



# 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 FY2018

| 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  |
|   | Had eight employees participate in the 17th annual day of activities devoted to protecting Lake Biwa's native fish species. 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 285 students participated   | Kyoto Works  |
|   | Had 1,267 employees participate in cleaning up the neighborhoods of nine works in Japan  | Kyoto Works, Ono Works, Kyushu Works, Kawasaki Works, Kobuchizawa Works, Gifu Works, Miyagi Works, Tokyo Office, Nagano Works  |
|   | Had 260 employees take part in a December hiking and cleanup event in Fuzhou, China aimed at raising environmental awareness   | MDCN   |
|   | Saw 16 employees volunteer for beach cleanup activity in Hong Kong   | MAS  |
|   | Installed green curtains to reduce environmental impact of air conditioning equipment as part of efforts to address global warming   | Kyushu Works, Gifu Works   |
|   | Dimmed our lighting on 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   |
|   | Collecting eco bottle caps   | Kyushu Works, Kawasaki Works   |
| Education of the next generation  | Supported and participated in "Summer Vacation 2018 Homework and Self Study Blitz" in Tokyo and Osaka  | Tokyo Office   |
|   | Held nine classes on batteries, including Hitachi Science Seminars, for 499 elementary school students   | Kyoto Works, Ono Works   |
|   | Conducted plant study tours  | Kyushu Works, Kobuchizawa Works, Nagano Works  |
|   | Invited five sixth-year elementary school students to participate in a workplace experience program in the town of Fukuchi focused on environmental education  | Kyushu Works   |
|   | Participated in Children's University 2018, organized by Telford College in the UK as sponsor  | MEL  |
|   | Cooperated with National Institute of Technology, Kagawa College, to conduct verification tests of drones for water rescue   | Kyoto Works  |
|   | Coordinated with the natural disaster and science department of Tagajo High School in Miyagi Prefecture (loaned a Type-T storage battery free of charge for a year)  | Tokyo Office   |
|   | Participated in Da Vinci Masters activities  | Tokyo Office   |
|   | Held dialogue with fourth-year students of "Takano's Seminar" club at Kansai University  | Kyoto Works  |
|   | Harmony with local communities   | Engaged in disaster-relief efforts after the heavy rains in western Japan (visited evacuation centers and temporary housing, bringing AA batteries for wearable electric fans as a means to prevent heatstroke as well as adhesive tape used to assemble cots, both of which were directly distributed to volunteers and disaster victims) |
| Donated ¥3 million to help those affected by the heavy rains in July 2018 and ¥1 million to help those affected by the Hokkaido Eastern Ibari Earthquake  |  | Kyoto Works  |
| Contributed to Kids Loco Project, which develops children's wheelchairs using laminated lithium ion batteries   |  | Kyoto Works  |
| Promoted "local production for local consumption" activities in employee cafeterias   |  | Kyoto Works  |
| Welcomed technical interns from India   |  | Ono Works  |
| Donated wheelchairs to eight towns in Yamagata Prefecture through profits from collecting aluminum cans (amounting to 16 wheelchairs total)   |  | Yonezawa Works   |
| Carried out blood donation activities in Malaysia, collecting 152 bags of blood   |  | MTM  |
| Donated mug cups in May to an organization that supports people in Paterson, a city in Passaic County, New Jersey   |  | MCA  |
| Donated 11 pounds of Halloween candy in October to an organization that supports retired veterans   |  | MCA  |
| Donated hats, shoes, and gloves in November to Woodland Park, New Jersey  |  | MCA  |
| Sponsored JAPAN JAM 2019 and 20th Takatsuki Jazz Street Festival  | Tokyo Office   |  |
| Had 15 employees participate in Walk for Millions, a charity event that supports low-income households in Hong Kong   | MAS  |  |
| Donated home appliances and beds for student dorms to Hongliao Central Elementary School in Shoushan Township, Jin'an District (China). Also, provided scholarships to outstanding students at this school and offered financial aid to students from low-income households | MDCN   |  |
| Donated a range hood in September to an organization supporting disabled people in Wuxi, Xinwu District (China) that promotes activities to help households facing hardships  | WME  |  |
| Donated Islamic prayer mats (nonstandard intermediate products) to nearby villages, mosques, and schools in Indonesia 14 times  | SLEI   |  |
| Invited orphans residing nearby to our plant in Indonesia, gave them stationery sets, and held dinner party for them (annual event)   | SLEI   |  |

MDCN: Maxell Digital Products China Co., Ltd., MAS: Maxell Asia, Ltd., SLEI: PTSLIONTEC EKADHARMA INDONESIA, MEL: Maxell Europe Ltd., MTM: Maxell Tohshin (Malaysia) Sdn. Bhd., MCA: Maxell Corporation of America, WME: Wuxi Maxell Energy Co., Ltd.



## With Local Communities and Society

### Environmental preservation

#### ▲ Maintaining Bamboo Forests to Preserve the Environment

The Maxell Group participates in “Kicking Down the Bamboo Shoots,” a bamboo forest maintenance activity of the Council for Measures Against Groundwater Use, in Oyamazaki, Kyoto Prefecture. This activity is carried out with the aim of preserving groundwater resources and maintaining forests. Bamboo forests left unmaintained gradually lose their water-holding capacity, and this can potentially lead to landslides. In addition, if bamboo shoots spread into regular forests through these landslides, they can cause many trees to die. To address this issue, we participate in “Kicking Down the Bamboo Shoots,” which involves tearing down bamboo shoots to maintain bamboo forests, thereby increasing groundwater recharge. At the same time, participation in this activity contributes to preserving broadleaf forests, which absorb CO<sub>2</sub>, and in turn prevent global warming.



Bamboo forest maintenance activities

### Education of the next generation

#### ▲ Supporting Education of the Next Generation through Battery Classes

We have been participating in the “Kyo no Edison Program” since fiscal year 2006. Through this program, we offer battery classes to elementary and junior high school students. The “Kyo no Edison Program” was established by the Department of Education in Otokuni, Kyoto Prefecture in collaboration with corporations, local boards of education, and schools with the aim of promoting education on science, technology, and craftsmanship. In fiscal year 2018, we conducted battery classes at seven elementary schools and one community center, offering the experience of creating an original dry battery to a total of 499 children. Since fiscal year 2006, a total of 2,977 children have participated in our battery classes. In addition to these classes, we participate in Da Vinci Masters, a program that teaches kids science and math through games and hands-on experiences, as well as the “Homework and Self Study Blitz” program. Through such means, we will continue to provide support for the education of the next generation going forward.



Battery class

### Harmony with local communities

#### ▲ Supporting Recovery Efforts after Heavy Rains in Western Japan

In July 2018, western Japan was hit with heavy rains. We assembled a support team for mitigating heatstroke in collaboration with Ken Noguchi office and Daisaku Shoji Ltd., and carried out disaster-relief activities. Through these activities, we donated 40,000 AA batteries, which were used in wearable electric fans donated by Daisaku Shoji. At the same time, we offered 500 rolls of adhesive tape, which were used to assemble cots in evacuation areas. Rather than simply donating these supplies, we delivered them directly to disaster-stricken areas in accordance with the *genchi genbutsu* (go-and-see) approach we adopt in our efforts to prevent heatstroke. In light of these activities, we received the Excellence Award in the Heatstroke Care Division at the Hitosuzumi Award 2018. We also received the Top Runner Award (corporate/private organization division) at the same award ceremony.



Support of recovery efforts after heavy rains in western Japan