

MAZDA SOCIAL CONTRIBUTION REPORT 2022



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 2021 through March 2022 (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 Regional Forest Protection Activities	[Japan] Mazda, Mazda Logistics
9	Participation in Earth Hour	[Japan] Mazda, Group companies, Distributors
10	School bag project	[South Africa] MSA, Mazda Foundation Southern Africa
11	Support for Project Crimson Trust	[New Zealand] MMNZ, Mazda Foundation New Zealand
13	Supporting a zoo and wildlife center	[New Zealand] MMNZ

SAFETY

14	Let's make sure if you fasten your seatbelt in an appropriate manner	[Japan] Mazda
15	Raising Awareness of Traffic Safety	[Japan] Mazda, Tokai Mazda Sales, Hakodate Mazda, Mazda Autozam Bairin and other distributors

HUMAN RESOURCES

16	Plant Tour	[Japan] Mazda
17	Mazda-Hiroshima City University Faculty of Arts co-creation seminar	[Japan] Mazda
18	Job assistance	[Japan-Thailand] Mazda, Tokai Mazda Sales, and other distributors, Group companies, AAT
19	Learning Support for Children	[Japan-Mexico-South Africa-United States of America] Mazda, MMVO, MSA, Mazda Foundation Southern Africa, MTMUS

COMMUNITY

21	Mazda Specialist Bank	[Japan] Mazda
22	Provision of Parade Vehicles	[Japan] Mazda
23	Donation of emergency food supplies	[Japan] Mazda
24	Mazda Hospital	[Japan] Mazda
25	Collecting Clothes for Recycle	[Japan] Mazda, Group companies
26	Cleanup Activities	[Japan] Mazda, Group companies, Kobe Mazda and other distributors
27	Humanitarian Aid to Ukraine	[Japan-Europe] Mazda, Group companies, Distributors, MME, MMI, MMP, other overseas affiliates
28	Support through questionnaires	[Japan] Mazda, Distributors
31	Food Drive	[Japan] Minami-Kyushyu Mazda, Chiba Mazda, Enfini Hiroshima, Mazda Autozam Ichiharakita
32	Support for Sports and Culture	[Japan-Mexico-Australia-Thailand] Mazda, Koushin Mazda, Hiroshima Mazda and other distributors, MMVO, MA, MA, MST
34	Paper Crane Project	[Japan-Canada-Mexico-Europe-South Africa-Australia-New Zealand-Colombia-Thailand-Taiwan] Mazda, MCI, MMVO, MLE, MSA, MA, MMNZ, MCOL, MST, MMT
36	Support of the Santa project	[Japan-Colombia] Mazda, Mazda E&T, MCOL
37	Installation of Community-Support Vending Machines	[Japan] Mazda Ace, Mazda Parts, Kobe Mazda
38	Community watchdog activities	[Japan] Mazda, Mazda Ace and other group companies, Distributors
39	Wall Art	[Japan] Hiroshima Mazda
40	Support activities in response to the spread of COVID-19	[United States of America-Canada-Mexico-Taiwan-Thailand] MNAO, MCI, MMVO, MMT, MST, AAT
42	Medical Support	[Canada-Australia] MCI, MA
43	Mazda Ekiden Road Relay Race	[Mexico] MMVO
44	Toy Drive	[Mexico] MMVO
45	Support for immigrants	[Mexico] MMVO
46	Everybody in the community safe/Safety at School and HIV/AIDS Social Responsibility	[Thailand] AAT

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, 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 2022 Major Results:

- Carried out over 450 activities*2 in Japan and overseas (cost of social contribution activities: around 2.58 billion yen in FY March 2022).
- 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.

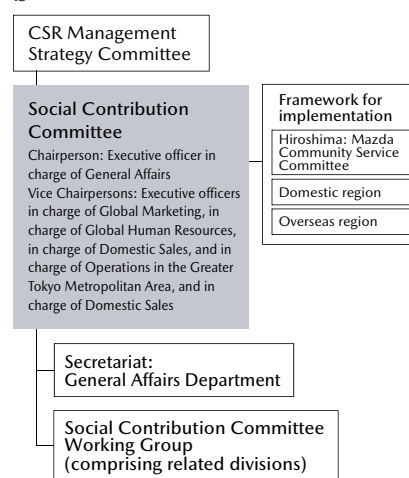
These indexes are used to evaluate and promote programs which resolve social issues and improve corporate values and created the PDCA (plan-do-check-act) process.

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.)

a Three Pillars in Basic Policy on Social Contribution Initiatives



b Promotion Framework



*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.

■ The 8th Annual Mazda Social Contribution Prize

The 2021 prizewinning activities were selected from the social contribution activities introduced in the Mazda Sustainability Report 2021 [Social Contribution Version]*¹ (which covered the period from April 2020 through March 2021).

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 2022
Japan	Mazda Foundation https://mzaidan.mazda.co.jp (Japanese only)	Support activities to promote science and technology and the sound development of youth.	1984	Around ¥50,150,000
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\$475,000
Australia	Mazda Foundation Australia (MFA) https://mazdafoundation.org.au/	Provide funds to various initiatives, including education, environmental conservation, technology promotion, and welfare.	1990	Around A\$675,000
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\$260,000
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 R845,000

C The 8th Annual Mazda Social Contribution Prize

	Activity name
Grand Prize	Support activities in response to the spread of COVID-19 (Support for healthcare workers) [Mazda North American Operations]
Special Prize	Support for Auckland Zoo [Mazda Motors of New Zealand Ltd.]
Special Prize	Operation Blue Seed [Chiba Mazda Co., Ltd.]
Honorable Mention	Supporting learning through manufacturing [Mazda Motor Corporation]
Honorable Mention	Food Drive [Chiba Mazda Co., Ltd. Mazda Autozam Ichiharakita]

*1 <https://www.mazda.com/en/sustainability/social/library/download/>

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

MNAO	Mazda North American Operations
MCI	Mazda Canada Inc.
MMVO	Mazda de Mexico Vehicle Operation
MLE	Mazda Motor Logistics Europe N.V.
MME	Mazda Motor Europe GmbH
MMI	Mazda Motor Italia S.r.l.
MSA	Mazda Southern Africa (Pty) Ltd.
MA	Mazda Australia Pty. Ltd.
MMNZ	Mazda Motors of New Zealand Ltd.
MCOL	Mazda de Colombia S.A.S.
MST	Mazda Sales (Thailand) Co., Ltd.
AAT	AutoAlliance (Thailand) Co., Ltd.
MMT	Mazda Motor Taiwan Co., Ltd.
MTMUS	Mazda Toyota Manufacturing, U.S.A., Inc.

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.

The research outcome tells us whether the eco system, which dragonfly can inhabit, is maintained. In summer, FY 2021, when the dragonfly population is stable, the research was conducted in 10 locations at the coastal industrial areas. Mazda cooperated with an investigation for three days in August, and one I class (fish guts pickled in *Orthetrum albistylum speciosum*) was found and was able to confirm that it was a water hole for laying eggs.

MRY staff observed and caught dragonflies to trace their species, male and female, condition of arrival, and travel between survey points. (Dragonflies were released after the research.)

In 2009, MRY transplanted indigenous wild water plants to create a biotope based in a pond on the premises. Now there are many creatures, such as

water strider, spot-billed duck living in the water, in addition to over a certain type and number of dragonfly visiting the biotope.

The expert did a high evaluation saying such "a rare dragonfly comes to come back when the environment of the company was maintained in the industrial area".

Mazda contributes to promote nature restoration by conducting the research to protect the neighborhood ecosystem.

By the numbers

Duration of program: **18** years

LET'S PROTECT OUR FORESTS!

Support for Regional Forest Protection Activities

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



Mazda is cooperating with Hiroshima Prefecture and Yamaguchi Prefecture in regional forest protection activities. In 2010, the Mazda Head Office (Hiroshima) concluded the Forest Preservation and Management Pact with the government of Hiroshima Prefecture, and the Mazda-no-Mori (Mazda Forest) in the Hiroshima Prefecture tree planting Center has been serving as a base of operations.

In FY 2021, with the guidance and cooperation of forest conservation volunteer groups, 26 volunteers based around Mazda group employees removed undesirable trees for the forest and maintained walking trails so that visitors could enjoy hiking. Also, Mazda has been promoting "Companies commitments to forest conservation" with other local companies and organizations based on the "Hiroshima Morizukuri Initiative" since 2010.

The Hofu Plant has participated* in "Conservation of Forests and Water Source Initiative" administrated by Yamaguchi Prefecture with other companies who are interested in water utilization 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.

* Not participated in 2021 in order to prevent the spread of the COVID-19



By the numbers

Mazda-no-Mori (Mazda Forest)

Duration of program: **11** years

Total number of participants: **872**

Grove Maintenance for Healthy Bamboo



Since 2009, Mazda Logistics has been undertaking the preservation work in a bamboo grove designated by the "Trees for Hiroshima Project". Once or twice a year, under the guidance of a woodland management expert, volunteers removed old bamboos from damaged woodland to improve the health of the grove with a nonprofit organization "Mori Mate Club".

FY2021, six volunteers participated in the maintenance and interacted with people in the area. Participants said, "I was worried if I could saw trees down as I haven't touched a saw for a while. But thanks for the instructor's guidance, I soon recalled how to saw, and I got it done just fine." "I have muscle pain, but I feel fulfilled as the grove maintenance was challenging. I am looking forward to participate again next time."

By the numbers

Duration of program: **13** years

Total number of participants: **214**

Let's contribute to efforts to nurture the forests of Hiroshima!

Mazda made a carbon offset of an estimated 93 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.

By the numbers

Duration of program: **9** years

TURNING OFF THE LIGHTS FOR EARTH'S ENVIRONMENT

Participation in Earth Hour

[Japan] Mazda Motor Corporation, Group companies, Distributors



Started in 2007, Earth Hour is a worldwide event organized by the World Wildlife Fund (WWF). Held annually, Earth Hour encourages individuals, communities and businesses to turn off non-essential electric lights for one hour from 8:30 in the evening on the last Saturday of March as a symbolic act of our commitment to the sustainability of our planet. In 2022, the event took place on March 26.

Mazda has been taking part in Earth Hour since 2010, and in FY2021, together with its group companies, turned lights off at 700 facilities across Japan.

Mazda has also been cooperating with Hiroshima Prefecture, Hiroshima City and Heart of Peace Hiroshima (an NPO in Hiroshima) in holding awareness-raising events at a scenic riverbank site in Hiroshima Peace Park. The FY2021 event was held to express our hopes not only for the environment but also for peace. The above painting by children expressing their hopes for a peaceful world and the words "Earth Hour" and "Peace" lit with candles were displayed at the event.

* Heart of Peace Hiroshima, a Specified Non-Profit Organization
<https://www.hiroshima-peace.com/>



By the numbers
Duration of program: **12** years

BILLBOARDS INTO BAGS

School bag project

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

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 students in need. The activity was implemented together with Mazda Foundation Southern Africa.

In FY2021, MSA and MFSA donated about 1,130m² of billboard material, and distributed 400 schoolbags to non-profit organizations operating in rural South Africa.

MSA is proud of the schoolbag initiative as it promotes recycling and sustainability amongst the youth of South Africa. The initiative supports local small businesses and job creation initiatives who in turn are creating employment opportunities and up-skilling of disadvantaged people. The remaining material was donated to the organization to recycle into corporate gifts to resell.

By the numbers

Duration of campaign: **3** 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



Hands-on experiences make learning memorable

Since 2004, MMNZ has been supporting the activities of Project Crimson Trust, one of New Zealand's leading conservation organizations. In cooperation with the trust, the Mazda Foundation New Zealand has been participating in the "TREEmendous" project by working with schools to assist in the development of hands-on learning that incorporates outdoor areas into the curriculum.

This project was introduced in 2008 to provide students with opportunities to learn in natural surroundings about the importance of caring for the environment and preserving New Zealand's unique flora and fauna.

In FY2021, we changed the format slightly so that five schools which were chosen out of 150 entries would win a visit from Mazda Ambassadors, Dr. Ruud Kleinpaste, a renowned entomologist and Dr. Riley Elliott a Shark Scientist as well as \$1,000 prize money and 200 native trees for each school to plant on their school grounds.

Dr. Kleinpaste and Dr. Elliott both spent a day at each of the schools imparting their knowledge of conservation and sustainability and inspiring students to become eco-warriors and look after our planet.

Kenneth Timperley, Karetu School's Principal, said, "I walked into Riley's session and the students were fascinated by what he had to tell them. Ruud was equally captivating – not only was he passionate about the environment, but he spoke to the children in their language and his insect friends added another dimension to the session!"

By the numbers

Duration of project: **14** years

Total number of schools: **58**

Total number of participants: **8,372**

Helping reduce the carbon footprint* in New Zealand



Native trees to restore environment

Since 2018, MMNZ is supporting the "Trees That Count" initiative launched by Project Crimson Trust, which contributes to improving the environment. Not only do native trees sequester CO₂ from the atmosphere, but they also provide thriving habitats for native birds, improve water quality in waterways, and provide beautiful places for future generations to explore and enjoy. Every native tree planted in NZ helps to restore and enhance our environment for biodiversity and for climate change.

Trees That Count match people who donate and gift trees with people and organizations that wish to plant trees to improve the environment. TTC also volunteer to help with the plantings.

What began as a Christmas gift on behalf of MMNZ's customers has grown in 2021, to become a purchase of five native trees on behalf of Mazda customers for every new Mazda vehicle sold - resulting in 36,765 trees for the 2021 calendar year.

* 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: **4** years

Total number of trees: **111,765**

Number of planting areas supported: **249**

MAZDA DRIVING WILDLIFE PROTECTION

Supporting a zoo and wildlife center

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



Building a future for wildlife

Since 2012, MMNZ has been providing Mazda cars based on a partnership agreement with Auckland Zoo*.

The Zoo has breeding programs so that endangered species can be bred in captivity at the Zoo and returned to the wild.

Three Mazda vehicles-Mazda3 Hatch, CX-8 and BT-50 assist the zoo staff in their conservation work and day-to-day operations, which could involve relocating animals to other parts of NZ.

In addition, MMNZ offers financial support via a competition for classes from local schools to visit the Auckland Zoo to learn about animals and the environment. Students were asked to identify and act upon a conservation issue in their local school area and come up with an amazing solution that could help make a difference within their community.

Due to the impact of COVID-19, we changed the format slightly and only three winning school groups visited Auckland Zoo in 2021.



* Auckland Zoo is a not-for-profit wildlife conservation organization that focused on conserving and building a future for wildlife, both in New Zealand and around the world.

The zoo attracts over 500,000 visitors annually and is regarded as one of the most progressive zoos in the world.

<https://www.aucklandzoo.co.nz/>

By the numbers

Duration of project: **10** years

Number of cars provided: **3**

MAZDA WANTS YOU TO ENJOY YOUR DRIVE SAFELY

Let's make sure if you fasten your seatbelt in an appropriate manner

[Japan] Mazda Motor Corporation



Aiming to prevent death and serious injury from traffic accidents

Mazda, Hiroshima-city, and JAF Hiroshima regularly hold traffic safety-awareness events aiming to increase the number of people who wear seatbelt in an appropriate manner. We started these events as we deeply concern about the status, which people who died and injured are not wearing their seatbelt at all or wearing them in an incorrect way.

Lately, Mazda participated in the event held in Miroku no Sato, Fukuyama-city on April 2021, and another one held at Numaji Transportation Museum, Hiroshima-city on March 2022.

In the events, Mazda gave children the safety quiz and conducted crash experiments using a toy doll and a car to make children understand the importance of wearing their seatbelts in an appropriate manner. Children also had a hands-on learning about how to fasten seatbelt at the site.

We heard participants talking each other, "Let's use the car seat for your safety from today, OK?" and "Dad, you should fasten your seatbelt in an appropriate manner."



By the numbers

Duration of project

Miroku no Sato: **4** years

Numaji Transportation Museum: **1** year

HOPING FOR AN ACCIDENT-FREE SOCIETY

Raising Awareness of Traffic Safety

[Japan] Mazda Motor Corporation, Tokai Mazda Sales Co., Ltd.,
Hakodate Mazda, Mazda Autozam Bairin and other distributors



Cooperation with local police to promote traffic safety

To fulfill car manufacturer and dealers' responsibilities, Mazda and Mazda distributors are working together to raise traffic safety awareness aiming to reduce traffic accidents.

Mazda engineers who work in the Crash Safety Development Department held lectures at elementary schools, junior and senior high schools in Hiroshima and make students aware of traffic safety. Tokai Mazda Sales, has been conducting traffic safety patrols around its stores, and received a letter of appreciation from the Aichi Prefectural Police Headquarters and Mizuho Police Station.

Mazda Autozam Bairin regularly cleans and inspects curve mirrors in cooperation with local police departments in conjunction with Traffic Safety Week. We aim to prevent traffic accidents by reporting the visibility and damage of curved mirrors to the police station with jurisdiction.

As part of the autumn traffic safety campaign, Hakodate Mazda participated in the "Special Vehicle Parade" organized by the Hakodate West Safe Driving Managers Association and the Hakodate West Police Station to raise traffic safety awareness.



By the numbers

Duration of program:

Tokai Mazda Sales Co., Ltd. **22** years

Mazda Autozam Bairin **2** years

Hakodate Mazda **12** years

LET'S LEARN ABOUT MAZDA'S MANUFACTURING

Plant Tour

[Japan] Mazda Motor Corporation



Tours available online

Mazda introduces Mazda's manufacturing to fifth-grade elementary school students studying the Japanese automobile industry in social studies classes.

In Hiroshima, where the Mazda Head Office is located, the Mazda Museum (plant) is open to school groups of approximately 600 schools each year.

In FY2021, since actual tours were not possible due to the COVID-19 pandemic, online tours and interactive, participatory classes were conducted. In addition, Mazda introduces Mazda's manufacturing to high school students on school excursions from other prefectures in accordance with their school curriculum, for example, by giving them tours of actual production lines.

The Hofu Plant (Yamaguchi Prefecture) has been hosting plant tours since it began operations in 1982. In FY2021, the plant gave 90 minutes online lessons to 43 schools instead of the regular online tour to prevent the spread of the corona virus.



By the numbers

Duration of program:

28 years (Hiroshima) **40** years (Hofu)

DEVELOPING HUMAN RESOURCES WHO CREATE A NEW SET OF VALUES

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

[Japan] Mazda Motor Corporation



Working together for *Monotsukuri*^{*1} Hiroshima can proud of

Mazda Design Division and the Hiroshima City University Faculty of Arts jointly launched a co-creation seminar in May 2017 aiming to develop human resources who can create new things, initiate a new era, and make Hiroshima a world-renowned *Monotsukuri* place where we are proud of.

Inspired by the "Industry-Academia Vision in 2030" of the Hiroshima Council of Automotive Industry-Academia-Government Collaboration, the seminar aims to "bring together people who pursue unique technology and culture related to automobiles in Hiroshima to make Hiroshima a special place where sustainable technology and culture that can amaze the world is born."

In 2021, the members of the co-creation seminar worked on "designing a lotus flower vessel for housing an Eternal Flame in Daishoin Temple in Miyajima*2." For the past one thousand and two hundred years, the eternal flame has been burning, looking over people and brightening the future. The seminar member worked on the project hoping for energizing people, especially students who had difficulty at learning, at a time when the coronavirus was keeping them confined and somewhat isolated.

When the work is completed, Mazda invited related people for the unveiling party at Mazda Design Studio and later provided it to Daishoin for display. Mazda continues to value "*Monotsukuri Spirit*," and contribute to develop human resources who can provide new set of values to the society with their acquired creativity, knowledge, and technology.

*1 Manufacturing

*2 The eternal flame of Daishoin is located in Miyajima Island, one of the three most scenic spots of Japan. Mazda was in charge of the production of the vessel for the eternal flame and the overall coordination of the design as a member of "Eternal Flame *Monotsukuri* Project".



By the numbers

Duration of program: **5** years

DRAW UP YOUR FUTURE CAREER PLAN

Job assistance

[Japan] Mazda Motor Corporation, Tokai Mazda Sales Co., Ltd., and other distributors, Group companies
[Thailand] AutoAlliance (Thailand) Co., Ltd (AAT)



Expand your future career options

AAT has been working with universities since 1998, offering internships in line with the academic programs of the Ministry of Education, Thailand. Goal is to produce excellent students who will contribute to the development of Thailand and acquired useful knowledge while gaining work experience. This activity has been well received by the university and related institutions, and AAT continue to support it.

Japanese distributors and group companies offer work experience programs for elementary through high school students with the aim of sparking interest in vehicles and broadening their future career choices. Tokai Mazda gave lectures on Mazda's initiatives and the distributor's business activities to the participants and had them toured the showroom and maintenance shop, and had a look at Mazda vehicles. At the maintenance shop, the students had practical training, such as light duty-work, car washing, and preview of vehicles.

Mazda has been giving vocational lectures mainly to junior and senior high school students in Hiroshima for a long time. In FY2021, Mazda lectured on the benefit of working in hometown and job description in the automobile industry, and helped students developing their interests in working in Hiroshima.



By the numbers

Duration of program:

AAT **25** years

Tokai Mazda Sales Co., Ltd. **7** years

Mazda **27** years

TO APPLY WHAT YOU LEARN TO YOUR FUTURE

Learning Support for Children

[Japan] Mazda Motor Corporation

[Mexico] Mazda de Mexico Vehicle Operation (MMVO)

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

[United States of America] Mazda Toyota Manufacturing U.S.A., Inc. (MTMUS)



The theme is not only automobile manufacturing,
but also environment and history.

In response to requests from elementary schools, junior and senior high schools, and universities, Mazda has been providing study support including hands-on learning program in order to encourage students to have interest in science, technology, and manufacturing in various fields, particularly automobiles.

Mazda offered online social studies tours to students who were studying nineteen elementary schools nearby. Mazda had these tours at temporarily closed Mazda Museum because students were able to visit the museum online. Mazda engineers in the various specialized fields also gave lectures on environmentally friendly technologies.

Mazda also provided students from eight schools with inquiry-based learning programs regarding energy, transportation and environmental issues, and sustainable society related to the SDGs, as well as the development of automobile technologies to achieve carbon neutrality.

For college students, Mazda gave lessons on the history of manufacturing under the theme of "The once-in-a-century period of great change and the future of manufacturing".

As for experiential learning, Mazda participates in "Kids Engineer," an annual summer vacation event for elementary school children, which is sponsored by the Society of Automotive Engineers of Japan.

In FY2021, Mazda offered the experiential learning program regarding painting techniques Secrets of Environmentally Friendly Painting online at "Kids Engineer," and 64 elementary school students attended. Mazda also provided the same program face-to-face at a local community center. Seventeen elementary school students attended and enjoyed experiential learning opportunities.



Material and financial support for learning

MMVO donated PCs to 30 students of the Guanajuato Japanese Language School who were forced to study online due to the COVID-19.

MSA has been donating 40 rand (about 2.3USD) for every vehicle sold to Mazda Foundation South Africa* since 2017. In FY2021, MSA collaborated with MSFA, and supported school education, and a container-shaped classroom was donated to the elementary school which the group ran.

* <https://www.mazda.co.za/mazda-foundation/foundation/>

MTMUS offers scholarships to students in the FAME* (Federation for Advanced Manufacturing Education) Program through the Calhoun Community Foundation, which is a direct pipeline for workforce development for MTM and other OEMs skilled maintenance department. MTM has hired 13 graduates and 22 students are currently enrolled in the program.

* <https://calhoun.edu/?s=FAME>



By the numbers

Duration of program:

MMVO **1** year

MSA **55** years

MTMUS **2** years

EXPANDING POSSIBILITIES AND CONNECTING TO THE FUTURE

Mazda Specialist Bank

[Japan] Mazda Motor Corporation



Smiles at the Torch Unveiling

Mazda has established a human resource bank of employees and retirees of Mazda Group companies who possess special knowledge, skills, expertise and interests that they have cultivated over many years. At the request of various organizations, institutions and groups, Mazda dispatches appropriate persons who are registered with its human resource bank to various sites. Since the establishment of the bank in 1994, these "human resources" have contributed to the community in a variety of ways including giving lectures at schools, engaging in performing arts at local events, and providing sports instruction.

The skills and knowledge members of the human resource bank provide are divided into work-based content, which focuses on content related to a person's work in the automobile manufacturing industry, and individual-based content which focuses on the special skills or interests of an individual.

In FY2018, Mazda's human resource bank initiative received the 12th Kids Design Award* for building mutually beneficial relationships with the community. The dispatch of lecturers to schools for work-based content activities in particular was recognized as serving not only the needs of the community but also contributing to the development of employees.

In activities centered on work-based content in FY 2021, the human resource bank cooperated with Mazda employees and staff of the Mazda Museum, which was closed for renovation, in holding online classes to support the social studies learning of elementary school students.

In activities centered on individual-based content, at the request of a disaster area affected by the heavy rains in Western Japan in 2018, the human resource bank dispatched employees who served as torchbearers for the 2020 Tokyo Olympics. These employees organized a torch unveiling party and also joined local disaster area support volunteers in visiting temporary housing facilities and facilities for the elderly where they engaged in friendly exchanges and brought smiles to the faces of about 200 people.

* <https://kidsdesignaward.jp/docs/2018/KDawards20180824.pdf>

By the numbers

Duration of program: **28** years

Number of specialists dispatched in FY2021:

48 events, **261** specialists

Cumulative Total: **3,256** events

SUPPORTING THE ANNUAL FIREFIGHTING DRILL AND PARADE

Provision of Parade Vehicles

[Japan] Mazda Motor Corporation



Support local events in Tokyo

Since 2016, Mazda has been providing vehicles on loan for the "Tokyo Fire Department Dezomeshiki," the Tokyo Fire Department's annual New Year drill and parade. The Desomeshiki is a popular New Year event, which aim to raising awareness of disaster prevention. People enjoy watching the parade of fire engines, music, and traditional Japanese fire-fighting performance from the Edo period.

In FY2020, the event took place for the first time without spectators due to the COVID-19 restrictions, but in FY2021, 2,100 Tokyo Metropolitan Government staff attended, and 800 spectators were invited to the venue to watch the drill.

Mazda provided red and white convertibles on loan for the drill, and the governor of Tokyo and the inspector-general of the Fire and Disaster Management Agency got a ride on the convertibles and led the parade. The Tokyo Fire Department had the stream live of the drill on its official web site for raising awareness of disaster prevention.



By the numbers

Duration of program: **7** years

LET'S PUT AN END TO WASTE! FOOD SUPPLIES THAT OTHERS CAN PUT TO GOOD USE

Donation of emergency food supplies

[Japan] Mazda Motor Corporation



Donating alpha rice to NPOs

Mazda donated emergency food supplies that were due to be replaced by the company but were still well within their use-by date to local social welfare councils, incorporated NPOs, and school groups in areas in the vicinity of its offices. Believing that Mazda's emergency food supplies could be useful to society and also taking into consideration the growing awareness of disaster readiness of people in the community, Mazda staff managing the company stockpiles donated the food with the aim of reducing food loss and assisting persons in need during difficult COVID conditions. In December 2021 and January 2022, Tokyo Head Office donated about 1,400 single-serve pouches of alpha rice to an organization established to care for children in the local community. It was among the registered organizations on the Ministry of Agriculture, Forestry and Fisheries' website expressing its wishes to receive food donations under the ministry's program to prevent food loss. We received positive comments from the recipient organization such as, "We intend to use the rice mainly for single-parent families and in the children's cafeteria."

At the Hiroshima Head Office, as we considered possible recipients, we learned that a local university was planning to provide life support packs including food ingredients to students in boarding houses, who were reluctant to return to their homes due to the spread of infection, so we donated the food supplies to the university in need. One recipient commented, "It was very helpful because income from my part-time work decreased." Other recipients made comments such as, "It's been a long time since I had sweets. I felt psychologically uplifted," "It was my first time to spend the New Year's holidays alone," and "I have been refraining from going out and felt more stressed than I expected, so I feel grateful for the support of many people, which has encouraged me to study even harder." In addition, we donated about 60,000 serves of alpha rice and bread and 12,000 packets of biscuits in total, which were also used by local social welfare councils and incorporated NPOs. In addition, the Hofu Plant donated about 14,600 serves of alpha rice and bread, and 3,120 packets of biscuits via the board of education for use at disaster prevention drills for students in nearby elementary and junior high schools and for use at a local food bank.

By the numbers

Duration of program: **1** year

TO STAY HEALTHY, NOW AND FOREVER

Mazda Hospital

[Japan] Mazda Motor Corporation



To give lectures for keeping local people healthy

Founded on the principle of "contributing to society by providing the best and most up-to-date medical care with warmth and kindness of heart," Mazda Hospital is committed to cooperating with nearby medical institutions and contributing to the community as a core local hospital.

Since 2015, Mazda has cooperated with the Hiroshima Prefecture Nursing Association in conducting on-site classes where students can learn the importance of life and develop an interest in medical professions by learning about nursing work and the role of disaster relief nurses. Mazda Hospital also provides opportunities for "hands-on" nursing experience for high school students.

In FY2021, Mazda Hospital gave lessons to junior high school students on how to stay healthy, now and forever. Hospital staff talked about their jobs and health from various points of view, such as how to become nurse and how to prevent osteoporosis. Trial lessons, such as how to measure one's pulse and how to sanitize one's hands at clinical environment, were given as well.

Mazda Hospital also gave lessons to local people at community center. Nutritionists talked about dietary and prevention of liver disease for keeping local people healthy.

By the numbers

Duration of program **7** years

Number of years Mazda Hospital has been in operation: **84** years

SUPPORT USERS OF WELFARE-FACILITY ON THEIR JOBS

Collecting Clothes for Recycle

[Japan] Mazda Motor Corporation, Group companies



Our job is eco-friendly!

On December 2021, Mazda and Group companies collected old cotton clothes, such as T-shirts and towels, from employees and donated to a social welfare-facility in Hiroshima-city for supporting its users' employment.*

This donation started in June 2020 as we heard that the donation of clothes were decreasing more and more due to the COVID-19 restrictions. During the project, we placed donation boxes at the entrance and exit gates at Mazda Head Quarters and asked employees to donate their old clothes if there are any. At the end of the project, the users of the facility and Mazda employees loaded the donated clothes onto the truck, and we enjoyed the opportunity working together.

The users and the personnel of the facility said, "I came to feel closer to people who work for Mazda Group." "We are happy to have so many of these clothes." "We hope we continue working together with Mazda Group"

Through a series of work, not only Worker supported, the clothing which finished a role with an employee is reborn and promoting the good circulation carrying a new role on.



* The users of the facility cut donated clothes in an appropriate size, and sell them to factories and repair shops as dust cloth. Doing so, they can make some money and be financially independent. The donation helps them as they don't have to buy old cotton clothes for making dust cloth, and it enables them save material costs.

By the numbers

Total amount of clothes donated since 2020:

772 kg

Total amount of clothes donated in 2021: **184** kg

Duration of project: **2** years

WORKING TOGETHER TO KEEP OUR NEIGHBORHOODS CLEAN

Cleanup Activities

[Japan] Mazda Motor Corporation, Group companies, Kobe Mazda and other distributors



Donating bibs to motivate participants

Mazda, Group companies, and distributors work on periodical cleanups and weeding around the plants and offices to make the neighborhood clean. Once a month, Kobe Mazda picks up trash around the station with challenged people who use social service at "Jiritsu Center Hyogo." In FY2021, Kobe Mazda donated bibs for this activity to motivate participants, and 24 employees participated in it. Mazda employees in Hiroshima Head Office work on periodical cleanups around the plants and offices during lunch break. Mazda also participate in cleanup campaigns organized by local governments.



By the numbers

Duration of program: **5** years (Kobe Mazda)

LET'S UNITE FOR WORLD PEACE

Humanitarian Aid to Ukraine

[Japan] Mazda Motor Corporation, Group companies, Distributors

[Europe] Mazda Motor Europe GmbH(MME), Mazda Motor Italia S.r.l.(MMI), Mazda Motor Poland Co., Ltd (MMP), other overseas affiliates



We are praying for peace

Mazda deeply concerned about the safety of people who were suffering from Russian aggression in Ukraine on February 2022, and provided humanitarian aid to Ukraine.

On March 2022, Mazda contributed one million euros through the office of United Nations High Commissioner for Refugees (UNHCR). UNHCR sent Mazda a letter of appreciation for the donation, and we had an opportunity to reflect on the situation of Ukraine and refugee assistance.

From March to April 2022, Mazda conducted a fund-raising activity, "One Mazda Humanitarian Aid Donation to Ukraine" across the Mazda group employees all over the world, and as a result, about eight million yen was collected in total. Mazda donated the funds to UNHCR and some organizations, which support refugees in Europe at the grassroots level. The organizations purchased foods, sanitary supplies, medical products, batteries, and blankets, and distributed those items to people in need, especially people who lived at severely damaged areas, such as Poland and Kyiv, Ukraine. Local dealerships helped the organization with distribution, and some of MME and MMP employees voluntarily worked with the local organizations as well.

Some group companies in Europe voluntarily worked for Ukraine. MMI provided three CX-5 to City Angels*1 a private non-profit organization. The organization used the cars for transportation of foods and medical products, and evacuation of refugees from Ukraine. MMI employees also purchased medicines in need and donated.

There are employees who donated money with a warm message and who brought a big coin jar from home and donated. Whether they live close to Ukraine or not, all Mazda employees prayed for peace and took actions for Ukraine in their own ways.

*1 <https://cityangels.it/>

By the numbers

Duration of program: **1** year

COOPERATION IN DONATION ACTIVITIES

Support through questionnaires

[Japan] Mazda Motor Corporation, Distributors

At Mazda domestic dealerships*¹, we ask customers who purchase vehicles*² and receive maintenance and inspections*² to answer the "Please Tell Us Your Opinion" online questionnaire*³ regarding the support and services provided at dealerships.

For every response receiving during the questionnaire period, Mazda donates 50 Japanese yen to support public interest groups that engage in various activities to support people in the community.

In FY2021, Mazda made donations to the "Akai Hane Fund & Support for welfare activities under the prolonged COVID 19 impacts" and "Akai Hane Disaster Relief Volunteer & NPO Support Fund "Volsup"".

FY2021 Activities Report

Akai Hane Fund & Support for welfare activities under the prolonged COVID 19 impacts



Due to the prolonged spread of COVID-19, the number of economically disadvantaged people and socially isolated people is increasing and leaving as it is, it became a huge social issue.

Social Welfare Corporation Central Community Chest of Japan has been running the "Akai Hane Fund & Support for welfare activities under the prolonged COVID 19 impacts" since 2020. The campaign aims to realize the community and society where people becomes aware of the existence of people who feel isolated and difficult to live, supports each other, and values the bonds with others.

FY 2021, Central Community Chest of Japan took emergency measures to support children and families, food bank activities, and people who lost their homes, jobs and so on.

Akai Hane Disaster Relief Volunteer & NPO Support Fund "Volsup"



Akai Hane Disaster Relief Volunteer & NPO Support Fund "Volsup" is a fund-raising activity, which supports NPOs and volunteers who work at disaster-stricken areas.

In 2021, "Volsup" conducted fund-raising activities for specific disasters, such as the heavy rain in July 2021, the heavy rain in August 2021, and the Fukushima Earthquake in March 2022, and subsidies were provided to organizations that conduct support activities in the disaster-stricken areas.

* Central Community Chest of Japan started "Volsup" in 2011.

Activities Report

TIMING OF DONATION	NUMBER OF RESPONSES	AMOUNT (¥)	DONATED TO	NOTES (¥)
July 2021 FY March 2021	348,264	17,413,200	Central Community Chest of Japan Akai Hane Fund & Support for welfare activities under the prolonged COVID 19 impacts*4	10,000,000
			Central Community Chest of Japan Akai Hane Disaster Relief Volunteer & NPO Support Fund "Volsup"*5	7,413,200
September 2020 FY March 2020	317,120	15,856,000	Japan NPO Center Japan Earthquake Local NPO Support Fund*6	3,000,000
			Japan NPO Center Contribution to NPOs assisting in the daily transfer of the elderly and the physically challenged*7	6,400,000
			Central Community Chest of Japan Support the Supporters! Akai Hane Nationwide Campaign to Support Welfare Activities During COVID-19*8	6,456,000
May 2019 FY March 2019	344,373	17,218,650	Japan NPO Center Japan Earthquake Local NPO Support Fund*6	9,000,000
			Japan NPO Center Contribution to NPOs assisting in the daily transfer of the elderly and the physically challenged*9	8,218,650
May 2018 FY March 2018	286,931	14,346,550	Japan NPO Center Japan Earthquake Local NPO Support Fund*6	9,346,550
			Japan NPO Center Contribution to NPOs assisting in the daily transfer of the elderly and the physically challenged*10	5,000,000

June 2017 FY March 2017	220,757	11,037,850	Japan NPO Center Japan Earthquake Local NPO Support Fund*6	7,037,850
			Japan NPO Center Contribution to NPOs assisting in the daily transfer of the elderly and the physically challenged*11	4,000,000
May 2016 FY March 2016	185,454	9,272,700	Japan NPO Center Japan Earthquake Local NPO Support Fund*6	
May 2015 FY March 2015	150,787	7,539,350	Japan NPO Center Japan Earthquake Local NPO Support Fund*6	
April 2014 FY March 2014	131,593	6,579,650	Japan NPO Center Japan Earthquake Local NPO Support Fund*6	
April 2013 FY March 2013	82,349	4,117,450	Ashinaga Foundation Tohoku Rainbow House Construction*12	
April 2012 FY March 2012*13	40,340	2,017,000	Ashinaga Foundation Tohoku Rainbow House Construction	
Total	2,507,018	125,350,900		

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

*2 Customers who visit any Mazda or Mazda Autozam dealerships 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 made only for completed questionnaires.

*4 <https://www.akaihane.or.jp/camp-covid19-2021/> (Japanese language page)

*5 <https://www.akaihane.or.jp/saigai/#01> (Japanese language page)

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

*7 <https://www.jnpoc.ne.jp/?p=21332> (Japanese language page)

*8 <https://www.akaihane.or.jp/camp-covid19/> (Japanese language page)

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

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

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

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

*13 From August, 2011 to March, 2012

DELIVERING UNUSED FOOD TO THE NEEDY

Food Drive

[Japan] Minami-Kyushyu Mazda Co., Ltd., Chiba Mazda Co., Ltd., Enfini Hiroshima Co., Ltd., Mazda Autozam Ichiharakita



Reduce food waste and contribute local community

Distributors have been implemented "Food drive" where employees and customers alike donate surplus food from home to community welfare organizations, facilities and food banks, aiming at reducing food waste, contributing local communities, and developing good relationships with customers who participate in the food drive.

Chiba Mazda worked with employees from 29 locations including Mazda Parts Chiba and Mazda HQ and donated 1,107 food items to Food Bank Chiba.

Mazda Autozam Ichiharakita places collection boxes at its dealerships from December to May, and donates foods, which customers bring in, to "Foodbank Chiba".

Minami kyushu Mazda donated food reserves to food banks at the company's sales bases, such as Kagoshima, Kumamoto, and Miyazaki prefecture. The food items were mainly delivered to single-parent family and kids.

In January and February, Enfini Hiroshima collected almost-expired food items and delivered them to local cafeterias for children and elders.

A participant made a comment, "I realized how much food we waste every day. I would like to think about the way to reduce food waste."

Anyone can feel free to donate unused food items at home, and it helps reducing food waste. Mazda Distributors continue to implement food drive as we can build good relationships with customers through social contribution activities.



By the numbers

Duration of program:

Chiba Mazda **2** years

Mazda Autozam Ichiharakita **16** years

Minami-Kyushyu Mazda **1** year

Enfini Hiroshima **1** year

REVITALIZING THE COMMUNITY THROUGH SPORTS AND CULTURE

Support for Sports and Culture

[Japan] Mazda Motor Corporation, Koushin Mazda Co., Ltd., Hiroshima Mazda Co.,Ltd., and other distributors

[Mexico] Mazda de Mexico Vehicle Operation (MMVO)

[Australia] Mazda Australia Pty. Ltd. (MA)

[Thailand] Mazda Sales (Thailand) Co., Ltd. (MST)



Teaching children how to play rugby

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

Mazda Head Office is sponsoring various sports and cultural organizations, such as Sanfrece Hiroshima, Hiroshima Toyo Carp, and Hiroshima Symphony Orchestra. Mazda is supporting Hiroshima Dragonflies, a professional basketball team, as official partner, and Hiroshima Mazda is also sponsoring the team as a diamond partner.

Mazda Skyactives Hiroshima, the rugby team originated from Mazda, is also working hard to promote sports for the local community. In FY2021, at the request of local government, the team opened its training ground up to the local children who play rugby, and active players of the Mazda Skyactives Hiroshima coached children's rugby teams.



Koushin Mazda has been supporting the logistics of baseball teams since 2013 by providing vehicles on loan to transport team staff of the Shinano Grandserows, a professional baseball team in Nagano Prefecture. As a home game arena sponsor since 2018, Koushin Mazda has also been supporting the logistics of the Boaluz Nagano Futsal Club by providing vehicles on loan.



MA is the major sponsor the North Melbourne Football club (NMFC), a prominent team in the Australian Football League (AFL). Since 2018, MA has also been the exclusive sponsor of the North Melbourne Tasmanian Kangaroos (NMTK), the new team in AFL Women's (AFLW). MA continued sponsorship in 2021.

MST is the main sponsor of SWATCAT Nakhon Ratchasima Mazda FC, a national football club based in Nakhon Rachasima, Thailand. MST has continued this sponsorship for 10 years to help raise Thai football to an international level and promote the sport's popularity, as well as to support local economic development in Nakhon Ratchasima.

<https://www.mazda.co.th/news-and-events/30-aug-2021-mazda-swatcat-press-conference2021/>

By the numbers

Duration of program:

- Hiroshima Dragonflies **2** years
- Mazda Skyactivs Hiroshima **2** years
- Shinano Grandserows Baseball Club **9** years
- Boaluz-Nagano Futsal Club **4** years
- Australia NMFC 23 years, NMTK **4** years
- SWATCAT **10** years

Cultural Promotion through Support of Exhibitions

MA has been supporting art exhibitions and other arts and culture activities since 1994 to make world-famous works of art more accessible to local residents. In FY2021, MA supported the May-June exhibition titled "From Botticelli to Van Gogh: Masterpieces from the National Gallery in London" as the principal sponsor.

MA was an important driving force behind the exhibition, which was the first time the National Gallery in London allowed any of its works to leave the country for an international tour.

MMVO made a money donation to the Institute of Culture of the Irapuato Municipality to support a painting exhibition titled "70 years of Jazzamoart" to celebrate the 70th birthday of a local painter named Javier Vázquez (a.k.a. Jazzamoart). This with the aim of both supporting local artists as well as promoting culture among local residents.

By the numbers Duration of program:

- MA **28** years, MMVO **1** year

COMING TOGETHER IN PRAYERS FOR PEACE

Paper Crane Project

- [Japan] Mazda Motor Corporation
- [Canada] Mazda Canada inc. (MCI)
- [Mexico] Mazda de Mexico Vehicle Operation (MMVO)
- [Europe] Mazda Motor Logistics Europe N. V. (MLE)
- [South Africa] Mazda Southern Africa (Pty) Ltd. (MSA)
- [Australia] Mazda Australia Pty. Ltd. (MA)
- [New Zealand] Mazda Motors of New Zealand Ltd. (MMNZ)
- [Colombia] Mazda de Colombia S.A.S. (MCO)
- [Thailand] Mazda Sales (Thailand) Co., Ltd. (MST)
- [Taiwan] Mazda Motor Taiwan Co., Ltd. (MMT)



Deep Connection Between Mazda and Hiroshima

Mazda has been offering paper cranes collected from throughout Japan and around the world to the Children's Peace Monument in Hiroshima Peace Memorial Park.

During the COVID-19 pandemic, there was a significant drop in the number of paper cranes presented at the monument due to the sharp decline in the number of visiting tourists and school excursions. When the Hiroshima City Plaza for Town Development through Citizen Exchange made an appeal for people's cooperation in an effort to offer paper cranes, Mazda thought about how it could contribute and came up with a plan.

Calling on its distributors around the world, Mazda enlisted the cooperation of staff and customers in a worldwide campaign to collect paper cranes. The various activities of staff to contribute to their local communities also served as a valuable opportunity for uniting them in a common goal as members of the global team of Mazda, a company that has its roots in Hiroshima. Mazda contributed 80,000 folded-paper cranes in total to Hiroshima City in global.

As part of its sales and service education for dealers, MMT incorporated making paper cranes as an opportunity to learn about the history of Hiroshima and in a joint effort, staff and customers made a total of 2,000 paper cranes.

MCOL made it possible for people to download an original origami design featuring the colors of the national flag, and with the cooperation of customers and journalists, produced a total of 3,000 paper cranes.

For every 1,000 paper cranes donated by the general public, MMNZ made a commitment to donate \$1,000 to the Make-A-Wish-Foundation, which helps children with life-threatening illnesses achieve their dreams, up to a maximum of \$20,000.

These cranes were then sent to Mazda's head office in Hiroshima, which requested the Workplace (a social welfare corporation) to thread them into multiple strands of paper cranes. After being delivered to Mazda, these strands of paper cranes were presented at the Peace Memorial Ceremony on August 6.

Many people who participated in the paper crane making expressed their sincere hopes that conflict and hatred will disappear from this beautiful earth, that people may one day live in good health and peace, and that we will all be able to welcome a future where people can be truly happy. Many people also made comments about how happy they were that the paper cranes they made would be displayed in the Peace Park, bringing joy to people and making the park colorful.

The meaning and value of this activity deeply resonated with people all around the world and expanded the circle of our activities.



By the numbers

Duration of program: **2** years

LET'S GO FOR A DRIVE AND ENJOY CHRISTMAS TOGETHER!

Support of the Santa project

[Japan] Mazda Motor Corporation, Mazda Engineering & Technology Co., Ltd. (Mazda E&T)
 [Colombia] Mazda de Colombia S.A.S. (MCOL)



MCOL has been implementing the Santa Project in cooperation with an NGO that works to protect children who have no choice but to live on the streets.

In FY2021, 44 children and employees drove to the movie theater by decorated Mazda cars for Christmas, and enjoyed watching a movie together. The children received Christmas gifts, which were donated for the Santa Project.

Mazda and Mazda E&T provide operational support for the Santa Project, which assists single-parent families in Yokohama and Hiroshima. The project is organized by Roadster Club of Japan (RCOJ)*, and Mazda officers and employees who dressed as Santa Claus and reindeer participated.

In FY2021, aiming at "Bring smiles to children's faces and brighten up the atmosphere of Yokohama", about 160 participants and 60 members of the staff got into 40 Roadsters and enjoyed driving around sightseeing places in Yokohama. The organizer made the comment, "Children were the splendid events that I included it, and everybody became the smile. We are looking forward to doing this project again next year."

RCOJ conducted fundraising activities in Yokohama and Hiroshima for the Santa Project.

Mazda helped the project by providing the location, selling Mazda official goods, and donating all of the sale proceeds. Mazda E&T employees provided the operational support during the project.

In FY2021, Mazda R&D Center Yokohama worked together with the social service department at Yokohama city office and sold social workshop products, such as coffee and cookies.



* The fan Club for Mazda Roadster enthusiasts.

By the numbers

Duration of project:

3 years (Colombia)

19 years (Yokohama)

4 years (Hiroshima)

LET'S TAKE A BREAK AND MAKE A DONATION OVER A BOTTLED DRINK!

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 donated a portion of the sales proceeds (3-5%) to social welfare organizations.

Since this initiative started in 2016, Mazda Parts has installed eight vending machines in total to support orphans from automobile accidents and to contribute to the preservation of the Atomic Bomb Dome. A portion of sales proceeds was donated to Foundation for Orphans from Automobile Accidents, Hiroshima-city, and other non-profit organizations. In FY2021, Mazda Parts donated 184,110 yen, and the contribution was featured in magazine.

Mazda Ace has installed three vending machines to support "Hiroshima Symphony Orchestra", "Sanfrecce Hiroshima" at Hiroshima HQ, and one vending machine to support "Central Community Chest of Japan", five vending machines for a non-profit organization, which addresses child poverty at Hofu Plant and donated a portion of sales proceeds.

Since 2008, Kobe Mazda has installed 19 vending machines to support the Japan Guide Dog Association, and in FY2021, installed another 32 community-support vending machines for youth development and donated a portion of sales proceeds.

Community-support vending machines are effective when you want people aware of something and will be used for other campaigns as well.



By the numbers

Duration of programs:

Mazda Parts Co., Ltd. **6** years

Mazda Ace Co., Ltd. **12** years

Kobe Mazda Co., Ltd. **14** years

WE ARE STRIVING TO KEEP EVERYBODY IN THE COMMUNITY SAFE

Community watchdog activities

[Japan] Mazda Motor Corporation, Mazda Ace Co., Ltd., Group companies, Distributors



Establishment of "Safe Havens" and "Safe Houses"

Mazda group companies and distributors engage in various activities to watch over people in the community staying safe. In November 2020, Mazda Ace expanded the role of the nine security guard posts on the premises of Mazda Head Office to serve also as "safe houses" for children and "safety stations" for people in the community in general.

The guards watch over children on their way to and from school, provide temporary safe havens to all local residents including women and the elderly, and function as a police liaison service as needed. The Mazda security guards serve not only people working at Mazda Head Office but also people living in the local community.

By the numbers

Duration of program: Mazda Ace **2** years

INSPIRING HOPE FOR THE FUTURE

Wall Art

[Japan] Hiroshima Mazda Co., Ltd.



Connecting visions of hope in Hiroshima to hope for the future 100 years on from the War

In April this year, WALL ART PROJECT "2045 NINE HOPES," an event for creating wall art, was held at Orizuru Tower, a facility in Hiroshima City. Featured at the event was the work of nine artists who are active in Japan and abroad and who have personal connections with Hiroshima. The event was inspired by the question "What legacy can we who have commemorated the 75th anniversary of the end of World War II leave behind for others?" and was a collaborative effort of Hiroshima City University, Hiroshima Jogakuin University, Tamentai Gallery, the Hiroshima Prefectural Tourism Association, and Hiroshima Mazda. The theme of the project was "Hopes for 2045," which is the year that will mark the 100th anniversary since the end of World War II. Commenting on the project, a representative from Hiroshima Mazda explained, "We drew on the history of the development of our company and the changes that occurred in the lives of the people of Hiroshima during that time to create a work that expresses our hopes 100 years on from the war. Considering the chaotic state of the world today, as a local company, we wanted to communicate a new vision of peace from a uniquely Hiroshima perspective."

The participating artists also shared their impressions of the event, with one commenting, "I've never had the opportunity to come into contact with artists of different fields and ages, so it was a very valuable experience for me. I was extremely happy to have this opportunity to be able to communicate peace through my work."



* Building managed by Hiroshima Mazda
<https://www.orizurutower.jp/en/>

SEARCHING FOR SOLUTIONS BY STARTING WITH THE THINGS WE CAN DO

Support activities in response to the spread of COVID-19

[United States of America] Mazda North American Operations (MNAO)

[Canada] Mazda Canada Inc. (MCI)

[Mexico] Mazda de Mexico Vehicle Operation (MMVO)

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

[Thailand] Mazda Sales (Thailand) Co., Ltd. (MST)

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



We at Mazda Motor Corporation offer our heartfelt condolences for those who lost their lives to COVID-19, and to their families and loved ones. We also offer our sincere wishes for a quick recovery for those who are suffering from the virus and its effects.

Support for Local Communities

MST continues the sharing project "Mazda Punsuk"^{*1} by Setting up "Punsuk Pantries" in front of Mazda showroom across Thailand to help Thai people who suffer from the pandemic of COVID-19. Also, under "Punsuk activity", MST together with MST staff donate medical necessity to Thai red cross to support the operation of medical staff also lend Mazda BT-50 to Thammasat field hospital.

*1 Punsuk means to share happiness.



MCI worked with its distributors on a "Local Legend Cause Marketing Campaign" to support local small businesses affected by the COVID-19 lockdown. More than 200 companies, including those selected by MCI, companies recommended by the public, and local companies, were targeted for support, and through donations, MCI supported their business continuity.

AAT together with WHA Corporation Public Company Limited jointly organized "AAT - COVID-19 Vaccination Center" for employees who are working in Eastern Seaboard Industrial Estate (WHA Group) AAT has provided facilities as well as staff to support this special event on Friday August 27th and Tuesday August 31st, 2021. And nearly 2,000 employees from more than 180 companies have received their first dose of COVID-19 vaccine at AAT.

MMVO collaborated with the State Government towards the establishment and operation of a COVID-19 vaccination center where over 30,000 doses were administered to employees of MMVO, suppliers, and other companies in the region as well as to local citizens. Additionally, MMVO donated round-trip transportation during 1 day for taking citizens of Salamanca who live far away from the center.

MNAO offered free oil changes for school teachers, coaches, and administrative staff for Mazda vehicles as well as models from other manufacturers.



Support for healthcare workers

In July 2021, MMT launched the "MAZDA Support You, Medical Protection" campaign offering services such as engine oil changes, vehicle interior disinfection and basic vehicle inspections for medical professionals, regardless of manufacturer. In addition, MMT launched a campaign to ask people posting photos and messages on MMT's official fan site in order to support medical professionals. Within one week, tens of thousands of fans responded. MMT made a video of the posted photos and shared it on its official fan site.

MMVO made a money donation to JETRO to provide free lunch boxes to doctors fighting the COVID-19 in Mexico with the aim of showing appreciation for Mexico and its doctors as ALL JAPAN (Embassy, Japanese companies, and Japanese restaurants).

SUPPORTING ACTIVITIES TO IMPROVE THE WELFARE OF CHILDREN

Medical Support

[Canada] Mazda Canada Inc. (MCI)

[Australia] Mazda Australia Pty. Ltd (MA)



MCI cooperated in raising funds for summer camp programs for sick children. Thirty-two employees, their families and friends participated in a fun run to help provide children with cancer and other illnesses a camping experience.

The camp provides kids affected by childhood cancer with unique opportunity for growth through challenging, fun, enriching and magical experiences.

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

By the numbers

Duration of sponsorship:

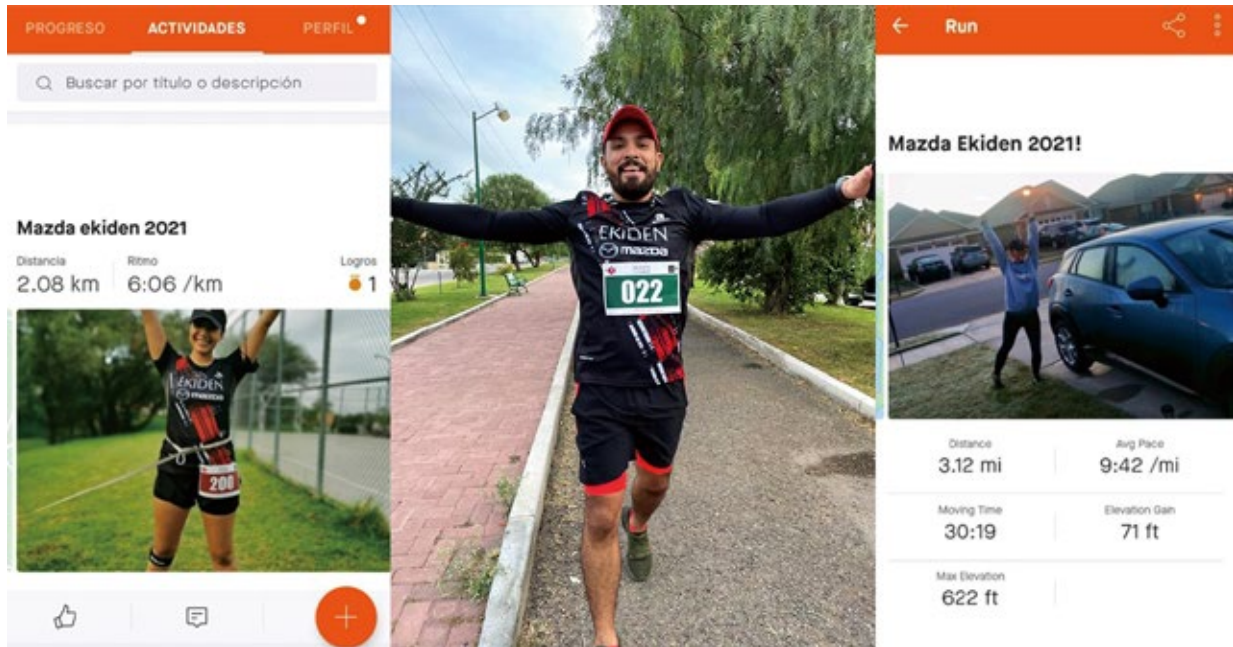
MCI **8** years

MA **15** years

CONNECT ONLINE AND HOLD THEM AT THE SAME TIME!

Mazda Ekiden Road Relay Race

[Mexico] Mazda de Mexico Vehicle Operation (MMVO)



Deepen exchanges with local community through Japanese culture

MMVO has hosted the road relay race (Ekiden) within MMVO's plant premises since 2015 to introduce Japanese culture to the local community, and to spend quality time with its employees, their families, and the locals.

In FY2021, as last year, MMVO held an Online Ekiden instead of in-person race due to the COVID-19. Registration for the race was free of charge, and MMVO invited Mazda dealers from all over Mexico to participate in the race. MMVO also invited Mazda group companies from Japan, the United States, Canada, and Australia to join the race. In total, the MMVO ekiden race in FY2021 brought together 611 teams, thereby connecting more than 3,000 runners from all over the world. All teams completed the 15-km race with five team members.



Participants gave MMVO feedback such as "we are thankful with Mazda for opening its doors and promoting sports in the city," "The ekiden gave me an opportunity to reconsider health of my family members and mine."

By the numbers

Duration of program with community participation: **7** years

HANDS OUT PRESENTS WITH LOTS OF LOVE

Toy Drive

[Mexico] Mazda de Mexico Vehicle Operation (MMVO)



Donating toys from Employees and company

Since 2015, MMVO employees have been collecting toys and donating to children who are socially and economically disadvantaged.

In Mexico, it is customary for children to write letters to receive presents by "Three Kings Day" (January 6), the last day of the holiday season. Every year on this day, we carry out a toy collection activity and donate toys donated by employees to children.

In FY2021, In cooperation with the governments of Salamanca and Irapuato cities, MMVO donated 2,640 toys to children.



By the numbers

Duration of program: **7** years

HOPE MIGRANTS HAVE A LITTLE MORE COMFORTABLE LIFE

Support for immigrants

[Mexico] Mazda de Mexico Vehicle Operation (MMVO)



Donate home appliances to the National Institute of immigration

MMVO donated 75 home appliances to the National Institute of Immigration for migrants' use at shelters. In Mexico, along with the expansion of shelters for immigrants, we donated cooking utensils that were in short supply with the aim of contributing to provide humanitarian assistance and support to migrants in Mexico who live, travel, and inhabit in precarious and vulnerable circumstances.

By the numbers

Duration of project: **1** year

PROMOTING THE HEALTH AND SAFETY OF CHILDREN

Everybody in the community safe/
Safety at School and HIV/AIDS Social Responsibility

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



Supporting schools and workhouse with donations



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."

Due to the COVID-19 restrictions in FY2021, the committee was unable to conduct activities with the children but supported schools through the donation of a hot and cold water dispenser and school supplies to Banmormui school in Pluakdaeng, Rayong province.

In addition, the committee donated daily necessities and other goods to the Camillian Social Center Rayong, a facility that offers seven programs including palliative care for children and women living with HIV/AIDS, and homes for HIV positive teenagers.

By the numbers

Duration of project: **15** years

Mazda Motor Corporation
General Affairs Department, Corporate Services Division

Head Office: 3-1 Shinchi, Fuchu-cho, Aki-gun, Hiroshima 730-8670, Japan
Issued: March 2023