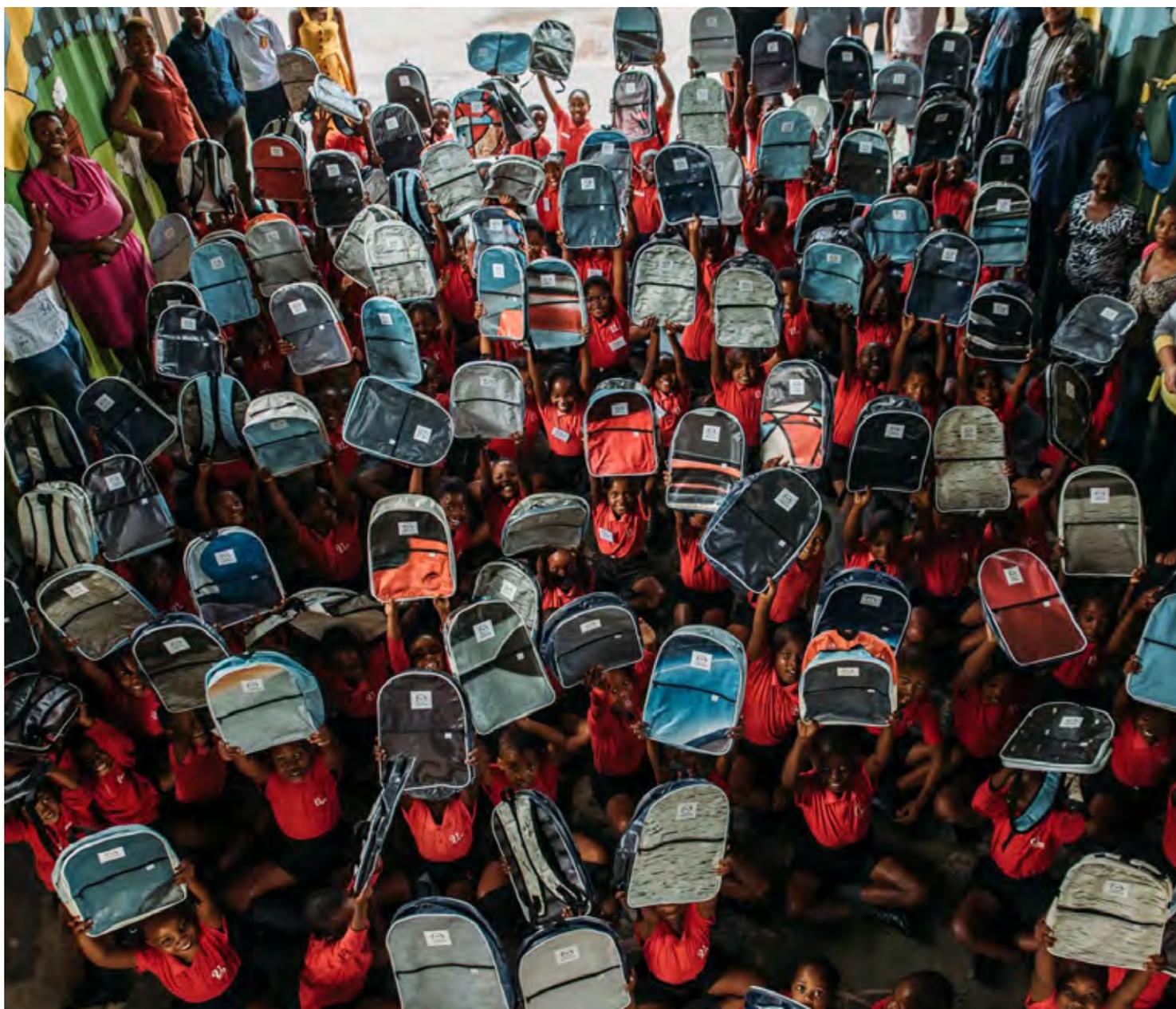


MAZDA SOCIAL CONTRIBUTION REPORT 2020



Editorial Policy

Mazda's social contribution initiatives in Japan and overseas are reported.

Report Coverage

Organizations Covered: This report mainly covers Mazda Motor Corporation, as well as its domestic (Japanese) and overseas Group companies.

Period Covered: The report primarily covers the period from April 2019 through March 2020 (on the basis of the accounting period of each Group company)

CONTENTS

3 Basic Policy on Initiatives

Activities Report

ENVIRONMENT

6	Greening Activities in Collaboration with Communities	[Japan] Mazda
7	Support for Project Crimson Trust	[New Zealand] MMNZ, Mazda Foundation New Zealand
9	Support for Regional Forest Protection Activities	[Japan] Mazda, Mazda Logistics
11	School bag project	[South Africa] MSA, Mazda Foundation Southern Africa
12	Cleanup Activities	[Japan-Ireland-Thailand] Mazda, Group companies, dealerships, MMIRL, MPMT
13	Support for Auckland Zoo	[New Zealand] MMNZ

SAFETY

14	Making sure everyone wears seatbelts	[Japan] Mazda
15	Raising Traffic Safety Awareness	[Japan] Mazda Autozam Ito, Okayama Mazda, Hokkaido Mazda Sales, Hakodate Mazda, and other dealerships

HUMAN RESOURCES

17	Supporting Youth Soccer Competitions	[Japan-Mexico] Mazda, MMVO
18	Vehicle carrier tour	[Japan] Mazda
19	Donation to the National Industry-Related Skills Competition	[Taiwan] MMT
20	Donating Computers	[Japan-China-Thailand] Mazda E&T, MCO, MPMT
22	Offering work experience to students	[Japan] Mazda Ace, Mazda Logistics, and other Group companies, Kobe Mazda, Tottori Mazda, Kansai Mazda, and other dealerships
23	Recent Graduate Recruiting Project	[Thailand] MPMT
24	Programming class for kids	[Japan] Mazda
25	Mazda-Hiroshima City University Faculty of Arts co-creation seminar	[Japan] Mazda
26	Accepting Field Trips	[Japan] Mazda, Mazda Logistics, Tokyo Mazda Sales, Kansai Mazda, and other dealerships
28	Accepting Internships	[Japan-Thailand-Canada] Mazda, Group companies, Kobe Mazda and other dealerships, AAT, MCI
30	Support for the next generation	[China] MCO, CMA

COMMUNITY

31	Support through "Please Tell Us Your Opinion" Questionnaires	[Japan] Mazda, dealerships
33	Support through travel	[China] FMSC
34	Mazda Ekiden Road Relay Race	[Mexico] MMVO
35	Public Service at the Proving Ground	[Japan] Mazda
36	Safety at School and HIV/AIDS Social Responsibility	[Thailand] AAT
37	Santa Project	[Japan-Colombia] Mazda, MCOL
39	Donating toys during the holiday season	[Mexico] MMVO
40	Hokkaido Kenbuchi Proving Ground Open Facility Event	[Japan] Mazda
41	Supporting Hiroshima's Three Major Professional Organizations	[Japan] Mazda
43	Mazda Specialist Bank	[Japan] Mazda
44	Mazda Hospital	[Japan] Mazda
45	Support for Welfare Facilities and People with Disabilities	[Japan] Mazda, Kurashiki Kako
46	Participation in and Sponsorship of Local Events	[Japan-Mexico] Mazda, Yoshiwa Kogyo and other Group companies, dealerships, MMVO
49	Supporting Local Sports Teams and Events	[Japan-Canada-Australia-Thailand] Mazda, Tohoku Mazda, Kobe Mazda, and other dealerships, MCI, MA, MST
51	Installation of Community-Support Vending Machines	[Japan] Mazda Parts, Mazda Ace, Kobe Mazda
52	Supporting Multicultural Coexistence	[Japan] JCS
53	Working with SOS Children's Villages	[Europe] MME, MMD, MAE, MAG, MMH
54	Medical Support	[New Zealand-Canada-Colombia] MMNZ, MCI, MCOL

Please refer to P5 for the Company name of the Overseas Facilities.

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.

a

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 decided by the CSR Management Strategy Committee.

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. Individual activities are carried out based on the budget plan in each region or department.*1

FY March 2020 Major Results:

- Set the CSR targets and the Mazda Green Plan 2020 (social contribution) and took actions.
- Carried out over 590 activities*2 in Japan and overseas (cost of social contribution activities: around 2.58 billion yen in FY March 2020).
- Established the Mazda Social Contribution Prize, selected based on evaluation indexes for social contribution programs, and continued implementing the PDCA (plan-do-check-act) cycle process.

b

b Promotion Framework



Evaluation Indexes for Social Contribution Programs

In FY March 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 three perspectives: effect on society; effect on the Company; and Mazda uniqueness. (To be more specific, the indexes comprise eight categories such as "the number of beneficiaries," "the number of participating employees," "conformity with the Three Pillars in Basic Policy on Social Contribution Initiatives," etc.)

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

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

Establishment of the Mazda Social Contribution Prize

C

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, the Mazda Workers' Union and the Federation of All Mazda Workers' Unions collaborate to evaluate candidate activities. The Social Contribution Committee then selects prizewinning activities, each of which will be presented with a certificate of recognition in the name of the Company President on the anniversary of Mazda's foundation in January every year.

■ 6th Mazda Social Contribution Prize

The 2019 prizewinning activities were selected from the social contribution activities introduced in the Mazda Sustainability Report 2019 [Social Contribution Version]*¹ (which covered the period from April 2018 through March 2019).

C 6th Mazda Social Contribution Prize

	Activity name
Grand Prize	Programming class for kids [Mazda Motor Corporation]
Special Prize	Mazda Specialist Bank [Mazda Motor Corporation]
Special Prize	Supporting children for future prosperity [Changan Mazda Automobile Co., Ltd.]
Special Prize for Encouragement	"Mazda Do Good" Program [Mazda Sales (Thailand) Co., Ltd.]
Special Prize for Encouragement	Promoting seatbelt awareness [Mazda Motor Corporation]

Volunteering by Employees

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

- Providing volunteer opportunities (Specialist Bank, Volunteer Center, etc.)
- Subsidizing part of the cost of activities (Mazda Flex Benefits, etc.)
- Enabling employees to take leave for activities (volunteer leave such as the Special Warm Heart leave system, etc.)
- Providing volunteer training opportunities

Support for Disaster-Affected Areas

The Mazda Group provides various supports 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.

Recent support cases: Great East Japan Earthquake/ Northern Kyushu heavy rain in July 2017/ heavy rain in July 2018/ Typhoon Jebi (No. 21) in 2018/ Hokkaido Eastern Iburi Earthquake in 2018/ Typhoon Hagibis (No. 19) in 2019/ Heavy rain in July 2020 (Japan), hurricanes (United States), Mexico Earthquake (Mexico), flooding in Southern Thailand (Thailand), etc.

Support through 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 2020
Japan	Mazda Foundation http://mzaidan.mazda.co.jp (Japanese only)	Support activities to promote science and technology and the sound development of youth.	1984	¥51.80 million
U.S.	Mazda Foundation USA (MFUS) https://www.mazdafoundation.org/	Provide funds to various initiatives for education, environmental conservation, social welfare, cross-cultural understanding, etc.	1990	Around US\$ 420,000
Australia	Mazda Foundation Australia (MFA) http://mazdafoundation.org.au/	Provide funds to various initiatives, including education, environmental conservation, technology promotion, and welfare.	1990	Around A\$ 913,000
New Zealand	Mazda Foundation New Zealand (MFNZ) https://mazdafoundation.org.nz/	Provide funds to various initiatives, including education, environmental conservation, and culture.	2005	Around NZ\$ 254,000
South Africa	Mazda Foundation Southern Africa (MFSA) https://www.mazda.co.za/mazda-foundation/foundation/	Provide funds to various initiatives, including education, career development, technological development, and environmental conservation	2017	Around R 7,555,000

*1 https://www.mazda.com/globalassets/en/assets/csr/social/library/download/2019_s_all.pdf

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 safer-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

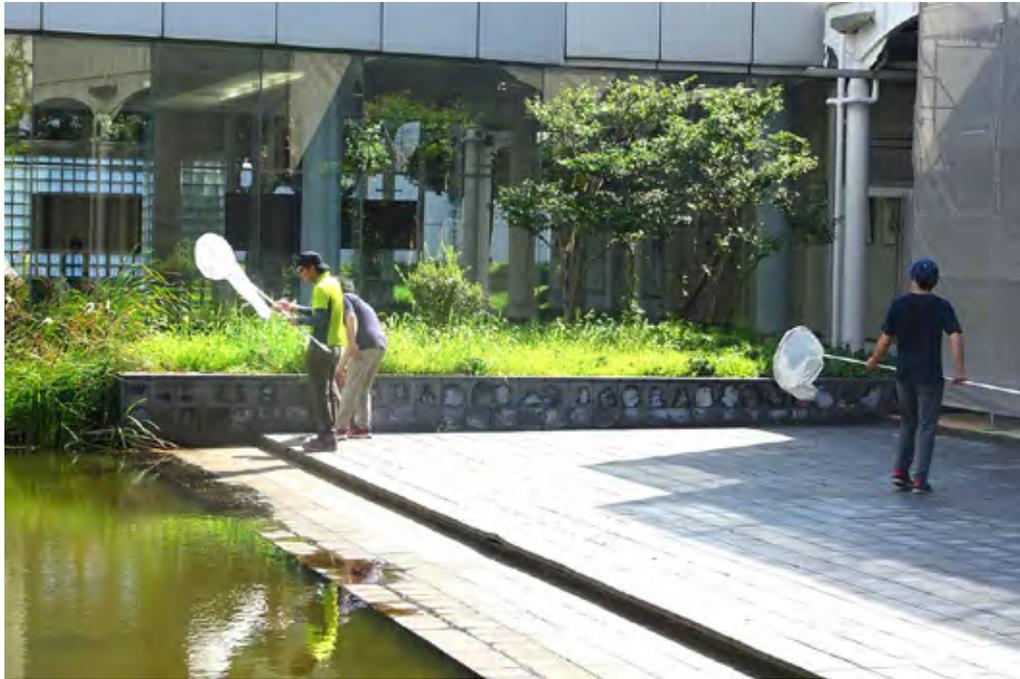
Company name of the Overseas Facilities

MCI	Mazda Canada Inc.
MMVO	Mazda de Mexico Vehicle Operation
MMD	Mazda Motors (Deutschland) GmbH
MME	Mazda Motor Europe GmbH
MAE	Mazda Automoviles Espana, S.A.
MAG	Mazda Austria GmbH
MMIRL	Mazda Motor Ireland
MMH	Mazda Motor Hungary Kft.
MA	Mazda Australia Pty. Ltd.
MMNZ	Mazda Motors of New Zealand Ltd.
MPMT	Mazda Powertrain Manufacturing (Thailand) Co., Ltd.
MSA	Mazda Southern Africa (Pty) Ltd.
MCO	Mazda Motor (China) Co., Ltd.
MMT	Mazda Motor Taiwan Co., Ltd.
MCOL	Mazda de Colombia S.A.S
MST	Mazda Sales (Thailand) Co., Ltd.
AAT	AutoAlliance (Thailand) Co., Ltd.
CMA	Changan Mazda Automobile Co., Ltd.
FMSC	FAW Mazda Motor Sales Co., Ltd.

DRAGONFLIES ARE BACK IN TOWN

Greening Activities in Collaboration with Communities

[Japan] Mazda Motor Corporation



Dragonfly migration to green space in industrial zone

The Mazda R&D Center Yokohama (MRY), Mazda's base for research and development in Yokohama, has supported the Keihin Afforestation Project promoted by Yokohama City. Since 2004, they have also supported "How Far Does a Dragonfly Fly?" Forum, a collaborative project implemented by companies, universities, local governments, and citizens to investigate and track the flight of dragonflies. Through such projects, they are working to revitalize nature and expand green environments.

In 2009, MRY transplanted indigenous wild water plants to create a biotope based in a pond on the premises. Now there are many unusual creatures living in the water, and rare dragonfly including polycanthagyna melanictera visit the biotope. This project has received high praise from experts, who have said that the development of green spaces in the Keihin Industrial Zone has allowed these rare dragonflies to return.

Investigations of the flight of dragonflies are carried out every summer when the dragonfly population is stable, in 10 locations in coastal industrial areas.

In FY2019, MRY cooperated in conducting a survey from August 7-9, during which investigators and MRY staff observed and caught dragonflies to trace their species, condition of arrival, and travel between survey points. (Dragonflies were released after the survey.) Additionally, the Forum held the 30th National Dragonfly Summit in Yokohama, its original location; Mazda supported the milestone event.



By the numbers

Duration of program: **16** years

NATIVE SPECIES PROTECTION AND CO₂ REDUCTION

Support for Project Crimson Trust

[New Zealand] Mazda Motors of New Zealand Ltd. (MMNZ), Mazda Foundation New Zealand

Since 2004, MMNZ has provided Mazda vehicles to Project Crimson Trust, one of New Zealand's leading conservation organizations, to support the Trust's conservation work.

The TREEmendous Project, a joint project between Mazda Foundation New Zealand and Project Crimson Trust, was started in 2008 to educate children on the importance of the environment and the country's native fauna and flora.

In FY2019, 400 teachers, students, and parents and guardians from five schools, as well as members of the local community, helped implement the project.

Each school came up with ideas that were incorporated when performing maintenance on their schoolyards and planting gardens to cultivate a variety of native species.



Planting native flora, transforming the "classroom"

The schools were very happy, saying "The school is always looking for ways to take advantage of its unique coastal location and the passion both the students and the wider community have for sustainability.

We have developed a long term plan to make better use of the wonderful natural resources at our door and being lucky enough to win this TREEmendous event gave us the kickstart we needed."

By the numbers

Duration of project: **12** years

Total number of schools: **49**

Contributing to reducing the carbon footprint in New Zealand

MMNZ supports Trees That Count, an initiative started by Project Crimson Trust that aims to reduce the carbon footprint* in New Zealand and improve the environment. People can donate and gift trees to be planted in public spaces, and other also volunteer to help with the planting.

In FY2019, MMNZ purchased a further 25,000 trees as a Christmas present on behalf of their customers. The MMNZ team wrote to the customers telling them about the initiative to reduce Mazda's carbon footprint. In total Mazda have purchased 50,000 trees on behalf of customers and are placed 4th on the leaderboard.

* Carbon footprint: The amount of greenhouse gasses, calculated as CO₂, released throughout the entire lifecycle of a product (from materials to disposal), service, or activity.



By the numbers

Duration of project: **2** years

Total number of trees: **50,000**

Number of planting areas supported: **137**

LET'S PROTECT FORESTS AND WATER!

Support for Regional Forest Protection Activities

[Japan] Mazda Motor Corporation, Mazda Logistics Co., Ltd.



Vitalizing Forests through Clearing Brush and Felling Trees

Mazda is cooperating with Hiroshima Prefecture and Yamaguchi Prefecture in regional forest protection activities. In 2010, the Mazda Head Office (Hiroshima) concluded a Forest Preservation and Management Pact with the government of Hiroshima Prefecture, with the Mazda-no-Mori (Mazda Forest) in the Hiroshima Prefecture Ryokka (afforestation) Center (Higashi Ward, Hiroshima City) serving as a base of operations. With the guidance and cooperation of forest conservation volunteer groups, we are giving short lectures to enhance awareness of environmental conservation, providing woodcraft classes to teach children how to make use of forest resources, and holding nature observation events, in addition to activities such as clearing, removing underbrush, and planting trees.

The Hofu Plant has participated in the "Water-Supply Forest Development in Collaboration with Corporations" program administrated by Yamaguchi Prefecture for water-using companies since 2005, and the "Fureai-no-Morizukuri program in the Saba River basin and Mt. Ohira" (hosted by the Saba River basin Morizukuri-no-Kai) since 2013.

In FY2019, 53 people participated in Hiroshima and Yamaguchi prefectures. Participants commented, "I had never cut down a tree before, so it was fun" and "We heard a short lecture about how natural disasters and forests are connected, so it was an opportunity to remind myself of the importance of forests."

By the numbers

Mazda-no-Mori (Mazda Forest)

Duration of program: **9** years

Total number of participants: **789**

Water-Supply Forest Development in Collaboration with Corporations

Duration of program: **15** years

Total number of participants: **87**

Fureai-no-Morizukuri program in the Saba River basin and Mt. Ohira

Duration of program: **7** years

Total number of participants: **78**

Having fun with forest preservation



Since 2010, Mazda Logistics volunteers have done preservation work in a bamboo grove designated by the Trees for Hiroshima Project. Once or twice per year, under the guidance of a woodland management expert, they work to improve the grove through clearing old bamboo in the damaged woodland in Ogonzan. In FY2019, eight volunteers worked on the grove, deepening bonds with the local community.

By the numbers

Duration of program: **11** years

Total number of participants: **189**

BILLBOARDS INTO BAGS

School bag project

[South Africa] Mazda Southern Africa (Pty) Ltd. (MSA), Mazda Foundation Southern Africa



School bags and pencil cases made from recycled materials

MSA donated used billboard material to a small, local producer, which recycled them into high-quality and unique school bags and pencil cases to be given to schoolchildren. The activity was implemented together with Mazda Foundation Southern Africa. Not only does this initiative reduce environmental impact, it also contributes to the creation of jobs for those who produce the bags, as well as benefits the schoolchildren who receive them.

In FY2020, MSA donated 4 billboards (1107m²). The schoolbags and pencil cases made from the recycled materials were distributed to primary and high school students supported by the KHULA Education Foundation^{*1} and VIVA Foundation^{*2}.

*1 <https://www.khula-education.org/>

*2 <https://www.viva.sg/>

By the numbers

Duration of campaign: **1** year

WORKING TOGETHER TO KEEP OUR NEIGHBORHOODS CLEAN

Cleanup Activities

[Japan] Mazda Motor Corporation, Group companies, dealerships

[Ireland] Mazda Motor Ireland (MMIRL)

[Thailand] Mazda Powertrain Manufacturing Co., Ltd. (Thailand) (MPMT)

Employees at the Mazda Head Office (Hiroshima) work on periodical cleanups around the plants and offices during break times, participate in cleanup campaigns organized by local governments, and also implement cleanup activities of their own in the area around the Hiroshima Municipal Baseball Stadium, for which Mazda acquired the naming rights (known as Mazda Zoom-Zoom Stadium Hiroshima), and around temporary housing for those impacted by the heavy rains in July 2018.

By the numbers

Number of cleanup activities implemented in FY2019: **9**

Total number of participants in FY2019: **928**



Keeping Communities Clean in Japan and Abroad

The Hofu Plant, Miyoshi Office, Mazda Group companies, and dealerships throughout Japan keep the areas around their companies clean. In addition, they work together with local companies, organizations, and community members to implement cleanup activities during local events and festivals to support local tourism.

Additionally, MMIRL employees collected 16 bags worth of trash from the beach at Bull Island. And 800 MPMT employees helped clean up Bangsaen Beach.



MAZDA DRIVING WILDLIFE PROTECTION

Support for Auckland Zoo

[New Zealand] Mazda Motors of New Zealand Ltd. (MMNZ)



Auckland Zoo Keeper with Morepork – the only remaining native owl species found in New Zealand

Since 2012, MMNZ has been providing Mazda cars based on a partnership agreement with Auckland Zoo*, a not-for-profit wildlife conservation organization that is focused on conserving and building a future for wildlife, both in New Zealand and around the world.

MMNZ has been providing three vehicles: the Mazda6, CX-5, and BT-50.

Auckland Zoo is home to the largest collection of native and exotic wildlife species in New Zealand (over 1,400 animals and 135 species). The Mazda6, CX-5, and BT-50 transport animals and help with day-to-day operations on site, and are also used by staff to conduct field conservation work.

In addition, MMNZ offers financial support for 15 classes from local schools to visit the Auckland Zoo to learn about animals and the environment.

By the numbers

Duration of campaign: **8** years

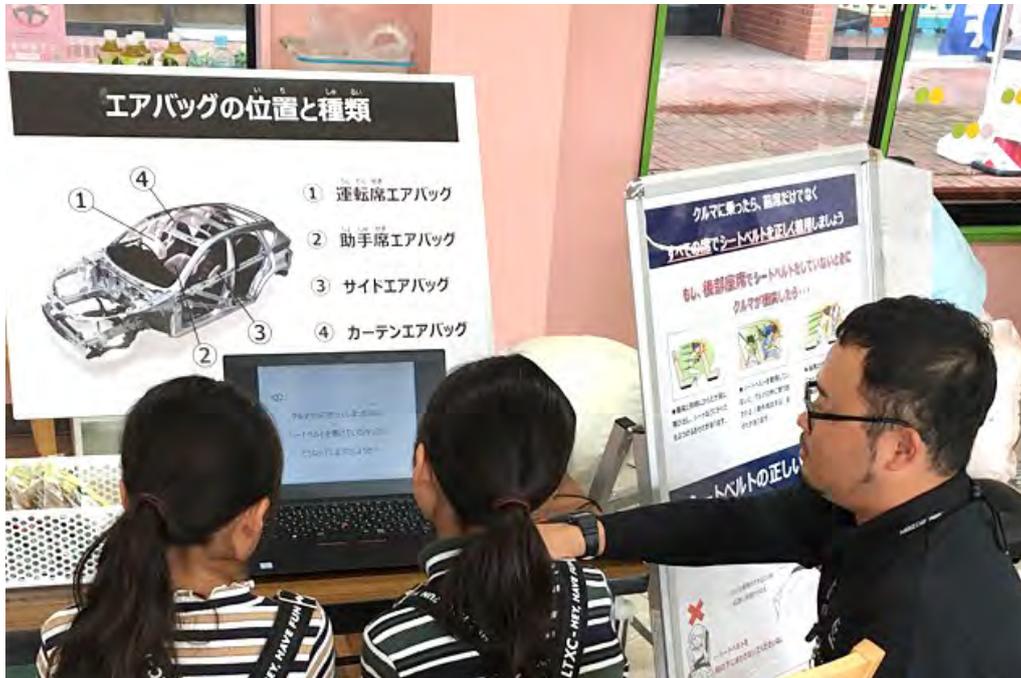
Number of cars provided: **3**

* Auckland Zoo, which attracts over 700,000 visitors annually, receives a reputation as one of the world's most progressive zoos.

PROTECTING YOU AND YOUR LOVED ONES

Making sure everyone wears seatbelts

[Japan] Mazda Motor Corporation



Aiming to prevent death and serious injury from traffic accidents

Since 2017, Mazda has cooperated with JAF Hiroshima to implement traffic safety awareness activities that aim to raise the number of people using seatbelts. In FY2019, Mazda participated in a traffic safety event held in Miroku no Sato, Fukuyama City, and the Ninth Minami Ward Town Safety Festival. Mazda used a "seatbelt convincer" that simulates being hit by something going five kilometers per hour, a safety quiz for children, and crash simulations using toy cars to teach the importance of everyone using seatbelts. Participants commented, "I learned how to properly wear a seatbelt" and "I'll definitely wear a seatbelt, even when I'm in the back seat."

Additionally, employees implemented activities calling for the elimination of traffic accidents as members of a project to eliminate traffic accidents called "Drive & Love."



By the numbers

Duration of program: **3** years

WORKING TO PREVENT ACCIDENTS

Raising Traffic Safety Awareness

[Japan] Mazda Autozam Ito, Okayama Mazda Co., Ltd., Hokkaido Mazda Sales Co., Ltd., Hakodate Mazda Co., Ltd., and other dealerships



Promoting Traffic Safety in Cooperation with the Police and Schools

Mazda dealerships work together with local police departments to promote awareness for traffic safety by cleaning convex traffic mirrors, calling for traffic safety, and other activities.

Mazda Autozam Ito has cleaned and inspected roughly 1,000 convex mirrors since 2003 and informs the police of its activities. In FY2019, 60 mirrors were cleaned.

Every spring, Okayama Mazda, working in cooperation with the Okayama prefectural police and regional council to promote traffic safety, participates in the cleaning of road signs and convex traffic mirrors as well as roads and sidewalks near the dealerships. In FY2019, a total of 190 people participated.

Additionally, along with helping the elderly and children cross roads and guiding safe commuting to school by bicycle together with teachers, customers visiting dealerships were told traffic safety points for drivers, such as turning on lights early and protecting pedestrians. A customer commented, "I learned about accidents in the prefecture, and I'm glad I learned about the danger of complacent driving. From now on, I'll keep in mind that I can never be lax behind the wheel."

By the numbers

Duration of program:

Mazda Autozam Ito **17** years

Okayama Mazda **12** years

Awareness Activities and Traffic Safety Parades



Hokkaido Mazda Sales, in cooperation with the Sapporo Branch of the Japan Automobile Dealers Association and the Hokkaido Prefectural Police, conducts activities on the 1st Thursday of every month from April to September. These activities are held in front of dealerships before business hours to call for improvements in traffic safety and driving manners. In FY2019, a total of 500 employees participated in these activities.



Additionally, every year in the Hakodatenishi area, a customized vehicle parade is held by the Hakodatenishi Safe Driving Manager Association as part of the autumn national traffic safety movement. In FY2019, 46 vehicles from 35 groups participated in the parade to promote traffic safety, including two from Hakodate Mazda: a MX-5 and a Titan vehicle carrier

By the numbers

Duration of program:

Hokkaido Mazda **24** years

Hakodate Mazda **10** years

STRENGTHENING FRIENDSHIP THROUGH SPORT

Supporting Youth Soccer Competitions

[Japan] Mazda Motor Corporation

[Mexico] Mazda de Mexico Vehicle Operation (MMVO)



An Exciting Competition - 38th Youth Soccer Competition Held in Hofu

In order to contribute to the sound development of children and promote regional sports, the Hofu Plant has supported the Mazda Invitational Youth Soccer Competition hosted by the Hofu City Soccer Association since its inception in 1982. This two-day event, held every year during summer vacation, was started to commemorate the completion of the Hofu Plant. Since then, it has become established as a traditional tournament that attracts the best teams in Yamaguchi Prefecture and neighboring prefectures.

In FY2019, the tournament was moved from August to October to avoid the summer heat. Approximately 650 players from a total of 36 teams, including 35 teams from within Yamaguchi Prefecture - the greatest number of teams yet - and one team from another prefecture, participated at the Hofu Athletic Stadium. The athletes showed off their teamwork and the results of their practice.

By the numbers

Duration of program: **38** years

Summer Soccer Supports Kids' Health

MMVO has opened its facilities to hold the "Mazda Cup Junior" soccer tournament for children who live in neighboring villages since 2016.

Although the tournament began with 24 teams, it significantly expanded in the following years. In FY2019, 72 teams competed, three times the original number. The young athletes' enthusiasm made for an exciting tournament. MMVO opened its facilities for the full 29 days of the tournament, and also provided soccer uniforms, transportation, and school bags to all 720 of the 6 to 13-year-old children who participated.

The children who participated said they were "happy for being able to play soccer inside MMVO's plant grounds and make new friends during summer vacation."



By the numbers

Duration of program: **4** years

I WANT TO SAFELY DELIVER CARS!

Vehicle carrier tour

[Japan] Mazda Motor Corporation



Exploring a Vehicle Carrier as Tall as a 15-Story Building

Every year since 1996, Mazda has held a vehicle carrier tour for elementary and junior high school students and their parents and guardians.

In July of FY2019, we invited 70 people, selected by lottery, to Mazda's Hiroshima Plant to tour the "Aquamarine Ace," a large-scale vehicle carrier with an overall length of about 200m and a loading capacity of 6,400 cars. Then in November, we invited 40 people to the Hofu Plant in Yamaguchi Prefecture to tour the "Cepheus Leader."

The highlight of these field trips is watching as the crew loads the Mazda cars to be exported onto these huge carriers. Using the sound of a whistle as a signal, they park the cars in the blink of an eye with only around 10 centimeters separating them on each side. All of the participants were surprised at the skills of these professionals.

After parking, participants helped secure the cars in place using belts so that they wouldn't bump into each other on stormy seas. The belts are checked repeatedly throughout the journey to ensure that customers' precious cars are delivered safely. Additionally, they went to the bridge for a radar demonstration and lecture by the captain, and to experience steering the ship. Participants commented, "It was a great program: I got to experience securing the cars in addition to the tour" and "I learned what measures are in place to ensure that cars are delivered safely; I got to do something out of the ordinary and had a good time."



By the numbers

Duration of program:

Hiroshima **24** years, Hofu **7** years

Total number of participants:

Hiroshima **1,260**, Hofu **302**

SUPPORTING THE NEXT GENERATION OF ENGINEERS

Donation to the National Industry-Related Skills Competition

[Taiwan] Mazda Motor Taiwan Co., Ltd. (MMT)



Winning school for car maintenance competition

MMT supports the National Industry-Related Skills Competition held by Taiwan's Ministry of Education. Students from technical high schools compete in 27 categories, such as mechanical drawing, car maintenance, lathe, casting, molding, car painting, robotics, graphic communication, and interior design. Participating students learn from one another through the competition, as well as enhance their skill level and quality of education.

In FY2019, 1,104 students from 143 schools participated in the competition. MMT donated one CX-9 as the grand prize.

By the numbers

Duration of project: **1** year

REUSING GOODS WHERE THEY'RE NEEDED

Donating Computers

[Japan] Mazda Engineering & Technology Co., Ltd. (Mazda E&T)

[China] Mazda Motor (China) Co., Ltd. (MCO)

[Thailand] Mazda Powertrain Manufacturing (Thailand) Co., Ltd. (MPMT)



By the numbers

Duration of program: **9** years

Total number of computers donated: **74**

Mazda E&T engages in the development and manufacture of specially equipped vehicles, including welfare vehicles, and proactively supports the independence of people with special needs, as social welfare.

One example is donating computers that are no longer be used at the company since 2011. They are used to develop human resources and to help people return to work, as well as by volunteer organizations.

In FY2019, Mazda E&T donated six computers to six facilities, via the social welfare council of Hiroshima City, etc. A recipient commented, "We use a chat box as a tool for consultations, so with more computers we can offer more consultations."

Supporting learning with used laptops and car parts



MCO donated 58 used laptops to the scholarship program "Project Volunteer Online 2.0," which is operated by the NGO Shanghai Municipal Junior Assistant School Service Center.

The program, which began in July 2014, supports students' learning by offering online courses on subjects such as English, computer science, art, music, psychology, natural science, chess, writing, and Chinese for elementary school students in China's farming villages. With increased number of classrooms, demand also grew for more laptops, so MCO is supporting the program through donating used laptops.

By the numbers

Duration of program: **1** year



MPMT conducts initiatives to support the next generation of human resources. In January 2020, MPMT donated transmissions, engines, computers to five schools and one technical college in the mountainous region. The activity aims to prepare the students for successful future careers as experts in the automotive industry.

By the numbers

Duration of program: **1** year

WHAT'S IT LIKE TO WORK? I WANT TO KNOW!

Offering work experience to students

[Japan] Mazda Ace Co., Ltd., Mazda Logistics Co., Ltd., and other Group companies, Kobe Mazda Co., Ltd., Tottori Mazda Co., Ltd., Kansai Mazda Co., Ltd., and other dealerships

Raising students' interest in their future paths



Each year, Mazda Group companies offer work experiences to junior and senior high school students in order to support the growth of the future workforce. Mazda Ace has been offering work experience since 2005. In FY2019, three junior high school students gained work experience at the headquarters shop in May. They received advice about mindsets, greetings, and the importance of listening to others at work, as well as gained experience with office work and transporting and displaying beverages.



Mazda Logistics has been offering work experience to neighborhood junior high school students since 2017. In May of FY2019, two students received work experience in the general affairs, human resources, and financial fields doing data entry, preparing documents, and making copies.

The students commented, "It was all new, and it was a valuable experience that I couldn't get at school" and "I realized how the combination of each small task helps support the company overall."

By the numbers

Mazda Ace Duration of program: **15** years
Total number of participants: **47**

Mazda Logistics Duration of program: **3** years
Total number of participants: **6**



Every year, dealerships offer work experiences to local elementary, junior high, high school, and special support school students in order to teach them the value of working in society.

In FY2019, Kobe Mazda welcomed 11 students, Tottori Mazda welcomed two, and Kansai Mazda welcomed eight. The dealerships let them watch vehicle inspections and maintenance, as well as clean the interior and exterior of display and rental cars, welcome customers, and serve tea.

By the numbers

Kobe Mazda Duration of program: **12** years
Total number of participants: **121**

Tottori Mazda Duration of program: **10** years
Total number of participants: **32**

Kansai Mazda Duration of program: **8** years
Total number of participants: **64**

A NEW FUTURE FOR HIGH SCHOOL AND VOCATIONAL SCHOOL STUDENTS

Recent Graduate Recruiting Project

[Thailand] Mazda Powertrain Manufacturing (Thailand) Co., Ltd. (MPMT)



Supporting Job Searches after Graduation

In order to support the next generation of human resources, MPMT provides support for employment to ensure secure and bright futures for children from various living environments.

Since 2015, MPMT has hired high school and vocational school graduates as full-time employees through this initiative. Applicants learn of the program through PR or are invited to apply, and they undergo an interview before being hired. In FY2019, four hires were made from among five high school and one vocational school student applicants.

By the numbers

Duration of project: **5** years

Total number of graduates hired: **73**

SUPPORTING THE GROWTH OF DIGITAL MONOTSUKURI CREATORS

Programming class for kids

[Japan] Mazda Motor Corporation



Mazda has been implementing an educational program for 3rd to 6th grade elementary school students since 2008.

In FY2019, about 220 children and their parents and guardians participated in the "Let's try programming! Can we make robots move how we want them to?" events held in Hiroshima Prefecture (Fuchu Community Center, Kusuna Community Center, Yamato Museum) and Aichi Prefecture (Port Messe Nagoya)*, where they used computers to program robots to move.

Participating elementary school students commented, "It was fun cooperating with group members to think about the order," "I learned that the robot won't move as you want it to without precise programming," and "It was fun learning."

* Exhibit: Kids Engineer 2019 exhibit held by Society of Automobile Engineers

By the numbers

Duration of program: **12** years

What can we program?



By the numbers

Duration of program: **1** year

Mazda accepted company tours from neighborhood elementary schools, in cooperation with Hirojiren, which supports fostering the next generation of innovators, as part of the Ministry of Education, Culture, Sports, Science and Technology, Ministry of Internal Affairs and Communications, and Ministry of Economy, Trade and Industry's "Future Learning: Programming Education Promotion Month (Sept. 2019)," implemented in anticipation of programming classes being made compulsory beginning in FY2020. From the perspective of "programming used by an automobile manufacturer," Mazda conducted programming education for elementary school students using the assembly line parts transportation system and automatic breaks.

AIMING FOR WORLD-RENOWNED *MONOTSUKURI*

Mazda-Hiroshima City University Faculty of Arts co-creation seminar

[Japan] Mazda Motor Corporation



Developing human resources that offer new value in Hiroshima

Mazda's Design Division and the Hiroshima City University Faculty of Arts jointly held a co-creation seminar in May 2017. The seminar was in line with "2030 industry-academicvision" of Hiroshima Council of Automotive Industry-Academia Government Collaboration and was begun with the aim to "gather people who pursue unique technology and culture related to automobiles in Hiroshima and make it a special place where sustainable technology and culture that can amaze the world is born."

The theme for FY2019 was "change." Participants endeavored to create pieces that expressed Japanese aesthetics, under the three directions and focus points of "perfecting a piece by giving it everything you've got," "overwhelming and moving anyone at first glance," and "thinking from the perspective of being useful to society." A student commented, "Remembering what I heard in the seminar, I'll work hard as an artist even after starting a job."



By the numbers

Duration of program: **3** years

THIS IS OUR WORK: INTRODUCING OUR PRODUCTS AND MANUFACTURING

Accepting Field Trips

[Japan] Mazda Motor Corporation, Mazda Logistics Co., Ltd., Tokyo Mazda Sales Co., Ltd., Kansai Mazda Co., Ltd., and other dealerships



Supporting Local Human Resource Development and Promoting Interaction with Stakeholders *

The Mazda Museum at Mazda Head Office has welcomed many visitors since 1994. The Museum offers exhibitions of Mazda's history and technology, and also provides a tour of Mazda's assembly line. Many people from around the world visit the Museum, where guidance is provided in both Japanese and English. In FY2019, around 59,200 people visited in total, mainly elementary and junior high school students.

Visitors commented, "I felt that cars are developed and produced with the thoughts of many people," "I was surprised that various models are assembled on a single line," and "It was nostalgic seeing a model I used to drive on display."

By the numbers

Duration of museum: **26** years

Total number of visitors: Approx. **1.75** million

* Customers, shareholders and investors, business partners, employees, global society and local communities, next generation members, etc.

Responding to the various needs, from social studies classes to vehicle repair experiences

The Hofu Plant (Yamaguchi Prefecture) has welcomed visitors since 1982 when the first plant in the Nishinoura District opened. Visitors come mainly from various organizations as well as local elementary schools, whose students observe the plant as part of their social studies classes. In FY2019, around 9,300 visitors, mainly elementary school students, toured the Hofu Plant.

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. In FY2019, 25 university students, mainly from the Kanto region, participated.

By the numbers

Duration of program: **33** years

By the numbers

Duration of program: **37** years

Total number of visitors: Approx. **577,600**



Mazda Logistics and the Chugoku Maritime Public Relations Center jointly hold harbor logistics tours every year. In FY2019, elementary and junior high school students on field trips learned about large cranes, the types and purposes of containers, and observed the work of lifting the containers. Participants commented, "I learned that the container interiors are temperature-controlled and that they make sure cargo isn't harmed," "I felt that the things I use were carefully handled by people working in terminals," and "I learned that our lives are indirectly supported by this work."

By the numbers

Duration of program: **16** years

Total number of visitors: Approx. **1,000**



Elementary and junior high school students visit dealers across the country for tours and hands-on experiences. In FY2019, the Tokyo Mazda and Kansai Mazda held repairs events for elementary school students. 67 people participated in the Tokyo event, wearing the same coveralls as staff, inspecting cars, making adjustments, and recording logs. Participants commented, "It was a great experience, as I usually never get to examine a car's interior parts, like the engine" and "It was fun replacing the turn signal."

At Kansai Mazda, 27 participants observed the inspection that happens one month after a new car is registered and experienced pumping up tires and installing steering wheels. Participants commented, "I realized how handy and cool cars are, as well as the importance of maintenance" and "It was my first time in a service shop – a valuable experience."



By the numbers

Duration of program: Tokyo Mazda **6** years

Kansai Mazda **1** year

FOSTERING HIGH ASPIRATIONS AND PRACTICAL SKILLS

Accepting Internships

[Japan] Mazda Motor Corporation, Group companies, Kobe Mazda Co., Ltd. and other dealerships

[Thailand] AutoAlliance (Thailand) Co., Ltd. (AAT)

[Canada] Mazda Canada Inc. (MCI)



Cooperation with Community Training Utilizing Our Diverse Human Resources and Training Organizations

As an effort for human resource training through industry-academia-government collaboration, Mazda provides internships for technical college and university students. Since FY2015, Mazda has improved the organizational relationship with the schools to provide a program with different levels that cover students from lower grades up to the doctorate level.

192 interns were accepted in FY2019. This initiative offers students a chance to nurture their own ambition and dreams through corporate ambition and philosophy and to improve their practical skills through co-creative work and practical training.

Group companies and dealerships accepted university student interns.

Kobe Mazda continues to offer internships, mainly consisting of work experience in a dealership for one or two weeks, that aim to teach students about work and help them select a job. In FY2019, in addition to the main 15 interns, a new one-to-two-day internship was offered to a further 105 students.

Participants commented, "It was an extremely valuable experience being able to realize my own strengths and weaknesses through group training and group work" and "It was a more rewarding work experience thanks to the pre- and post-internship learning at school, as well as the self-evaluation and time spent defining my own intentions."

By the numbers

Duration of program: **10** years

Total number of participants: Approx. **840**
(since FY2015)



< HUMAN RESOURCES

The students set individual goals at a pre-internship session so that they will have something to work toward during their internship. Through sharing their results at another post-internship session, the students recognized their own growth. The students gain new understanding through sharing with others their experiences and learning. Participants commented, "I was able to learn society's rules and standards" and "Work isn't something you can do on your own; I felt that many people's efforts go into a single project."



By the numbers

Duration of program: **20** years

Total number of participants: Approx. **470**

Since 1998, AAT has conducted an ongoing "internship program" open to undergraduate university students. AAT collaborates with many universities to provide on-the-job training in line with academic programs under Ministry of Education regulations. This program has cultivated highly qualified graduates who can contribute to the development of Thailand. In FY2019, this internship program provided an opportunity for 30 university students to obtain real work experience.

By the numbers

Duration of program: **22** years

Total number of participants: **361**



Since 2012, MCI has offered summer internships to third- and fourth-year university students. In FY2019, five students took part in the internship and gained work experience.

By the numbers

Duration of program: **8** years

Total number of participants: **26**

BUILDING BONDS THROUGH MEANINGFUL EXCHANGE

Support for the next generation

[China] Mazda Motor (China) Co., Ltd. (MCO), Changan Mazda Automobile Co., Ltd. (CMA)



Support through Exchange and Correspondence

Through the Wheat Field Project Education Foundation, set up as a non-governmental NPO for educational support in China, MCO is supporting children in the Mazda Wheat Seedlings Class. They started offering this class in 2012 with the aim of encouraging "tiny seedlings to grow vigorously into golden wheat fields." In addition to funding libraries and teacher training, the class allows MCO employees to provide both financial and emotional support to children through the exchange of letters and the gifting of daily supplies. In FY2019, employees received letters and drawings from the Mazda Wheat Seedlings Class. Many employees gladly participated in the exchange and sent reply letter, books, and presents as New Year's greetings, thereby deepening the bonds with the class.

Additionally, the same foundation held a summer camp in July, and four former Mazda Wheat Seedling members, now in university, volunteered to support the camp's educational activities.

By the numbers

Duration of program: **8** years (three-year per period)

Total number of students: **140**

Support schools together with customers

CMA ask the local government how it can help improve the learning environment for children in the mountainous region. Together with the labor union, Chinese dealers and customers, CMA is supporting schools.

In FY2019, CMA, the labor union, dealers, and customers visited schools damaged by severe flooding. In addition to donating to the reconstruction project, they donated new books from customers. CMA employees participated in fun exchange with local elementary school students and teachers, such as by introducing the automobile company and how cars are made.

At another school, supplier employees implemented a public welfare activity. They presented 59 children with backpacks, uniforms, and books.



By the numbers

Duration of program: **5** years

COOPERATION FOR DONATION ACTIVITIES

Support through "Please Tell Us Your Opinion" Questionnaires

[Japan] Mazda Motor Corporation, dealerships

At Mazda domestic dealerships¹, we ask customers who purchase cars² and customers who receive maintenance and inspections² to participate in a "Please Tell Us Your Opinion" online questionnaire³ regarding the support and services provided at dealerships.

For each completed questionnaire submitted during the campaign period, Mazda donates ¥50 to the Japan NPO Center's "Japan Earthquake Local NPO Support Fund" and "Mazda Support Program for NPOs Providing Transport Service" to provide support for the mobility of the elderly and disabled.

Providing places for children to grow



The "Japan Earthquake Local NPO Support Fund" helps strengthen the local NPOs' foundation that support recovery and reconstruction efforts for people affected by the disaster. An NPO for child welfare "Kodomo∞(Mugen) Kan-pany," one of the subsidized NPOs, rebuilt parks affected and conducts initiatives to increase the number of places as playground and alternative education facility where children can feel safe, relax, and play.

Helping mobility support organizations across Japan



(Photo provided by Special Transport Network of Hokkaido)

Through assistance organizations, the "Mazda Support Program for NPOs Providing Transport Service" supports the transportation of individuals with disabilities and the elderly, as well as individuals in various areas suffering from the disaster or depopulation. Through assistance organizations, the program also holds events that provide opportunities to think about transportation support, human resource development, and servicing vehicles.

In FY2019, donations were given to 38 organizations in 21 prefectures.

By the numbers

Duration of program: **8** years

*1 Some dealerships do not participate in the survey program. For details, please inquire at the dealership you use.

*2 Customers who visit a Mazda or Mazda Autozam dealership and purchase a new or used vehicle, as well as those who bring a vehicle in to be serviced or inspected, are asked to complete a questionnaire.

*3 Eligible customers receive the website URL and password at the dealership. Participants are asked to fill out the questionnaire using a PC, mobile or smartphone. Donations are only given for completed questionnaires.

Activities Report

TIMING OF DONATION	NUMBER OF RESPONSES	AMOUNT (¥)	DONATED TO	NOTES (¥)
May 2019 FY March 2019	344,373	17,218,650	Japan NPO Center "Japan Earthquake Local NPO Support Fund" ^{*4}	9,000,000
			Japan NPO Center "Contribution to NPO supporting daily transfer of the elderly and the physically challenged." ^{*5}	8,218,650
May 2018 FY March 2018	286,931	14,346,550	Japan NPO Center "Japan Earthquake Local NPO Support Fund" ^{*4}	9,346,550
			Japan NPO Center "Contribution to NPO supporting daily transfer of the elderly and the physically challenged." ^{*6}	5,000,000
June 2017 FY March 2017	220,757	11,037,850	Japan NPO Center "Japan Earthquake Local NPO Support Fund" ^{*4}	7,037,850
			Japan NPO Center "Contribution to NPO supporting daily transfer of the elderly and the physically challenged." ^{*7}	4,000,000
May 2016 FY March 2016	185,454	9,272,700	Japan NPO Center "Japan Earthquake Local NPO Support Fund" ^{*4}	
May 2015 FY March 2015	150,787	7,539,350	Japan NPO Center "Japan Earthquake Local NPO Support Fund" ^{*4}	
April 2014 FY March 2014	131,593	6,579,650	Japan NPO Center "Japan Earthquake Local NPO Support Fund" ^{*4}	
April 2013 FY March 2013	82,349	4,117,450	Ashinaga Tohoku Rainbow House Construction ^{*8}	
April 2012 FY March 2012 ^{*9}	40,340	2,017,000	Ashinaga Tohoku Rainbow House Construction	
Total	1,442,584	72,129,200		

*4 <https://www.jnpoc.ne.jp/?tag=311jisin-fund> (Japanese language page)

*5 <https://www.jnpoc.ne.jp/?p=18483> (Japanese language page)

*6 <https://www.jnpoc.ne.jp/?p=16713> (Japanese language page)

*7 <https://www.jnpoc.ne.jp/?p=13353> (Japanese language page)

*8 When the fundraising target was reached, the Ashinaga Tohoku Rainbow House construction donations closed in March 2014. (Continued for one and a half years with donations totaling ¥6,134,450)

*9 From August, 2011 to March, 2012

VOLUNTEER FRIENDSHIP TRIP

Support through travel

[China] FAW Mazda Motor Sales Co., Ltd. (FMSC)



Supporting communities together with customers

FMSC held a "Volunteer Friendship Trip" with dealers and customers. Aiming for social contribution, the group purchased local specialties and produce grown in the area they visited and interacted with community members, thereby supporting economic activities.

In FY2019, 33 people participated in the one-night, two-day trip and interacted with locals at their destination. A customer who went on the trip commented, "We could see management getting involved in local exchange, not just sending donations, and could feel the warmth of FMSC. I was happy to support the community through buying local specialties such as honey and mushrooms. I hope to participate in more social contribution activities going forward."



By the numbers

Duration of program: **1** year

PLANT GROUNDS SWEEPED BY SMILES AND CHEERS

Mazda Ekiden Road Relay Race

[Mexico] Mazda de Mexico Vehicle Operation (MMVO)



Exchange with local community at the spacious grounds

MMVO has held the race in Guanajuato where its plant is located since 2015, and opened the race to local residents in 2016. The company promotes the Japanese culture in the region while providing a space where employees, their family members, and local residents can spend quality time together. Part of the 16-km course takes place on the plant grounds, providing an opportunity for participants to learn more about Mazda and the plant. In FY2019, there were 527 teams made up of employees from MMVO and suppliers, as well as local community members, for a total of 2,635 participants. Competition was fierce! Participants commented, "we are thankful with Mazda for opening its doors and promoting sports in the city."



By the numbers

Duration of program with community participation: **4** years

Total number of participants: **8,205** (since FY2016)

PASSING THE *TASUKI* SASH ON THE TEST COURSE

Public Service at the Proving Ground

[Japan] Mazda Motor Corporation

Mazda provides the Mine Proving Ground, which features a 3.33-kilometer circuit, as a venue for Ekiden road relay races and other events organized and supported by local governments, etc. This Proving Ground has been provided annually as a venue for the "Mine City Ekiden Road Relay Race"(organized by the Mine City Ekiden Road Relay Race Steering Committee, etc.) since the first time this event was held in 2008.

In FY2019, a total of 536 runners from 70 teams in seven categories joined the event. Participants ranged from elementary school children to adults. (A total of around 1,500 people including supporters visited.)

By the numbers

Duration of program: **12** years



Offering the 3.33-Kilometer Circuit for Event Use



Also, the Proving Ground has continuously been provided as a venue for the "MAZDA COLLEZIONE," a part of the Mine City classic car event held in October, "la Festa Della Automobile Classica,"* since the first time it was held in 2009.

In FY2019, to celebrate the event's 10th anniversary racing driver Yojiro Terada drove a Mazda 787B and gave a talk, and there was also an exhibit of classic cars, a group drive, and a traffic safety parade. It was quite a lively event! (Around 1,800 people attended, the most in the event's history.)

* Organized by: Mine City Commerce and Industry Association, Youth Section / la Festa Della Automobile Classica Steering Committee

By the numbers

Duration of program: **11** years

PUTTING HEADS TOGETHER FOR HEALTH AND SAFETY

Safety at School and HIV/AIDS Social Responsibility

[Thailand] AutoAlliance (Thailand) Co., Ltd. (AAT)



Learning about Safety, Health, the Environment, and Team-building at the Safety Mini-Walk Rally

The Occupational Health and Safety Committee of AAT is collaborating with AAT's "Hope Club," which conducts volunteer activities, to promote the "Safety at School Project."

In FY2019, they provided a lunch program to maintain healthy lifestyles; donated funds, writing materials, and implemented a "Safety Mini-Walk Rally" as a school education program. Children had fun while learning about safety, health, the environment, and team-building, and they also deepened their understanding of basic fire-fighting. Additionally, the AAT maintenance team helped improve the learning environment such as by replacing damaged fans.

AAT also provided support for a community that care for HIV/AIDS patients, based from the "House of Grace Child Foundation" facility for children living with HIV/AIDS. They held a New Year's party and offered gifts to children living with HIV/AIDS.



By the numbers

Duration of project: **13** years

Number of employees participating in FY2019: **30**

BRINGING THE GIFT OF JOY TO THE TOWN

Santa Project

[Japan] Mazda Motor Corporation

[Colombia] Mazda de Colombia S.A.S (MCOL)



Drives bring smiles to children's faces

Employees at Mazda, together with volunteer Mazda vehicle owners, engage in community contribution activities for children, including those residing in child welfare institutions, in the Tokyo metropolitan area. Mazda employees annually participate in the "Santa Project," which was launched at Mazda's initiative in 2003 and is now organized jointly by 20 companies and organizations primarily in Kanagawa Prefecture. In 2016, the "Santa Project" started in Tokyo as well. Mazda has continued to take part in it, jointly held by five companies and organizations.



In FY2019, "Santa Claus Has Come To Town! 2019" was held near Tokyo Station in November, as well as near Minato Mirai 21 in Yokohama and in Hiroshima in December. Mazda employees, including officers, volunteered their time to help make the events a success.

The children could go for a drive in the passenger seat of Mazda Roadsters and other cars driven by volunteers dressed as Santa Claus or his reindeer.

The children could also interact emotionally with others, such as waving their hands to people walking around town.

In Tokyo and Hiroshima, Mazda also collaborated with police to hold traffic safety classes.

By the numbers

Duration of program: Kanagawa **17** years

Tokyo **4** years

Hiroshima **2** years

< COMMUNITY

In Colombia too, MCOL employees collaborated with the Hogar San Mauricio Foundation, which supports children, held a similar event for the first time in 2019. Children enjoyed drives in decorated Mazda cars and received Christmas presents from MCOL employees.



By the numbers

Duration of program: **1** year

WISHING FOR SMILES AND HAPPINESS

Donating toys during the holiday season

[Mexico] Mazda de Mexico Vehicle Operation (MMVO)

MMVO employees collected toys and donated them to children from low-income families.

During the holiday season, from Epiphany on January 6 to January 10, employees interacted with children from nearby communities.

In FY2019, MMVO and suppliers employees donated around 3,000 toys. With the addition of toys purchased by MMVO, a total of about 4,600 toys—such as cars and dolls—were donated.

Eighteen volunteers, including the MMVO president, distributed toys to children at a public event in the Salamanca town square in collaboration with Salamanca city hall, as well as at public events at elementary schools in Irapuato.



Approximately 4,600 Toys for the Children

By the numbers

Duration of program: **5** years

Total number of toys donated: Approx. **16,000**

WARMING HEARTS ON A FROZEN PROVING GROUND

Hokkaido Kenbuchi Proving Ground Open Facility Event

[Japan] Mazda Motor Corporation



Cheering at the sledding race

From January to February, Mazda conducts automotive cold-weather tests at the Hokkaido Kenbuchi Proving Ground. Every year since 1990, Mazda staff thank the people of Kenbuchi-cho, who warmly welcome them each winter, by opening the Kenbuchi Proving Ground to the public and inviting local residents to attend a community event.

In FY2019, the 31st community event was held on February 2. About 380 residents attended and enjoyed activities such as the traditional gymkhana competition, sled racing, toy-finding game, and bingo.

Residents were glad for the recurring event, with comments including, "This was a lot of fun – I'll come back again."

By the numbers

Duration of event: **31** years

SUPPORTING LOCAL SPORTS AND ARTS

Supporting Hiroshima's Three Major Professional Organizations

[Japan] Mazda Motor Corporation

Mazda supports the local professional football team, baseball team, and orchestra in order to promote local sports and culture.



Sanfrece Hiroshima

During FY2019, in addition to serving as the uniform sponsor for Sanfrece Hiroshima, we also sponsored Sanfrece Hiroshima Mazda Day during the match against VISSEL KOBE at Edion Stadium Hiroshima in October (management-employee cooperation program). The first 7,000 arrivals were given towels/scarves featuring a collaborative design produced by Mazda and Sanfrece Hiroshima, and a parade that included Mazda cars was held at half-time. Additionally, Mazda set up a booth outside the open area, where the first 300 children enjoyed making "Sance driver" original tote bags before the match.



Hiroshima Toyo Carp

During FY2019, in addition to serving as the uniform sponsor for the Hiroshima Toyo Carp, we also sponsored Carp Mazda Enjoy Day during a game at Mazda Zoom-Zoom Stadium Hiroshima in August (management-employee cooperation program). The first 3,000 arrivals were given Carp Hand Fans. Employees and their families threw the ceremonial first pitch and participated in a parade that included Mazda cars.

Mazda also made a carbon offset of an estimated 113 tons of CO₂ emissions for the lighting of night games at Mazda Zoom-Zoom Stadium Hiroshima (the Hiroshima Municipal Baseball Stadium for which Mazda acquired naming rights). The carbon offset credit was created by Hiroshima Prefecture through CO₂ absorption by forests.

Mazda has supported this carbon offset initiative by Hiroshima Prefecture to "foster the forests of Hiroshima Prefecture to absorb CO₂ emissions", and proposed its utilization at Mazda Zoom-Zoom Stadium Hiroshima through an agreement with Hiroshima Prefecture, Hiroshima City, and the Hiroshima Toyo Carp since FY2013.



Hiroshima Symphony Orchestra

In FY2019, Mazda hosted regular concert events in the lobby of the Mazda Head Office two times throughout the year, which were attended by a total of 642 people (including visitors from neighboring regions).

Participants commented, "I also came to celebrate Mazda's 100th anniversary; it was fun" and "This has become a regular event that allows community members and families to spend quality time together."



BECOMING A BRIDGE WITH THE LOCAL

Mazda Specialist Bank

[Japan] Mazda Motor Corporation



Responding to the needs of various generations

Mazda dispatches current and retired employees for lectures on specialized knowledge, technology, expertise (vocational lectures, environmental classes), special skills (English, music, magic show, storytelling, sports, etc.) and other events since 1994, upon request from educational institutions and other organizations, in order to utilize its diverse human resources to contribute to education in local communities.

In FY2019, employees in charge of planning safety technology were dispatched to lecture at an event on traffic safety for the elderly held at a community center. Additionally, an MMVO* employee visiting the headquarters for training was dispatched to a high school to introduce the differences between Mexican and Japanese culture, offering an opportunity for international exchange. In coordination with a local social welfare association, hand massages and manicures were offered at an event named "Fureai Iki-iki Salon."

Mazda will continue this win-win activity that matches local needs and allows employees to grow.

* Mazda de Mexico Vehicle Operation

By the numbers

Duration of program: **26** years

Number of specialists dispatched in FY2019: **70** events, **275** specialists

Cumulative Total: **3,183** events

PROVIDING MEDICAL CARE AS THE MAIN COMMUNITY HOSPITAL IN EASTERN HIROSHIMA

Mazda Hospital

[Japan] Mazda Motor Corporation

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 community contribution by providing 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 85% of outpatients and 97% of inpatients.

In addition, Mazda hospital is actively working to improve regional medical care by providing hands-on training for students who want to pursue a career in medical care, and holding health classes and lectures for local residents. Other activities include training exchanges with local practitioners, joint disaster training with related organizations in order to quickly offer stable medical care at the hospital and disaster relief in the field, and case review meetings with emergency services.

Sharing the importance of life



Since 2015, Mazda has cooperated with the Hiroshima Prefecture Nursing Association to conduct on-site classes so that students can learn the importance of life and gain an interest in medical professions through learning about nursing work and the role of disaster relief nurses.

In FY2019, during visits to neighboring junior high schools, students experienced taking pulse measurements and carrying the necessary luggage (about 20 kg) of a disaster relief nurse dispatched to a disaster area. Additionally, speakers conveyed the importance of life and of medical support for disaster-affected areas through sharing experiences of dispatches and nearby disasters, such as the heavy rains in July 2018. Students commented, "I learned that nursing is a job with lots of responsibility," "Life is the most important treasure," and "I realized that I should be thankful for life."

Additionally, Mazda Hospital provides practical training for university students who want to work in healthcare and provides opportunities for high school students to experience nursing work.

[Results for FY2019]

Accepted healthcare students	142 participants in seven occupational categories (healthcare students)
Friendly Nursing Care Experience Seminar (in cooperation with the Hiroshima Prefecture Nursing Association)	16 participants (high school students)
On-site nursing classroom	100 participants (junior high school)

By the numbers

Number of years Mazda Hospital has been open: **82** years

Number of outpatients per day (average): **609**

Number of inpatients (average): **212**

Number of ambulances accepted per day (average): **5.9**

MANY KINDS OF SUPPORT

Support for Welfare Facilities and People with Disabilities

[Japan] Mazda Motor Corporation, Kurashiki Kako Co., Ltd.

Mazda donates one vehicle to a social welfare organization for each one million visitors to the Hiroshima Municipal Baseball Stadium, for which Mazda has acquired naming rights (now known as MAZDA Zoom-Zoom Stadium Hiroshima).

In FY2019, the cumulative number of visitors reached 19 million on May 14 and 20 million on August 13. Accordingly, Mazda donated two vehicles to organizations in Hiroshima City.

The vehicles will be used for various purposes, such as transporting users of the welfare facilities to their work places.

By the numbers

Duration of program: **11** years

Total donated vehicles: **20**

Donating Vehicles for Every Stadium Attendance Milestone



Supporting the Social Independence of People with Disabilities



Kurashiki Kako manufactures and sells automotive rubber parts, as well as anti-vibration, sound proofing, and cushioning instruments for industrial use. The company began efforts aiming for the social independence of people with special needs in 1983. Efforts continued in FY2019, with the company actively purchasing parts to be used at Kurashiki Kako from a factory that employs many persons with severe disabilities.

In addition to purchasing parts, the company supports *monotsukuri* improvement activities.

By the numbers

Duration of program: **37** years

SPREADING SMILES THROUGH EXCHANGE

Participation in and Sponsorship of Local Events

[Japan] Mazda Motor Corporation, Yoshiwa Kogyo Co., Ltd. and other Group companies, dealerships
 [Mexico] Mazda de Mexico Vehicle Operation (MMVO)

Each year, the Head Office of Mazda (Hiroshima) participates in one of the largest festivals in Hiroshima Prefecture, the "Hiroshima Flower Festival," which has been held annually during a long holiday week in May, since its inception in 1977. The Mazda Plaza holds events enjoyed by both children and parents alike, and also displays Mazda vehicles. In FY2019, as a support activity for the reconstruction areas affected by the heavy rains in 2018, Mazda sold refreshments using ingredients from disaster-affected areas and made banners together with visitors with messages of support at the Mazda Zoom-Zoom Plaza. Mazda also provided a stage in the plaza for dance performances in order to support children in disaster-affected areas. The venue was filled with warm applause and cheers in response to the children's smiling faces and energetic performances. Additionally, many events were held, including donations of welfare instruments, a charity bingo tournament to raise funds for Mazda's social contribution activities, songs and dances by local residents, performances by buskers, and a talk show given by Hiroshima Toyo Carp and Sanfrecce Hiroshima players.

A kids' handcraft corner for painting original tote bags was set up. During the Flower Parade, a convoy of Roadsters, comprised mainly of Roadster Fan Club members, participated in the Flower Parade, further brightening the event.

Other members of the Mazda Group, including our nation-wide dealerships, will continue to strive to interact with local residents and revitalize the community through active participation and cooperation in prominent events and festivals in the local community.

By the numbers

Duration of program: **43** years



Cooperation for Regional Vitalization

The Hofu Plant has been participating every year in the "Love Hofu Flea Market," which is held by companies, the Chamber of Commerce and Industry, the local government, and shopping centers as the leading event of the "Love Hofu Campaign," since the first time it was held in 1993. 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.

In FY2019, around 250 employees and management members from the Hofu Plant worked as volunteer staff. They sold goods and refreshments, as well as set up a space for games and Mazda car displays that guests of all ages could enjoy, and helped the organizers run a stamp rally. Some of the money from sales was donated to welfare organizations in Hofu City or used as funds for operating the flea market.

Jointly with Mazda Group companies in Miyoshi City, the Miyoshi Office participates in events, 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 Office provides support for organizing events.

The Miyoshi Office has participated in the Miyoshi Commerce and Industry Festival every year since its inception in 1993. The office had a booth at the Festival in FY2019 as well.

Since 2016, a bus tour of the Mazda Miyoshi test course has been offered as one of the attractions. FY2019, the attraction's fourth year, saw 644 participants – the most yet. During the tour of the high-speed circuit, the bus was stopped to allow visitors to climb the 45-degree angle bank on foot. Participants commented, "I want to come back next year" and "The tour, where I could see each test course and facility out of the window, was interesting and easy to understand thanks to the explanations from employees who work there."



By the numbers

Duration of program: **27** years

Visitors in FY2019: Approx. **110,000**



By the numbers

Duration of program:

Miyoshi Commerce and Industry Festival: **27** years

Mazda Miyoshi test course bus tour: **4** years

Cumulative participants: **2,173** (bus tour only)

Wellness through Supporting Local Marathon

Yoshiwa Kogyo, which manufactures and sells automotive parts, concluded in June 2007 an agreement called "Community and Business Partnership (One Village, One Company: Shimane)" with Yoshika-cho in Shimane Prefecture, where its plant is located. Through this partnership, the company supports community revitalization and actively participates in community activities. Yoshiwa Kogyo continued supporting the Yoshika-Yume-Hana Marathon event annually hosted by the Yoshika School Board in FY2019 as well.



By the numbers

Duration of program: **14** years

Exchange with Local Community through the Joy of *Monotsukuri*

MMVO participated in the Salamanca Spring Festival; its booths introduced Mazda's *monotsukuri* philosophy and car production process. About 1,000 people, mainly elementary school students, visited the MMVO booth during the seven-day event in April. In addition to viewing the exhibit, visitors could try their hand at some of the work that happens at the factory, and they could experience the joy of *monotsukuri* through model cars.



By the numbers

Duration of program: **5** years

USING SPORTS FOR REGIONAL VITALIZATION

Supporting Local Sports Teams and Events

[Japan] Mazda Motor Corporation, Tohoku Mazda Co., Ltd., Kobe Mazda Co., Ltd., and other dealerships
[Canada] Mazda Canada Inc. (MCI) [Australia] Mazda Australia Pty Ltd. (MA)
[Thailand] Mazda Sales (Thailand) Co., Ltd. (MST)

Developing World-Class Players and Coaches



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

In FY2019, MCI provided financial support to the national team and use of Mazda car for athlete development activities, the teams worked together to develop new and unique content, featuring both snowboarding and cars; such as custom created snowboards and in-dealership displays.

By the numbers

Duration of sponsorship: **8** years



MA is the major sponsor of the North Melbourne Football Club (NMFC), a prominent team in the Australia Football League (AFL). MA has been the major sponsor now for 21 seasons. Additionally, since FY2018 MA has been the exclusive sponsor of the new AFL Women's (AFLW) team North Melbourne Tasmanian Kangaroos (NMTK); the sponsorship continued in FY2019.

By the numbers

Duration of sponsorship:
NMFC **21** years, NMTK **2** years



MST is the main sponsor of the national football club, SWATCAT Nakhon Ratchasima Mazda FC.

MST has continued this sponsorship for eight years to help raise Thai football to the international level and promote the sport's popularity, as well as to support local economic development in Nakhon Ratchasima.

By the numbers

Duration of sponsorship: **8** years

Contributing to Sports and Local Exchange



The Hofu Plant co-sponsors and supports the Hofu Yomiuri Marathon, which is held on the third Sunday of December every year (sponsored by the Japan Association of Athletics Federations).

The Hofu Plant has provided escort vehicles for over 20 years, and has done activities such as sponsoring number cards and volunteering at water stations since 2004. Six employees participated as water station volunteers in FY2019.

By the numbers

Duration of program: Over **20** years



Mazda's nationwide dealerships not only act as official sponsors for the National Sports Festival but also provide support for regional sports tournaments, local professional soccer teams, and amateur sports teams.

Tohoku Mazda has been co-sponsoring the "Tour de Sakuranbo," a long-distance bicycle ride in Yamagata Prefecture, since 2017. Rather than race each other, participants start the ride at 6:30 a.m. and aim to complete their respective course (selected depending on their ability) by 5 p.m., the time limit, while enjoying local cuisine and hospitality at the rest areas. In FY2019, Tohoku Mazda provided four cars to act as lead vehicles and supported the operation of all four courses.

Since 2016, Kobe Mazda has supported a local marathon event (Kobe Valentine Love Run) held in February every year to support UNICEF. Part of the participation fees from the event, which is held under the theme of "Extending a helping hand to children suffering from wars, disasters, and poverty," are donated to UNICEF.

In FY2019, in addition to providing a guiding car and driver and supporting the event as an honorary starter, Kobe Mazda employees participated as runners, helping make the event a big success.

By the numbers

Duration of program: Tohoku Mazda **3** years

Kobe Mazda **5** years



YOUR DRINKS SUPPORT VARIOUS ACTIVITIES

Installation of Community-Support Vending Machines

[Japan] Mazda Parts Co., Ltd., Mazda Ace Co., Ltd., Kobe Mazda Co., Ltd.

Donating a Portion of Sales Proceeds

Mazda Parts, Mazda Ace and Kobe Mazda have installed community-support vending machines within their companies, and donate a portion of the sales proceeds to social welfare organizations. Mazda Parts has participated in this activity since 2016, and a portion of proceeds from its vending machines support children orphaned in traffic accidents and the preservation of the Atomic Bomb Dome through donations to Kotsuji Ikueikai and Hiroshima City, respectively. In FY2019, the fourth year of the activity, Mazda Parts set up a further two vending machines to raise awareness of drunk driving, bringing its total community-support vending machines to seven.

The installation of vending machines that allow people to provide support simply by buying a drink is popular among employees, and helps to raise awareness about contributing to society. Mazda Parts plans to continue increasing the number of these vending machines in the future.

Mazda Ace has participated in this activity since 2011, with one vending machine at the Hiroshima Head Office to support the Hiroshima Symphony Orchestra and one to support Sanfrece Hiroshima. The Mazda Hofu Plant (Yamaguchi Prefecture) has four vending machines to support the Red Feather Community Chest and one to support the Children's Tomorrow Flower Project, which aids children living in poverty, for a total of seven vending machines.

Kobe Mazda has participated in this activity since 2008 and has 13 vending machines to support the Japan Guide Dog Association.



By the numbers

Duration of program: Mazda Parts **4** years

Mazda Ace **9** years

Kobe Mazda **12** years

BUILDING BONDS THROUGH FUTSAL

Supporting Multicultural Coexistence

[Japan] Japan Climate Systems Corporation (JCS)



Spending Time with Locals and Foreign Residents

JCS, which manufactures and sells automotive parts, has supported the Higashihiroshima City International Friendship Futsal League which has aimed to promote the international friendship and coexistence of multiple cultures, together with Hiroshima University, the Hiroshima Prefectural Police Headquarters, and the Hiroshima Japan-Brazil Association since the league's foundation in 2007, and formed a team of employees from foreign countries. The company has also provided financial and other assistance to run the league through Higashihiroshima Mazda-kai (an organization consisting of 32 corporations cooperating with Mazda neighboring in Higashihiroshima City) in which JCS serves as the chair and secretariat.

In FY2019, in addition to providing financial assistance to run the league, JCS promoted international exchanges through hosting monthly Futsal League games with about 17 teams (with members from 14 countries) and organizing the Higashihiroshima Mazda-kai Cup as an exchange event twice a year. JCS also contributed to the promotion of international exchange through Japanese culture events. Students who help run the league said, "There was exchange not only between Japanese and foreign participants but between foreigners of various nationalities; I felt the importance of forming bonds and the happiness of making new friends," and a foreign participant said, "It was fun experiencing Japanese culture, such as splitting watermelons and enjoying summer foods like *somen* noodles and shaved ice, together with children and university students."



By the numbers
Duration of program: **13** years

CHRISTMAS PRESENTS BRING SMILES TO CHILDREN'S FACES

Working with SOS Children's Villages

[Europe] Mazda Motor Europe GmbH (MME), Mazda Motors (Deutschland) GmbH (MMD), Mazda Automoviles Espana, S.A. (MAE), Mazda Austria GmbH (MAG), Mazda Motor Hungary Kft. (MMH)



European national sales companies support children

Based on the spirit of "One Mazda," MME and the national sales companies (NSCs) in many European countries are working in collaboration with the local SOS Children's Villages (SCV) to develop support activities. SCV is an international organization that provides support for children who are unable to live together with their parents or caregivers.

One employee from each NSC led the activities as an "ambassador" (project leader). As a Mazda-unique activity, they offered vehicles to families that use SCV facilities to support their daily transportation needs. Other volunteer activities included employees spending time with the children.

In FY2019, employees from MME and MMD invited preschoolers from an SCV in Duesseldorf, Germany to a Mazda Christmas Experience at their office building in Leverkusen, where they enjoyed singing Christmas carols together. In addition, MAE invited teenagers from an SCV in Madrid to play VR games and enjoy a traditional Spanish Christmas breakfast. Other activities included donating two Mazda vehicles as transportation support and making donations to support SCV operations.



By the numbers

Duration of program: **12** years

EXPANDING SUPPORT, PROVIDING ACCURATE INFORMATION ABOUT DISEASES

Medical Support

[New Zealand] Mazda Motors of New Zealand Ltd. (MMNZ)

[Canada] Mazda Canada Inc. (MCI)

[Colombia] Mazda de Colombia S.A.S (MCOL)



Providing Peace of Mind and Confidence to Cancer Patients

MMNZ provides Mazda vehicles as a sponsor of Look Good Feel Better (LGFB)*, a program that aims to raise the self-confidence and quality of life for people undergoing cancer treatment.

In FY2019, MMNZ provided two Mazda CX-9s outfitted with decal to raise awareness of LGFB's activities.

* The Look Good Feel Better program focuses on the problems associated with the visible side effects of cancer treatment. The service includes classes on beauty tips and techniques, to help patients face cancer with confidence and hope.

By the numbers

Duration of sponsorship: **6** years

Number of cars: **2**

Supporting activities to Improve Children's Health and Well-being



MCI employees and their family and friends participated in sports events to help raise funds to support both a summer camp for children with cancer and a hospital with leading research facilities.

Additionally, among other activities MCOL sponsored a dance show event to raise funds to support children with heart disease.

By the numbers

Duration of sponsorship:

MCI **6** years, MCOL **1** year

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