSF - KCK Fun Run Activities for Down syndrome children. This contribution is not only helps for the children to get a head start in their lives, but also a better chance for a brighter future. In addition to donation support, about 10 employees and managements from Bermaz as volunteers/participants joined this fundraising event activities in April.

Person in charge of promoting social contributions in Malaysia



Lee Ai Hoon
General Manager
Marketing, Bermaz Motor Trading

*1 Bermaz Motor Sdn. Bhd.
A national sales company for Mazda vehicles fully owned by local investments (mainly Berjaya Auto Berhad)
*2 The Orang Asli are the indigenous minority peoples of Peninsular Malaysia.

Sponsor of Theater for Charity Community

Objective: To support fund-raising charity concert for animal rescue

Initiatives/FY March 2015 Results:

Bermaz supported Pan Productions to organize charity concert, Merrily We Roll Along*¹, by purchasing theater tickets. In May, all Bermaz employees and several executive officers watched this theater musical at KL Performing Arts Centre together as one family to support the program. Their efforts through the musical event in continuing to further raise funds contributes to save animals from all the suffering and death that their overpopulation causes.

Mazda Medicare Fund Community

Objective: To support underprivileged patient who is not able to pay the dialysis bill

Initiatives/FY March 2015 Results:

Bermaz and Prima Merdu Sdn. Bhd. has initiated a corporate social contribution initiative program to provide assistance to renal patients with a financial contribution via Mazda Medicare Fund (MMF). This MMF project aims to provide financial subsidy to needy patients to obtain quality dialysis treatment in any one of 12 B. Braun Dialysis Centres operating in Malaysia, a leading provider in the field of chronic kidney disease. About 100 dialysis patients have received assistance for the first 6 months before they can receive support from Malaysia government.

The 2nd Mazda Charity Golf Tournament 2014 Community

Objective: To help cancer patients

Initiatives/FY March 2015 Results:

The 2nd Mazda Charity Golf Tournament in October managed to raise MRGT100,000 as well with all proceeds going to Penang's Mount Miriam Cancer Hospital, a non-profit hospital providing comprehensive and affordable cancer treatment for all. This joint charity event of all Bermaz management and their dealers and main supplier was attended by about 160 participants.

*1 Merrily We Roll Along is a musical with a book by George Furth and lyrics and music by Stephen Sondheim. PAN Productions staged "Merrily We Roll Along" in 2014 at the Kuala Lumpur Performing Arts Centre for the first time in South East Asia.

Australia

Mazda Australia (MA) aims to contribute to the local community in a responsible and genuine way, via corporate sponsorship programs. MA also supports community-based programs and organizations through the Mazda Foundation Australia.

MA employees are encouraged to participate in and support social contribution activities so that they have an opportunity to contribute to the community in a meaningful way.

Royal Children's Hospital Community

Objective: To contribute to local health care and give employees opportunities to participate in local volunteer activities

Initiatives: MA supports the Royal Children's Hospital through the "Run for the Kids" running event held by the hospital every year in March/April. The money raised by this event goes toward vital research, facilities and equipment at the hospital.

FY March 2015 Results:

- MA and its suppliers formed a team of around 50 participants competing in the run.
- MA donated money for this event and presented a Mazda2 for the first runner to complete the course.

Casual Dress Days Community

Objective: To contribute to the local community and promote employees' participation in volunteer activities

Initiatives: MA employees come to work in casual clothing every Friday and participate in a fundraiser as part of "Casual Dress Day." Money raised is donated to various local charity groups.

FY March 2015 Results:

Approximately 250 employees participated in the activity under the leadership of the Management Team. Money raised was donated to various local charity groups.

Sponsorship for Sports Promotion Community

Objective: To promote sports

Initiatives: MA is the major sponsor of the North Melbourne Football Club team, prominent club in the Australian Football League.

FY March 2015 Results:

MA has extended the partnership until the end of the 2016 AFL Premiership season. MA donated money, and lent 16 vehicles for this fiscal year.

Person in charge of promoting social contributions at MA



Martin Benders
Managing Director

Sponsorship for Arts and Culture Community

Objective: To support arts and enrich Australia's cultural scene and the lives of the community

Initiatives: MA has been a long-time supporter of Art Exhibitions Australia (AEA) spanning 20 years, bringing some of the world's most revered artwork to Australia and allowing over 4 million people to experience it firsthand.

Also the partnership with Opera Australia now spans 12 years in total and has scaled new heights with their elevation to Principal Sponsor over the past four years.

FY March 2015 Results:

- MA sponsored Melbourne Winter Masterpieces exhibition, Italian Masterpieces from Spain's Royal Court, at the National Gallery of Victoria. MA has sponsored a total of two AEA exhibitions.
- MA supported the Sidney Myer Music Bowl, one of the country's premier open, as Opera Australia's Principal Partner. MA has committed to introducing opera to a wider audience, this free concert celebrates the magic and memorable moments in opera. Mazda Opera in the Bowl featured some of the greatest arias and most beautiful overtures in a fantastic program of songs and duets.

Mazda Foundation Australia

Mazda Foundation Australia (MFA), established in August 1990, has been providing funds to various initiatives, including education, environmental conservation, technology promotion, and welfare. MFA has contributed over A\$ 8 million from inception. Apart from special fundraising functions, MFA is supported by generous contributions from MA as well as Mazda Dealers and public donations (FY June 2014: over A\$ 700,000 contribution).

Support for Various Charitable Activities Human resources Community Mazda Foundation

Objective: To support community-based organizations that help children / elderly people with physical and/or mental disabilities or their carers, particularly projects seeking to address social isolation.

Initiatives/FY June 2014 Results:

MFA supported many projects including the followings which provide various programs for children / elderly people.

- Good Shepherd Youth & Family (Supporting people, especially women and girls, struggling against poverty and disadvantage)
- Fitted for Work (Helping women experiencing disadvantage get work and keep it)
- Best Life (Offering the highest quality away-from-home experiences for 6 to 19 year olds who live with disability)
- Sailability QLD (Supporting the activity of Sailing enriches the lives of people of all abilities - the elderly, the financially and socially disadvantaged as well as people with physically challenges)
- Musgrave Hill Parents Support Group (Supporting the Musgrave Hill Early Childhood Development Unit, for 0 to 5 year children with special needs)
- Amputee Association (Helping provide information and assistance to all amputees in the community)
- Down Syndrome Victoria (Providing parents, families, professionals and friends of people with Down syndrome with support, encouragement, information and resources)
- The Epilepsy Association of SA and NT (Providing services and support for people with epilepsy and their families throughout South Australia and the Northern Territory)

- Montrose Access (Providing support services to clients with physical disabilities and their families to assist these clients to achieve their maximum individual potential for participation in the community)
- The Deaf Society of NSW (Providing specialist services for Deaf and hard of hearing people and their families in New South Wales as well as deaf people with additional needs)
- Wheelchair Sports NSW (Providing a range of innovative sporting programs, wheelchairs, facilities, financial assistance)
- Very Special Kids (Providing a children's hospice and professional family support services)
- QLD Police Citizens Youth Welfare Association (Offering outstanding crime prevention and youth development programs and Indigenous programs)
- Guide Dogs of Blind QLD (Supporting serves the visually impaired)
- Uniting Care Casino Transport (Supporting the person without the necessary transport, when it is needed)
- St Vincent's Hospital Melbourne (Supporting to raise awareness of the issue of antibiotic resistant organisms - in particular, carbapenem-resistant enterobacteriaceae)
- Special Olympics (providing year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with an intellectual disability)
- Autism Awareness (Dedicating to increasing awareness of autism in the community by providing targeted educational programs for parents and professionals, etc.)

New Zealand

Mazda Motor of New Zealand (MMNZ) is engaging in various social contribution activities to fit better with the needs of their community. Most of the social contribution initiatives are carried out through Mazda Foundation New Zealand (MFNZ).

Sponsorship of National Association for War Veterans Community

Objective: To support the non-profit organization for war veterans and their families, and present armed forces by providing reliable transportation

Initiatives/FY March 2015 Results:

MMNZ supported for the Royal New Zealand Returned & Services Association (RNZRSA) by providing them with new Mazda6 wagon and sedan. The new vehicles are used to assist with the many events taking place around the country to mark the 2015 centenary commemorations of World War One. a

Mazda Foundation New Zealand

MFNZ, established in November 2005, has been providing funds to various initiatives, including education, environmental conservation, and culture. It has now distributed over \$1.7million to around 517 recipients and holds three rounds of distributions each year selecting New Zealanders, community groups and charities that are in need of support. (FY March 2015: around NZ\$214,000 was distributed to 78 recipients).

Tremendous School Makeovers Project for Native Tree Planting

Environment Human resources Community Mazda Foundation

Objective: To provide outdoor and environmental education through the project, where four New Zealand schools are chosen each year to have their grounds improved and enhanced through native plantings.

Initiatives/FY March 2015 Results:

Tremendous Makeovers Project, a joint project between Project Crimson Trust, one of New Zealand's leading conservation organizations, and MFNZ, first sprung from the ground in 2008, for their program which aims to educate children on the importance of the environment and the country's fauna and flora. Since then the project has worked with 27 schools from the top of the North Island to the bottom of the South to create amazing native gardens and outdoor classrooms.

In FY March 2015, three schools (Wainui Primary School in May, Naenae School in June, and Pegasus Bay School in September) were selected from the entries. b

MMNZ also provided support for conservation initiatives alongside the use of a new Mazda6 to assist with the Trust's conservation work to mark the ten year anniversary of their partnership. The vehicle has been integral in allowing them to carry out their mission, to replant native plants across New Zealand. And the vehicle has become an icon for the Trust and people recognize it wherever it goes. c

Support for Whangarei Native Bird Recovery Centre Environment Community Mazda Foundation

Objective: To make contribution to the conservation by supporting Whangarei Native Bird Recovery Centre (WNBRC) Incorporated providing help, treatment and rehabilitation for injured and ill native birds, that has cared for and treated thousands of birds

Initiatives/FY March 2015 Results:

MFNZ provided grants to WNBRC for the support that they purchase some blinds to better control ultra violet light and heating to assist in birds' recovery so that birds can recover quicker in a better environment. d

Person in charge of promoting social contributions at MMNZ



Andrew Clearwater
Managing Director,
(Chairman, Mazda Foundation NZ)

a Sponsorship of RNZRSA



b Tremendous School Makeover at Pegasus Bay School



c Donated Mazda6 to Project Crimson Trust



d Support for Whangarei Native Bird Recovery Centre



Support for Volunteer Lifeguarding Organization Human resources Community Mazda Foundation

Objective: To provide assistance to beach goers who get into difficulties in the sea by supporting Mount Maunganui Lifeguard Service (MMLS) providing lifeguard services to public swimming at Mount Maunganui Beaches

Initiatives/FY March 2015 Results:

MFNZ supported MMLS that has over 400 members among the membership categories of Active Senior, Active Junior and Junior Surf members through grants. The children at Junior Surf program learn water and surf safety, and lifesaving skills, The grant covers the replacement of an old outboard motor on boat so they can quickly reach people who need help in the sea. e

e Support for Mount Maunganui Lifeguard Service



Support for Epilepsy Assist Dogs Trust Community Mazda Foundation

Objective: To provide assistance to person who suffers from epilepsy to lead a happier and safer life both at home and in public places by supporting NZ Epilepsy Assist Dogs Trust (NZEADT) that trains and places dogs with people who have severe epilepsy

Initiatives/FY March 2015 Results:

MFNZ provided grants to NZEADT, based in Auckland, but providing assistance throughout NZ. The grant funds the training and care of one puppy through to a trained epilepsy assist dog. f

f Support for NZ Epilepsy Assist Dogs Trust



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