MAZDA SOCIAL CONTRIBUTION REPORT 2019
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 2018 through March 2019 (on the basis of the accounting period of each Group company)

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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.

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 2019 Major Results:
- Set the CSR targets and the Mazda Green Plan 2020 (social contribution) and took actions.
- Carried out over 550 activities2 in Japan and overseas (cost of social contribution activities: around 2.1 billion yen in FY March 2019).
- 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.

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

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.

- 5th Mazda Social Contribution Prize
  The 2018 prizewinning activities were selected from the social contribution activities introduced in the Mazda Sustainability Report 2018 [Social Contribution Version]*1 (which covered the period from April 2017 through March 2018).

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 / heavy rain in July 2018 (Japan), Hokkaido Eastern Iburi Earthquake/Typhoon Jebi (No. 21)/Northern Kyushu heavy rain (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.

<table>
<thead>
<tr>
<th>Country</th>
<th>Name</th>
<th>Support activities/objectives</th>
<th>Year of establishment</th>
<th>Amount of grants (donations) in FY March 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>Mazda Foundation [Japanese only]</td>
<td>Support activities to promote science and technology and the sound development of youth.</td>
<td>1984</td>
<td>¥51.80 million</td>
</tr>
<tr>
<td>U.S.</td>
<td>Mazda Foundation USA (MFUS)</td>
<td>Provide funds to various initiatives for education, environmental conservation, social welfare, cross-cultural understanding, etc.</td>
<td>1990</td>
<td>Around US$ 464,000</td>
</tr>
<tr>
<td>Australia</td>
<td>Mazda Foundation Australia (MFA)</td>
<td>Provide funds to various initiatives, including education, environmental conservation, technology promotion, and welfare.</td>
<td>1990</td>
<td>Around A$ 723,000</td>
</tr>
<tr>
<td>New Zealand</td>
<td>Mazda Foundation New Zealand (MFNZ)</td>
<td>Provide funds to various initiatives, including education, environmental conservation, and culture.</td>
<td>2005</td>
<td>Around NZ$ 369,000</td>
</tr>
<tr>
<td>South Africa</td>
<td>Mazda Foundation Southern Africa (MFS)</td>
<td>Provide funds to various initiatives, including education, career development, technological development, and environmental conservation</td>
<td>2017</td>
<td>Around R 8,483,000</td>
</tr>
</tbody>
</table>

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

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<th>Code</th>
<th>Company Name</th>
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<td>Mazda Canada Inc.</td>
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<tr>
<td>MMVO</td>
<td>Mazda de Mexico Vehicle Operation</td>
</tr>
<tr>
<td>MMD</td>
<td>Mazda Motors (Deutschland) GmbH</td>
</tr>
<tr>
<td>MME</td>
<td>Mazda Motor Europe GmbH</td>
</tr>
<tr>
<td>MA</td>
<td>Mazda Australia Pty. Ltd.</td>
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<tr>
<td>MMNZ</td>
<td>Mazda Motors of New Zealand Ltd.</td>
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<tr>
<td>MPMT</td>
<td>Mazda Powertrain Manufacturing (Thailand) Co., Ltd.</td>
</tr>
<tr>
<td>MCO</td>
<td>Mazda Motor (China) Co., Ltd.</td>
</tr>
<tr>
<td>MST</td>
<td>Mazda Sales (Thailand) Co., Ltd.</td>
</tr>
<tr>
<td>AAT</td>
<td>AutoAlliance (Thailand) Co., Ltd.</td>
</tr>
<tr>
<td>CMA</td>
<td>Changan Mazda Automobile (Nanjing Company)</td>
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<tr>
<td>MAG</td>
<td>Mazda Austria GmbH</td>
</tr>
<tr>
<td>MAE</td>
<td>Mazda Automoviles Espana, S.A.</td>
</tr>
<tr>
<td>MMH</td>
<td>Mazda Motor Hungary Kft</td>
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</tbody>
</table>
Aiming for flood mitigation and forest improvement

Since FY2017, MST management and employees have implemented the "Mazda do good" program. In FY2018, over 200 employees, including middle managers, volunteered together to build an erosion-control dam in Namtok Sam Lan National Park in Saraburi Province. The initiative contributes to creating a sustainable society through protecting forests, which play a vital role in solving environmental problems.

After listening to national park staff give a talk about erosion-control dam construction, the volunteers divided into two groups and set to work. Check dams store water during the rainy season to mitigate flooding and help prevent riverbank erosion. Additionally, the water they store helps sustain the forest during the dry season.

This year, participants built two dams through constructing wood bases and stacking stones that will act as a water barrier.

By the numbers
Duration of project: 2 years
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 FY2018, 500 teachers, students, and parents and guardians from four 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.

The schools were very happy, saying, "Our schools have lots of open space, but the marshland’s wet soil made it difficult to use. Thanks to this project, we can make best use of the space and turn it into a learning opportunity for students.

We made an "insect hotel" out of a tube of bamboo; during their lunch break, students can observe the insects that come to rest in the bamboo. It’s great that students can get out of the classroom and learn a lot about nature and the environment."

By the numbers
Duration of project: 11 years
Total number of schools: 44

LEARNING ABOUT NATIVE SPECIES AND ENVIRONMENT IN SCHOOLYARD

TREEmendous Project

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

DRAGONFLIES ARE BACK IN TOWN
Greening Activities in Collaboration with Communities

[Japan] Mazda Motor Corporation

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 FY2018, MRY cooperated in conducting a three-day study of dragonfly flight patterns starting on July 30. 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 dragonflies were released.)

By the numbers
Duration of program: 15 years
WHAT WE CAN DO NOW TO PROTECT THE FUTURE
Environmental Awareness for Children

[Japan] Mazda Motor Corporation

Children Participated in a Quiz to Imagine What the World Will Be Like When They Grow Up

At EcoPro, an international exhibition on the environment and energy in Asia, Mazda hosts an exhibition booth to improve students’ awareness of environmental issues and to introduce the environmental initiatives it is pursuing. In FY2018, Mazda hosted a quiz with the theme "The Mazda Challenge! Initiatives to Reduce CO₂ for the Future of Our Planet." The quiz was used to encourage elementary and junior high school students, who made up more than 10% of event attendees, to think about how cars will be used in society by the time the students are adults; it also introduced steps Mazda is taking to reduce CO₂ emissions in order to stop global warming. At the end of the quiz, everyone was encouraged to think together about what they can do, starting today, to help conserve the environment.

Many of the elementary and junior high school students who participated shared their thoughts, such as, "I want to tell my family what I learned about what automobile manufacturers are doing to reduce CO₂, as well as the fact that most cars will still have combustion engines by the time I’m 30," "I’m going to turn off the lights in rooms I’m not using in order to reduce CO₂ emission."

By the numbers
Duration of event: 13 years
(Exhibition booths were hosted in Hiroshima Prefecture in 2004 and 2005.)

* The content of this quiz was prepared with the cooperation of Fuchuminami Elementary School in Hiroshima Prefecture.
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 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 FY2018, a total of 94 employees participated in these programs in Hiroshima Prefecture* and Yamaguchi Prefecture. Comments we received from participants included "the forest became brighter after we cleared away the brush, and I felt that we contributed to the forest’s upkeep," "it felt great to breath the fresh air and work up a sweat," "even though it was my first time participating, I felt safe and had fun thanks to the clear instructions I received."

* Work at Mazda-no-Mori was suspended due to damage from the heavy rains in July 2018; this year’s activities were held in another part of the Hiroshima Prefecture Ryokka Center, as there was still a need for forest preservation work there.

By the numbers

Mazda-no-Mori (Mazda Forest)
Duration of program: 8 years
Total number of participants: 750

Water-Supply Forest Development in Collaboration with Corporations
Duration of program: 14 years
Total number of participants: 77

Fureai-no-Morizukuri program in the Saba River basin and Mt. Ohira
Duration of program: 6 years
Total number of participants: 74
WORKING TOGETHER TO KEEP OUR NEIGHBORHOODS CLEAN

Cleanup Activities

[Japan] Mazda Motor Corporation, Group Companies, Dealerships
[Canada] Mazda Canada Inc. (MCI)

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).

In FY2018, employees cleaned around temporary housing for those displaced by the heavy rains in western Japan in July 2018.

By the numbers
Number of cleanup activities implemented in FY2018: 14
Total number of participants in FY2018: 4,835

Mazda employees keep neighborhoods clean

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

MCI also held a volunteer cleaning event on Earth Day, an opportunity to think about the global environment. All employees helped clean local public spaces.
MAZDA DRIVING WILDLIFE PROTECTION
Support for Auckland Zoo

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

Cars with Realistic Animal Designs Support Zoo Activities

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.

Mazda also provides financial support for local students visit Auckland Zoo to learn about animals and the environment.

By the numbers
Duration of campaign: 7 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.
SAFETY

PROTECTING YOU AND YOUR LOVED ONES
Promoting seatbelt awareness


People in the back seat must use seatbelts too!

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 FY2018, Mazda implemented a group training that used a video about the importance of using seatbelts and car seats, as well as a "seatbelt convincer" that simulates being hit by something going five kilometers per hour.

Participants commented, "I was wrong to think that the back seat was safe; I’m glad I realized my mistake. I’ll make sure to use a seatbelt from now on,” “I was horrified to learn that it’s very dangerous to hold children on your lap while in the car.”

By the numbers
Duration of program: 2 years

Learning from car crash tests

In August 2018, Mazda conducted mock crash tests using toy cars for children at "Children’s Kasumigaseki Tour Day," which aims to teach children about society through practical experiences during their summer break. A participant commented, "I learned that the car’s front body frame compresses to protect passengers."

By the numbers
Duration of program: 2 years
Assemblies to learn about safety

Members of a volunteer organization (Chiiki-fureai no Kai) that deals with police boxes, parking, and the local community helped implement a lecture given at Kobe Mazda by the Hyogo Prefectural Police on traffic safety for the elderly. During the spring Traffic Safety Week, Okayama Mazda and teachers gave instructions on commuting to school by bicycle and helping children and the elderly cross intersections. Additionally, employees shared traffic safety points for drivers, including turning on car lights early and watching out for pedestrians crossing the road, with customers who came to the dealership. Participants commented, “I’ll work hard to drive safely when I’m behind the wheel.”

By the numbers
Duration of program:
Kobe Mazda 8 years
Okayama Mazda 1 year
SAFETY

WISHING FOR A SOCIETY FREE OF TRAFFIC ACCIDENTS

Rasing Traffic Safety Awareness


Promoting Traffic Safety in Cooperation with the Police

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. 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. This effort contributes to the communities' traffic safety in conjunction with the prefectural residents’ campaign to raise traffic safety awareness.

In FY2018, a total of 180 people participated.

Mazda Autozam Ito has cleaned and inspected roughly 1,000 convex mirrors since 2003 and informs the police of its activities. In FY2018, employees cleaned mirrors mainly in neighborhoods with many curved and narrow roads.

Tohoku Mazda cleaned convex mirrors in coordination with the Yamagata Prefecture Dealership Traffic Safety Association. Employees who participated said, "I became more aware of safety through cleaning the mirrors," "It made me want to pay more attention to safe driving." The activity raised employees’ safety awareness.

By the numbers
Duration of program:
Okayama Mazda 11 years
Mazda Autozam Ito 16 years
Tohoku Mazda 5 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 FY2018, a total of 500 employees participated in these activities.

Hakodate Mazda held a traffic safety parade featuring 46 special vehicles, as part of the nationwide traffic safety campaign conducted every autumn.

By the numbers
Duration of program:
Hokkaido Mazda 23 years
Hakodate Mazda 9 years
Mazda has been implementing an educational program for 3rd to 6th grade elementary school students since 2008. In July and August of FY2018, about 310 children and their parents and guardians participated in the "Let’s try programming! Can we make robots move on their own?" events held in Hiroshima Prefecture (Midorizaka Community Center, Fuchu Community Center, Numaji Transportation Museum) and Kanagawa Prefecture (Pacifico Yokohama*). The participants enjoyed learning how to program a robot so that it would move on its own. Using computers linked to small, robotic cars, participants entered instructions into the computers - such as "move forward for 15 seconds," "go right for 11 seconds," "go back for 15 seconds" - and watched as the robots did as they were told.

* Exhibit: Kids Engineer 2018 exhibit held by Society of Automobile Engineers

Elementary school students who participated said, "This was my first time trying programming; it was fun," "I didn't realize how difficult it was to get robots to move," and "I realized how fun it is to think."

By the numbers
Duration of program: 11 years
HELPING YOUTH ACHIEVE THEIR DREAMS
Supporting Youth Soccer Competitions

[Japan] Mazda Motor Corporation
[Mexico] Mazda de Mexico Vehicle Operation (MMVO)

An Exciting Competition - 37th 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 FY2018, approximately 650 players from a total of 36 teams - the greatest number of teams yet - including 32 teams from within Yamaguchi Prefecture and four teams from other prefectures, participated in August at the Hofu Athletic Stadium and other venues.

By the numbers
Duration of program: 37 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. FY2018, passionate performances from the young players resulted in a very exciting tournament. MMVO opened its facilities for the full 29 days of the tournament, and also provided soccer uniforms, transportation, and school supplies to all 600 of the six to 13-year-old children who participated. The children who participated said they were "able to enjoy an active summer vacation" and that they "spent their vacation doing something worthwhile."

By the numbers
Duration of program: 3 years
HUMAN RESOURCES

SUPPORTING HUMAN RESOURCES FOR INNOVATION

Accepting Internships

[Japan] Mazda Motor Corporation, Mazda Ace and other Group companies, Kobe Mazda and other dealerships
[Thailand] AutoAlliance (Thailand) Co., Ltd. (AAT)

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 FY 2015, 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. 157 interns were accepted in FY 2018. 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.

By the numbers
Duration of program: 4 years
Total number of participants: About 650 (since FY 2015)

Dealerships offer internships to university students. 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 FY 2018, Kobe Mazda welcomed 19 students from 13 universities. 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.

By the numbers
Duration of program: 19 years
Total number of participants: About 350
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 FY2018, this internship program provided an opportunity for 18 university students to obtain real work experience.

By the numbers
Duration of program: 21 years
Total number of participants: 331

Fostering Work Values in the Next Generation

Mazda Group companies offer internships and work experiences.

Mazda Ace Co., Ltd. has accepted junior high and high school students in Hiroshima Prefecture for workplace hands-on learning since 2005. For FY2018, in May, the workplace hands-on learning program was offered for three junior high school students to experience working at a store at Mazda’s Head Office. The participating students were engaged in work such as filing, transporting drinks, and stocking displays with drinks, while receiving advice on attitudes toward work, greeting etiquette, and the importance of listening to others.

By the numbers
Duration of program: 14 years
Total number of participants: 44

Every year, dealerships offer work experiences to local elementary, middle and high school students in order to teach them the value of working in society. In FY2018, Kobe Mazda welcomed a total of 10 middle and high school students and let them watch vehicle inspections and maintenance, as well as clean display cars, welcome customers, and serve tea.

By the numbers
Duration of program: 11 years
Total number of participants: 110
SAFE SHIPPING ON THE HIGH SEAS

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 December 2018, we invited a total of 66 people, selected by lottery, to Mazda’s Hiroshima Plant in Hiroshima Prefecture to tour the "Hestia Leader", a large-scale vehicle carrier with an overall length of approximately 200m and a loading capacity of 6,430 cars. Then in October, we invited 46 people to the Hofu Plant in Yamaguchi Prefecture to tour the "Onyx Arrow".

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 the cars were loaded, the participants experienced the work of securing the cars in place. Then they went to the bridge for a radar demonstration and lecture by the captain, and to experience steering the ship. Comments from the participants included,"I was surprised how quickly and accurately the cars were parked and secured," "By seeing vehicle assembly and cars being loaded onto the ship, my children learned what a hard job it is and the importance of logistics."

By the numbers
Duration of program:
Hiroshima 23 years, Hofu 6 years
Total number of participants:
Hiroshima 1,190, Hofu 262
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-academic vision" 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."

In FY2018, attendees gained an understanding of Mazda’s design concept, Kodo Design, through a demonstration from a clay modeler, and they studied the beautiful forms created using industrial clay. Under the themes of "elegant form" and "useful to people," participants challenged themselves to make high-level works that concretely embody these concepts. Many interesting works were created, as students utilized their unique, fresh perspectives and desire to create something beautiful.

By the numbers
Duration of program: 2 years
THIS IS OUR WORK: INTRODUCING OUR PRODUCTS AND MANUFACTURING
Accepting Field Trips

[Japan] Mazda Motor Corporation, Mazda Logistics Co., Ltd., Mazda Autozam Sena and other dealerships
[Mexico] Mazda de Mexico Vehicle Operation (MMVO)

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 FY2018, around 74,800 people visited in total, mainly elementary and junior high school students.

By the numbers
Duration of museum: 25 years
Total number of visitors: Approx. 1.69 million

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

Supporting Social Studies Classes, School Excursions, and Work Experience Programs

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 FY2018, around 9,300 visitors, mainly elementary school students, toured the Hofu Plant.

By the numbers
Duration of program: 36 years
Total number of visitors: Approx. 568,300

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 FY2018, 27 university students, mainly from the Kanto region, participated.

By the numbers
Duration of program: 32 years
Mazda Logistics and the Chugoku Maritime Public Relations Center jointly hold harbor logistics tours every year. In FY2018, elementary school students on field trips learned about large cranes, as well as the types and purposes of containers; students toured the inside of a container. Students said, “I learned what a big role ships play for Japan’s imports and exports,” “I learned that container size is standardized around the world.”

By the numbers
Duration of program: 15 years
Total number of visitors: Approx. 700

Many elementary and junior high school students are visiting dealerships all around Japan for tours of their workplaces. In FY2018, Mazda Autozam Sena welcomed elementary school students on a field trip to learn what kind of companies are in their community. In addition to seeing cars elevated for maintenance in the service area, the students learned a lot about the company’s work through a Q&A with the president.

By the numbers
Duration of program: Mazda Autozam Sena 16 years

In FY2018, about 100 children from the local community visited MMVO. In addition to touring the assembly plant, the children tried their hand at some of the work plant employees do. They experienced the joy of monotsukuri through building paper Mazda cars and folding paper cranes. The children were also taught about separating waste in order to protect the environment.

By the numbers
Duration of program: 1 year
Total number of visitors: Approx. 100
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 July 2018, employee representatives visited the school to participate in the graduation ceremony. They also visited the homes of and spoke with the next students to be supported.

After speaking with them, students commented, "I want to volunteer once I become an adult too," "I'll work hard to get into my dream university," and teachers said, "The students are growing a lot as they enjoy their studies."

In December, MCO sent the children books, writing materials, and sweets, along with letters from the employees. After receiving the presents, the children responded with photos and letters of thanks, deepening their connection.

By the numbers
Duration of program: 7 years (three-year period)
Total number of students: 140

Supporting Schools Together with Mazda Owners

CMA ask the local government how it can help improve the learning environment for children in the mountainous region. Together with Chinese dealers and customers, CMA is supporting schools. In FY2018, in addition to donating money to repair school buildings and create soccer fields, CMA customers gave the schools new books. Customers participated in the presentation ceremony and had a good time interacting with the local students and teachers.

By the numbers
Duration of program: 4 years
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. MPMT has been interviewing and hiring as a full-time employees high school and vocational schools graduates who have applied as a result of publicity or direct solicitation. Eight graduates were hired in FY2018.

By the numbers
Duration of project: 4 years
Total number of graduates hired: 69
At Mazda domestic dealerships\(^1\), we ask customers who purchase cars\(^2\) and customers who receive maintenance and inspections\(^2\) to participate in a "Please Tell Us Your Opinion" online questionnaire\(^3\) 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.

The "Japan Earthquake Local NPO Support Fund" provides livelihood support for individuals by working to create new communities among people who were separated from their homes and feel isolated due to the disaster.

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.
COMMUNITY

*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.

By the numbers
Duration of sponsorship: 7 years

Activities Report

<table>
<thead>
<tr>
<th>TIMING OF DONATION</th>
<th>NUMBER OF RESPONSES</th>
<th>AMOUNT (¥)</th>
<th>DONATED TO</th>
<th>NOTES (¥)</th>
</tr>
</thead>
</table>
| 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."*5 | 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."*6 | 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*7 | |
| April 2012 FY March 2012*8 | 40,340              | 2,017,000  | Ashinaga Tohoku Rainbow House Construction | |
| **Total**           | **1,098,211**       | **54,910,550** |             |           |

*4 https://www.jnpoc.ne.jp/?tag=311jisin-fund (Japanese language page)
*5 https://www.jnpoc.ne.jp/?p=16713 (Japanese language page)
*6 https://www.jnpoc.ne.jp/?p=13353 (Japanese language page)
*7 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)
*8 From August, 2011 to March, 2012
Santa Project

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 18 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 six companies and organizations.

In FY2018, "Santa Claus Has Come To Town! 2018" was held near Tokyo Station in November and near Minato Mirai in Yokohama in December. For the first time, the event was held in Hiroshima as well. A total of 36 Mazda employees, including officers, volunteered at the three events.

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: Yokohama 16 years
Tokyo 3 years
Hiroshima 1 year

Drives bring smiles to children's faces
ONE DAY ONLY! PEOPLE RUN PROVING GROUND CIRCUIT

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 FY2018, a total of 592 runners from 76 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.)

Offering the 3.33-Kilometer Circuit for Event Use

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)

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 FY2018, 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.

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.

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

By the numbers
Duration of project: 12 years
Number of employees participating in FY2018: 80
WISHING FOR SMILES AND HAPPINESS

Donating toys during the holiday season

[Mexico] Mazda de Mexico Vehicle Operation (MMVO)

MMVO has created a campaign among employees to collect toys to be donated to children in need, especially its neighboring communities during the holiday season, on the occasion of the celebration of the Three Wise Men Day (January 6), thereby interacting with the local community. In FY2018, employees from MMVO and suppliers donated 2,700 toys for a combined total of 4,400 toys, including balls and dolls.

In cooperation with Salamanca City Hall, 40 volunteers, including the MMVO President, distributed the toys at a public event in Salamanca’s central plaza. In addition, members of local government and the MMVO president handed out toys in the town of Irapuato.

Approximately 4,400 Toys for the Children

By the numbers
Duration of program with Community Category: 4 years
Total number of toys donated: About 11,400
THANKS FOR 30 GREAT YEARS AT KENBUCHI

Hokkaido Kenbuchi Proving Ground Open Facility Event

[Japan] Mazda Motor Corporation

All Smiles at the Curling Table

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.

The 30th annual event was held on February 3, 2019. Around 360 community members, as well as special guest Tomoka Takeuchi, a snowboarder from Hokkaido who won a silver medal at the Sochi Olympics, enjoyed the event.

The most popular activity this year was table curling. Participants tossed cans, in place of curling stones, toward the center of the target. Everyone, from small kids to adults, enthusiastically enjoyed the game.

Participants commented, "I look forward to this event every year" and "I enjoyed playing the new games introduced to this year’s event."

By the numbers
Duration of event: 29 years
COMMUNITY

PLANT GROUNDS SWEPT BY SMILES AND CHEERS
Mazda Ekiden Road Relay Race

[Japan] Mazda Motor Corporation
[Mexico] Mazda de Mexico Vehicle Operation (MMVO)

Together with Local Community, Performances and Support Strong Enough to Clear the Rain

Since 1966, the Head Office (Hiroshima) has continued to hold the Ekiden Road Relay Race. Although it was originally only for employees, in 1981, a Community Category was set up to promote communication with local communities. Participants, including both children and adults, run on the approximately 19.3-kilometer route in a circuit around the plant grounds, which is broken down into seven separate legs.

This year’s race was held on March 3. In addition to 157 teams in the In-house Category, in which Mazda employees competed by division, 108 teams in the Suppliers Category and 64 teams in the Community Category from as far away as the Kyushu and Kanto regions participated (a total of around 3,300 runners from 329 teams).

For the second year in a row, entry No. 501 Mazda 3 was the winning team from the Community Category, crossing the finish line with a time of 1:06:37.

In this year’s Community Category, the Disaster Recovery Support Team, comprised of Mazda employees and Saka Town residents who are still deepening their connection by supporting recovery from last year’s heavy rains, fielded two teams in the race. Runners received plenty of cheers and encouragement from onlookers as they passed their “Ganbaro Saka” sashes.

The event also featured a barrel for collecting donations, using the slogan “Ganbaro Hiroshima.” We would like to thank everyone for your support.

The Hofu Plant has hosted the Ekiden road relay race on its plant premises since 1994. The approximately 13.3 km course consists of eight legs. This event, open to members of the general public as well as Mazda employees, is held as part of the Love Hofu Campaign, serving as an opportunity to deepen friendships with local residents.

This year’s race was held on March 10. Unfortunately, the number of teams was roughly half of what it usually is due to inclement weather. Still, the competing Mazda divisions fielded 13 teams, and 40 teams from Yamaguchi and other prefectures battled it out in the Community Category (totaling 420 runners in 53 teams).

The team “Yamato Runners” from Hikari City (formerly Yamato Town) in Yamaguchi Prefecture won the Community Category with a time of 0:56:43.

By the numbers
Duration of program with Community Category: 38 years

By the numbers
Duration of program with Community Category: 25 years
Participants had the following to say: "I had fun, and nothing was lacking in the changing rooms, bag storage, and stalls selling food and goods" and "I enjoyed the bus tour of the race course."

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 FY2018, 2,200 runners, including 600 employees, competed in 120 teams.
Participants commented, "This race stands out from the rest as it is unique in Mexico and develops a sense of community as people unite around a common goal."

By the numbers
Duration of program with community participation: **3 years**
Total number of participants: **5,570** (since FY 2016)
COMMUNITY

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. During FY2018, in addition to serving as the uniform sponsor for Sanfrecce Hiroshima, we also sponsored Sanfrecce Hiroshima Mazda Day during the match against F.C.TOKYO at Edion Stadium Hiroshima in September (management-employee cooperation program).

The first 7,000 arrivals were given towels/scarves featuring a collaborative design produced by Mazda and Sanfrecce 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 "Sancce driver" original photo calendars before the match.
COMMUNITY

Hiroshima Toyo Carp

Mazda was once again a Hiroshima Toyo Carp uniform sponsor in FY2018, as it has been for many years. Mazda also made a carbon offset of an estimated 118 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 FY2018, Mazda hosted regular concert events in the lobby of the Mazda Head Office three times throughout the year, which were attended by a total of 904 people (including visitors from neighboring regions).

Attendees provided positive feedback, including, "I was close to the performers and enjoyed the classical music," "I had a great time relaxing with local community members and children."
HELPING THE LOCAL COMMUNITY GROW FOR A BRIGHT FUTURE

Mazda Specialist Bank

[Japan] Mazda Motor Corporation

Mazda dispatches employees for lectures 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. Mazda continued these activities in FY2018. Employees and retirees with specific knowledge, skills (occupational lectures, environmental classes), and specialties (safety, English, music, magic tricks, comedy, sports) took part in events and festivals, to the joy of all involved.

Through this activity, in addition to matching local needs, employees also gained valuable experiences. The activity was praised as a win-win, and in 2018 it was awarded the 12th Kids Design Award*.

Utilizing Specialized Knowledge, Skills, and Many Years of Experience

By the numbers
Duration of program: 25 years
Number of specialists dispatched in FY2018: 55 events, 116 specialists
Cumulative Total: 3,114 events

* Kids Design Award: Held by the NPO Kids Design Association, supported by the Ministry of Economy, Trade, and Industry and the Consumer Affairs Agency

Sharing Mazda's Experiences and Hopes with the Next Generation
PROVIDING MEDICAL CARE AS THE MAIN COMMUNITY HOSPITAL IN EASTERN HIROSHIMA CITY
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, and case review meetings with emergency services.

Providing Steady Medical Care and Support During Disasters

Mazda Hospital also conducts joint collaborative training with related organizations, in order to promptly provide stable medical care at local hospitals and support to the community in the event of a disaster.

In FY2018, in coordination with related organizations, Mazda Hospital dispatched JMAT* and disaster relief nurses to volunteer aid stations and evacuation shelters in areas affected by the disasters caused by heavy rains in western Japan in July 2018.

* JMAT --- Japan Medical Association Team

Training Future Medical Professionals

Mazda Hospital provides practical training for students who want to pursue a career in medical care.

[Results for FY2018]

<table>
<thead>
<tr>
<th>Training Type</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accepted healthcare students</td>
<td>169 participants in eight occupational categories (healthcare students)</td>
</tr>
<tr>
<td>Friendly Nursing Care Experience Seminar</td>
<td>14 participants (high school students)</td>
</tr>
<tr>
<td>Hands-on seminar on medical care (in cooperation with Hiroshima Prefecture)</td>
<td>5 participants (high school students pursuing careers as a doctor)</td>
</tr>
<tr>
<td>Workplace hands-on learning program</td>
<td>8 participants (junior high school students)</td>
</tr>
<tr>
<td>On-site nursing classroom</td>
<td>57 participants (junior high school)</td>
</tr>
</tbody>
</table>

By the numbers
Number of years Mazda Hospital has been open: **81** years
Number of outpatients per day (average): **642**
Number of inpatients (average): **214**
Number of ambulances accepted per day (average): **6.4**
COMMUNITY

MANY KINDS OF SUPPORT

Support for Welfare Facilities and People with Disabilities


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 FY2018, the cumulative number of visitors reached 17 million on June 10 and 18 million on September 22. 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: 10 years
Total donated vehicles: 18

Donating Vehicles for Every Stadium Attendance Milestone

Supporting the Social Independence of People with Disabilities

Kurashiki Kako Co., Ltd. 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 FY2018, 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: 36 years
Participation in and Sponsorship of Local Events

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 FY2018, many events were held on the stage in the Mazda Zoom-Zoom Plaza, including donations of welfare instruments, a charity bingo tournament to raise funds for Mazda’s social contribution activities, songs and dances by local residents, and a talk show given by Hiroshima Toyo Carp and Sanfrecce Hiroshima players. A handcraft corner for making original calendars with photos was set up, where children painted visors as they like to create their own one-of-kind visor.

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 participation in the Hiroshima Flower Festival: 42 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 FY2018, around 250 employees and management members from the Hofu Plant worked as volunteer staff. Staff sold goods and ran game and Mazda car display corners enjoyed by everyone from children to adults, and also supported a stamp collecting game operated by the organizers. 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 Plant 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 Plant provides support for organizing events.

The Miyoshi Plant has participated in the Miyoshi Commerce and Industry Festival every year since its inception in 1993. The plant had a booth at the Festival in FY2018 as well.

Also, a bus tour to the Mazda Miyoshi Test Course was held as one of attractions (with more than 500 visitors). 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 told it was amazing, and that 45 degrees felt like a vertical wall.

Participants had the following to say: “Even though we live nearby, we normally can’t enter the test course, so it felt like we were visiting a secret place - it was fun!”

By the numbers
Duration of program: 26 years
Visitors in FY2018: About 100,000

By the numbers
Duration of program: 26 years
Wellness through Supporting Local Marathon

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)" 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 FY2018 as well.

Exchange with Local Community through *Monotsukuri*

MMVO participated in the Salamanca Spring Festival and Irapuato Strawberry Fair; its booths introduced Mazda’s *monotsukuri* philosophy and car production process.

About 27,000 people, especially elementary school students, visited MMVO’s booths at the events, which were held during March and April. In addition to viewing the exhibition, employees helped visitors experience some of the work that happens at the plant and enjoy *monotsukuri* using a model car.

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

<table>
<thead>
<tr>
<th>Event</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salamanca Spring Festival</td>
<td>4 years</td>
</tr>
<tr>
<td>Irapuato Strawberry Fair</td>
<td>2 years</td>
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COMMUNITY

USING SPORTS FOR REGIONAL VITALIZATION

Supporting Local Sports Teams and Events

[Japan] Mazda Motor Corporation, 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 FY2018, in addition to providing financial support to the national team and providing a Mazda car for athlete development activities, Mazda’s web series called “The Drive” introduced the team as it prepared for competitions.

By the numbers
Duration of sponsorship: 7 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 20 seasons. In addition to its support up to now, in FY2018 Mazda became the exclusive sponsor of the newly formed North Melbourne Tasmanian Kangaroos (NMTK) team in the women’s AFL.

By the numbers
Duration of sponsorship: NMFC 20 years, NMTK 1 year

MST is the main sponsor of the national football club, SWATCAT Nakhon Ratchasrima Mazda FC. MST has continued this sponsorship for seven 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: 7 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. Twelve employees participated as water station volunteers in FY2018.

By the numbers
Duration of program: Over 20 years

Mazda's nation-wide 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. Since FY2016, 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 FY2018, 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: 3 years
CAN PURCHASING DRINKS CONTRIBUTE TO SOCIETY?

Installation of Community-Support Vending Machines


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 Kotsuiji Ikueikai and Hiroshima City, respectively. In FY2018, the third year of the activity, Mazda Parts set up a further two vending machines to support orphans, bringing its total community-support vending machines to five.

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 Sanfrecce Hiroshima. Since 2017, 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.

Kobe Mazda has participated in this activity since 2008 and has vending machines to support the Japan Guide Dog Association. It set up five new vending machines in FY2018, bringing the total to 13.

By the numbers
Duration of program: Mazda Parts 3 years
Mazda Ace 8 years
Kobe Mazda 11 years
INTERNATIONAL EXCHANGE WITH FUTSAL
Supporting Multicultural Coexistence

[J] Japan Climate Systems Corporation (JCS)

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 33 corporations cooperating with Mazda neighboring in Higashihiroshima City) in which JCS serves as the chair and secretariat.

In FY2018, in addition to providing financial assistance to run the league, JCS promoted international exchanges through hosting monthly Futsal League games with about 40 participating teams and organizing the Higashihiroshima Mazda-kai Cup as an exchange event twice a year.

Students who help run the league said, "I was able to think about barriers to multicultural co-existence and how to overcome them," "Although at first I didn’t quite know how to behave, we had a great time achieving cultural exchange through futsal." A foreign participant said, "It was a healthy way to have fun. I was able to spend time with people I wouldn’t normally meet, and I gained a new understanding of various cultures."

Spending Time with Locals and Foreign Residents

By the numbers
Duration of program: 12 years
COMMUNITY

WE WANT TO SEE CHILDREN SMILE

Working with SOS Children’s Villages

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

Support through marketing activities

Based on the spirit of "One Mazda", MME and the national sales companies (NSC) in each country are working in collaboration with local SOS Children’s Village (SCV) in each country 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 "ambassador" (project staff member) is selected from among the employees at the national sales companies in each country to promote activities. As a unique activity at Mazda, the national sales companies in each country to provide cars and organize volunteer activities by employees.

In FY2018, MMD made a donation to support the construction of a new center, set to be completed in 2020. It was featured in the YouTube series "Mazda Garage," which shows Mazda cars being restored. "Mazda Garage" features famous German actors working together with MMD technicians to restore cars, which then participated in the European 5000 Adventure Rally. The series introduced MMD’s donation to SCV when it showed the rallies, as well as included scenes of SCV children touring the set.

Additionally, NSC donated or provided vehicles to various European SCV branches for transportation support, as well as supported the organizations through donating Christmas presents and holding indoor ski events.

By the numbers

Duration of program: 11 years
CONNECTING WITH THE ARTS
Art Exhibitions, Outdoor Opera Performances

[Australia] Mazda Australia (MA)

Enjoying the arts through free open-air opera performance

MA has supported Art Exhibitions Australia (AEA), which aims to introduce the local community to world-famous works of art, as a Principal partner for 19 years. It has also supported Opera Australia as a Hero partner for 14 years and sponsors free open-air opera performances every year in Sydney and Melbourne.

Every year, members of the local community enjoy the performances. This year, tens of thousands of people participated in the two events.

By the numbers
Duration of partner Art Exhibitions Australia (AEA): 26 years
(Principal partner: 19 years)
Opera Australia: 16 years
(Hero partner: 14 years)
COMMUNITY

IMPROVING QUALITY OF LIFE
Medical Support

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

Supporting a Children’s Hospital to Improve the Health and Well-being of Young People

MA provides support for the "Run for the Kids" running event that is held every March or April to help raise money for Melbourne's Royal Children's Hospital.
As a corporate sponsor, they donate four Mazda cars, and approximately 150 employees also cooperate either by participating in the run or serving as event volunteers.

Donations collected through this event are used to fund important research, facilities, and equipment at the Royal Children's Hospital.

By the numbers
Duration of sponsorship: 13 years

Providing Peace of Mind and Confidence to Cancer Patients and Accurate Information to the Public

As a sponsor for "Look Good Feel Better*", MMNZ provides two Mazda cars to improve the confidence and quality of life for women who are receiving treatment for cancer.

By the numbers
Duration of sponsorship
Look Good Feel Better: 5 years

* 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.