



With Local Communities and Society

As well as addressing social issues through our businesses, we believe that it is our responsibility as a good corporate citizen to develop activities rooted in the local communities to which we belong. Accordingly, the Maxell Group is actively advancing a range of social contribution initiatives with the aim of creating a better society.

▲ Approach to Social Contribution Activities

The Maxell Group fully understands that as members of society, companies must be rigorously fair and transparent in their conduct of business activities. Further, as a good corporate citizen, we are committed to helping create a truly affluent society through our social contribution activities and realizing harmony with the environment. We are a corporate group with bases all over the world. To realize coexistence and co-prosperity with society as such an organization, our employees are leading the way with social contribution activities that center on environmental preservation, education of the next generation, and harmony with local communities.



Environmental preservation



Education of the next generation



Harmony with local communities

▲ Major Activities in Fiscal 2019

Summary of Activities		Works / Operating Company
Environmental preservation	Participated in bamboo forest maintenance activity of the Oyamazaki Council for Measures against Groundwater Use, and cherry blossom tree-planting event	Kyoto Works
	Provided Blue Seafood at employee cafeterias	Kyoto Works, Kawasaki Works, Kobuchizawa Works
	Had 13 employees participate in the 18th annual day of activities devoted to protecting Lake Biwa's native fish species	Kyoto Works
	Held four flower-planting events with local elementary schools in which around 292 students participated	Kyoto Works
	Had 1,372 employees participate in cleaning up the neighborhoods of nine works in Japan	Kyoto Works, Ono Works, Kyushu Works, Kobuchizawa Works, Kawasaki Works, Gifu Works, Miyagi Works, Tokyo Office, Nagano Works
	Had 200 employees take part in an October hiking and cleanup event in Fuzhou, China aimed at raising environmental awareness	MDCN
	Picked up plastic, cigarette butts, fruit peels, and other trash from Xingchuang 1st Road and Gao Lang Lu street around Wuxi Maxell Energy Co., Ltd.	WME
	Installed green curtains to reduce the environmental impact of air conditioning equipment as part of efforts to address global warming	Kyushu Works, Gifu Works
	Dimmed our lighting on the summer solstice, June 21, and Cool Earth Day, July 7, to raise awareness of energy conservation	Kyoto Works, Kyushu Works, Kawasaki Works, Kobuchizawa Works, Gifu Works, Miyagi Works
	Collected eco bottle caps	Kyushu Works, Kawasaki Works
Education of the next generation	Supported and participated in "Summer Vacation 2019 Homework and Self-Study Blitz" in Tokyo and Osaka	Tokyo Office
	Held 13 classes on batteries, including Hitachi Science Seminars, for 1,074 elementary and junior high school students	Kyoto Works, Ono Works
	Conducted plant study tours	Kyushu Works, Kobuchizawa Works, Nagano Works
	Supported the girls soccer team of Grange Park Primary School in Telford, the United Kingdom	MEL
	An electric wheelchair of Team OECU&H of Osaka Electro-Communication University, powered by a drone battery, entered the CYBATHLON Wheelchair Series Japan 2019.	Kyoto Works
Harmony with local communities	Participated in Da Vinci Masters activities	Tokyo Office
	Accepted a graduate school student from Kobe University for an internship	Kyoto Works
	Provided supplies to areas affected by the heavy rain in northern Kyushu in August 2019. Teamed up with Daisaku Shoji Ltd. to provide supplies to combat heatstroke, such as Daisaku Shoji's "My Fan Mobile" wearable electric fans and distributed more than 2,400 Maxell AA batteries and 600 rolls of adhesive tape to 16 locations in the cities of Takeo and Ogi, and the town of Omachi.	Kyoto Works, Kawasaki Works
	Provided supplies to areas affected by Typhoon Faxai in 2019. Teamed up with Daisaku Co., Ltd. to provide supplies to combat heatstroke, such as Daisaku's neck-mounted personal fan, My Fan Mobile, and distributed more than 4,800 Maxell AA batteries 10 locations in the cities of Tateyama, Nagara, and Futtsu.	Kyoto Works
	Donated 60 ozone anti-bacterial deodorizers to 11 hospitals in Wuhan, China	MSH
	Tested the soft robot, Amoeba GO-1, powered by a drone battery, for carrying luggage at a municipal housing complex	Kyoto Works
	Held plant observation tours for families	Kawasaki Works, Kobuchizawa Works
	Promoted "local production for local consumption" activities in employee cafeterias	Kyoto Works
	Welcomed technical interns from India	Ono Works
	Donated aluminum wheelchairs made from recovered aluminum cans and bottle caps to Roadside Rest Area Yonezawa	Yonezawa Works
	Carried out blood donation activities in Malaysia, collecting 150 bags of blood	MTM
	In August, supported United Way, an initiative for assisting academic success for students in Passaic County. MCA employees donated notebooks, pens, pencils, crayons, backpacks, etc.	MCA
	In September, donated AA and AAA batteries in response to a request from the retail association of Freeport, Bahamas, which was damaged by Hurricane Dorian. Also donated toothpastes, pharmaceuticals, and anti-bacterial wipes.	MCA
	Provided socks and daily essentials to support burn victims of a fire at a drug and alcohol rehabilitation facility	MCA
	Sponsored JAPAN JAM 2019 and the 21st Takatsuki Jazz Street Festival	Kyoto Works, Tokyo Office
Had 10 employees participate in Walk for Millions, a charity event that supports low-income households in Hong Kong	MAS	
In October, the MDCN Group again conducted activities at the Hongliao Central Elementary School in Shoushan Township, Jin'an District, Fuzhou, China. This time, we donated a projector, computer, backpacks, assistance money, and scholarships to the teachers and students of the school, and raised awareness about separating waste.	MDCN	
In July, WME donated 8,000 yuan to the Qinghai Mutual Assistance Education Board through the Xinwu District Charity Association in Wuxi, China	WME	
Donated Islamic prayer mats (nonstandard intermediate products) to nearby villages, mosques, and schools in Indonesia 14 times (annual)	SLEI	
Invited orphans residing near our plant in Indonesia, gave them stationery sets, and held a dinner party for them (annual event)	SLEI	

MDCN: Maxell Digital Products China Co., Ltd., MAS: Maxell Asia, Ltd., SLEI: PT. S Liontec Ekadharm Indonesia, MEL: Maxell Europe Ltd., MTM: Maxell Tohsin (Malaysia) Sdn. Bhd., MCA: Maxell Corporation of America, WME: Wuxi Maxell Energy Co., Ltd., MSH: Maxell (Shanghai) Trading Co., Ltd.

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Environmental Preservation

▲ Ocean Plastic Waste Cleanup Activities

September 19, 2020 was World Cleanup Day 2020, an event where 20 million people in more than 180 countries around the world all worked as one to clean up the Earth. It was also the final day of a nationwide cleanup campaign, Ocean Waste Zero Week 2020. Volunteers from Maxell participated on the day in cleanup activities at Nishikinohama Beach in Kaizuka City, Osaka Prefecture.

Twenty-eight participants, including the president of Maxell Holdings, picked up about 28 kg of waste from the beach and the sea, including plastic bags and pieces of polystyrene.

We will continue these kinds of activities, taking action on the growing problem of ocean waste while raising awareness about reducing waste among employees.



Education of the Next Generation

▲ Family Events and Plant Observation Tours

As part of the M-Wing diversity promotion project, we held a plant observation tour for employees' children during the summer holidays. This activity aims to give family members a chance to experience the atmosphere of the workplace and to deepen family bonds.

In fiscal 2019, the tours were held at two locations—Maxell's Kawasaki Works and Kobuchizawa Works—with 11 families, totaling 30 participants. It was the first time for the Maxell Group to hold the tours while the plants were in operation, and children who participated as part of their free studies during summer holidays observed with interest and asked questions. Family members who visited the employee cafeteria were treated to lunch. The activity helped employees' families to understand Maxell's products and services, and also helped to strengthen mutual understanding between employees by providing an opportunity for colleagues' families to interact.



Plant observation tour at the Kawasaki Works



Plant observation tour at the Kobuchizawa Works

Harmony with Local Communities

▲ Providing Support for Those Affected by Heavy Rains in Northern Kyushu and Support for Wuhan City Hospitals in China

In August 2019, western Japan was hit with heavy rains. We assembled a support team with Daisaku Shoji Ltd. and the American football team of Kyushu University to conduct joint activities. We donated 2,400 AA batteries, which were used in wearable electric fans donated by Daisaku Shoji. At the same time, we offered 600 rolls of adhesive tape, which were used to assemble cots in evacuation areas.

In other activities, Maxell (Shanghai) Trading Co., Ltd. donated 60 ozone anti-bacterial deodorizers*, able to eliminate viruses, bacteria, and odors, to 11 hospitals in the Chinese city of Wuhan following the outbreak there of COVID-19.

* In developing the ozone anti-bacterial deodorizer, Maxell confirmed that it is effective in eliminating various bacteria and viruses. With regard to the novel coronavirus that causes COVID-19, we undertook joint research with Nara Medical University using OZONEO AERO units (MXAP-AE270) to confirm their efficacy for deactivating the virus under test conditions. (The research does not demonstrate efficacy under actual usage conditions.)

<http://www.naramed-u.ac.jp/university/kenkyu-sangakukan/oshirase/mbtsars-cov-2.html>

https://ssl4.eir-parts.net/doc/6810/ir_material21/150030/00.pdf

