



## — Initiatives for Society

The Nippon Kayaku Group aims to be a company closely rooted in communities through its involvement at the local level, proactive engagement with all stakeholders and support for the educational needs of the next generation.

### Launch of IBD-INFO

In April 2015, we launched IBD-INFO as an informative microsite for IBD patients.

IBD stands for Inflammatory Bowel Disease. Generally, IBD refers to Ulcerative Colitis and Crohn's Disease. The microsite IBD-INFO provides easy-to-understand commentary from a healthcare professional about the symptoms of Ulcerative Colitis and Crohn's disease as well as exams, diagnosis, treatment and daily care, among other topics.

The microsite features a host of different content about causes and symptoms, treatment methods, daily care, and public subsidies for defraying healthcare costs, so as to provide patients with an extensive resource of need-to-know information. Additionally, articles on the latest in IBD treatment and care featuring interviews with specialist physicians are regularly published on the microsite as well.

The goal of this microsite is to broaden patient understanding and empower them with the correct knowledge so that they will be more motivated during the treatment process.

[IBD-INFO](#) 



### Launch of Informational Microsite "RHEUMATISM RA · RA · RA"

The microsite "RHEUMATISM RA · RA · RA" was launched in February 2015 to educate people living with Rheumatoid arthritis. This site was created with a commitment to serve as a close, everyday partner for people with Rheumatoid arthritis by providing emotional support.

The site, which is also compatible with smartphones, offers an easy-to-use platform that is user friendly, including oversized icons that are easy to touch. The site offers various content covering the topics that patients want to know about, including the causes of Rheumatoid arthritis, symptoms, and treatment options, a long with medical costs involved, care services and a hospital search function.

Additionally, the site provides information about Japan's high cost medical care benefit system accessible for the treatment of Rheumatoid arthritis and also a medical cost reimbursement calculator. The video collection of exercises for Rheumatoid arthritis patients selected by the editorial supervisor, who is a specialist in rheumatology, can be watched at home where patients can also try them out at their convenience.

The phrase "Feeling Happy" and the four leaf clover mark form the logo used by Nippon Kayaku's immunology business. Like a four leaf clover, we hope to play an integral role in patient's lives and provide emotional support. New perspectives play an important role in the treatment process and making life more enjoyable. Our hope is to contribute to each and every patient "Feeling Happy."



## The Pink Ribbon Campaign

The Pink Ribbon Campaign was launched by Nippon Kayaku in 2004 to convey the importance of early detection, early diagnosis and early treatment of breast cancer. Fiscal 2015 marked the twelfth year of these activities.

The campaign includes running a breast cancer awareness website, employees wearing Pink Ribbon Badges, and handing out items that help raise awareness such as bumper stickers. At first these items were handed out at the closer station nearest to our corporate head office, but starting in fiscal 2012 we handed items out at the railway stations closest to all of our business sites in Japan (Nippon Kayaku Fukuyama, Nippon Kayaku Tokyo, Asa Plant, Takasaki Plant, Himeji Plant, and the Tokyo), where we also lobbied passersby about the importance of breast cancer screenings.



Kayami – the Nippon Kayaku Pink Ribbon campaign character

## The Pink Ribbon Campaign Launched at INDET SAFETY SYSTEMS a.s. (ISS)

Located in the Czech Republic, ISS is a subsidiary of Nippon Kayaku established in 1999 that manufactures automotive safety components. From October 12 to 16, 2015, ISS launched the Pink Ribbon campaign for the very first time by cooperating with local organizations working to raise awareness about the importance of breast cancer screenings. In addition to posters, ISS created and handed out leaflets about how to conduct self exams, and magnets with the Pink Ribbon logo. The magnet features a bottle opener so that it will serve as a reminder to people living in the Czech Republic whenever they drink beer, a favorite local pastime as the country has the largest per capita beer consumption in the world. The campaign also appeared in local newspapers and on TV shows.



Employee briefing

Employee briefings were held at each department to raise awareness about the campaign internally. Some employees were shocked to learn that men could contract breast cancer, too.



### Breast Cancer Info Navi

Breast Cancer Info Navi was launched in 2006 as an informative website for breast cancer patients, and in October 2013, the site was completely revamped during Pink Ribbon Month.

There are a number of breast cancer websites on the Internet, so during the revamping process Nippon Kayaku considered how it could provide a unique touch the new website. We decided to focus on a more specialized website that provides information from specialist physicians and pharmacists to not only breast cancer patients and their families but all women.



The redesigned website was also linked with the Nippon Kayaku Group's Pink Ribbon activities, including contents related to the Pink Ribbon campaign's mascot Kayami. Breast Cancer Info Navi is a breast cancer website intended to help all women live a more vibrant and successful life.

## Asunaro House – Supporting Families of Children with Intractable Diseases

The Nippon Kayaku Group, as part of the commemorative projects marking its 80th anniversary and under the motto of "Let's assist children with intractable diseases and their families," owns and operates Asunaro House, an extended-stay facility for caregivers in Saitama City, Saitama Prefecture. This facility safeguards users' privacy and provides parents with a child fighting an illness an opportunity to meet others like themselves, which helps to alleviate the mental burden placed on parents.



## Providing Support for LRI Activities

The Long-range Research Initiative (LRI) is a joint initiative of the chemical industries of Japan, the United States and Europe. Part of the voluntary activities of International Council of Chemical Associations (ICCA), LRI supports long-term research into the effects of chemicals on human health and the environment, with focus on endocrine disrupting effects, neurotoxicity, chemical carcinogenesis, immunotoxicity and elaborating risk factors.

Nippon Kayaku has actively supported LRI from its start in 1999 by offering financial support for LRI activities. and attending the committee.

## Community Engagement

The Nippon Kayaku Group strives to foster understanding in its business activities among local residents through plant festivals, opening its sites to the public, cleanup activities and round-table talks.

Going forward, we will organize various platforms to proactively engage with the local residents as part of our goal of becoming a company that is closely rooted in the local community.

▼ Polatechno Co., Ltd. Wrap Advertising on a Train

▼ Moxtek, Inc Homeless Outreach in the Community

▼ MicroChem Corp. Toys For Tots

▼ Kayaku Safety Systems de Mexico, S.A. de C.V. Continuing with its Support for Local Education

▼ INDET SAFETY SYSTEMS a.s. Helping Defray the Cost of a Wheelchair

▼ Kayaku Safety Systems Malaysia Sdn.Bhd. Relationship Building with the Local Community

▼ Summer Vacation Children's Chemistry Experiment Show 2015

▼ Takasaki Plant Fureai Festival

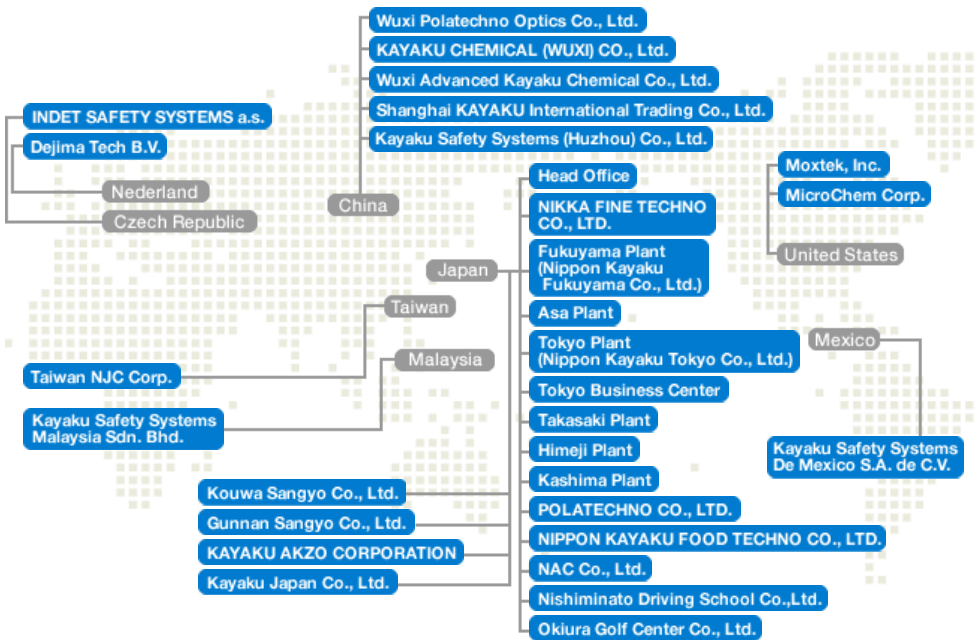
▼ Takasaki Plant and Gunnan Sangyo Co., Ltd. Potato Digging Event

### Nippon Kayaku's Agreements with Local Authorities

Business Site	Agreement	Local Authority
Fukuyama Plant	Agreement on environmental pollution control	Hiroshima Prefecture and Fukuyama City
Asa Plant	Agreement on water pollution control	Yamaguchi Prefectural Fisheries Cooperative
	Agreement on environmental protection	Sanyo-Onoda City
Tokyo Plant	Green agreement	Adachi City

	Agreement on establishing Colored Effluent Issue Council	Tokyo Metropolitan Bureau of Sewerage No. 2 Control Office
	Agreement on mutual disaster relief support in case of an earthquake	Shinden Neighborhood Association and Shinden 1-chome Residents' Association in Adachi City
	Agreement to provide the general public with access to a small water pump storage facility	Senju Fire Department
Tokyo Business Office	Provision of fire fighting facilities 1. Provision of water for firefighting 2. Deployment of a boat for rescues 3. Fire fighting group cooperation site 4. Use of rooftop as a lookout	Tokyo Fire Department Akabane Fire Station
Takasaki Plant	Agreement on assistance from voluntary fire fighting brigade	Regional fire departments including Takasaki City
Himeji Plant	Memorandum on effluent control	Himeji City
Kashima Plant	Agreement on environmental pollution control	Ibaraki Prefecture, Kashima City, Kamisu City

## Community Engagement through Plant Festivals and Other Events



## Examples of Community Engagement by Nippon Kayaku

Business site	Category	Details
Head Office	Education	Participation in children's chemistry experiment show
		Hosting of workshops for students in Tokyo
	Head office tours	Company tours for employees and their families
	Awareness raising activities	Pink Ribbon activities
	Assistance	Assistance provided to AgriFuture Japan (development of farm operators)
	Donations	Japan Association of Corporate Executive IPPO IPPO NIPPON: 8th donation for earthquake reconstruction assistance
		Tokyo Metropolitan Government Joint Fundraising: FY2014 Akaihane Joint Fundraising
		Japanese Red Cross Society: FY2014 Japanese Red Cross Society activity fund
		Japan Anti-tuberculosis Association: Double-barred cross seal fundraising
Guidelines on Transparency in Relationships between Nippon Kayaku and Medical Institutions		
	Guidelines on Transparency in Relationships between Nippon Kayaku and Patients	
Fukuyama Plant (Nippon Kayaku Fukuyama Co., Ltd.)	Festivals	Hosting of the Shining Fukuyama Festival
		Sponsorship of the Fukuyama Rose Festival and summer festivals in the Fukuyama, Akebono, Shingai and Minoshima school districts
		Sponsorship of cultural festivals in the Akebono, Shingai and Minoshima school districts

		Sponsorship of the Fukuyama Fureai and Welfare Festival
	Awareness raising activities	Pink Ribbon activities
	Competitions	Hosting of tennis tournament
	Opening facilities to the public	Soccer field, baseball field, and tennis court, etc.
	Cleanups	Holds cleanup activities around the plant
Asa Plant	Festivals	Hosts the Wasshoi! Kayaku Festival (co-sponsored by Kowa Sangyo, KAYAKU AKZO, and Kayaku Japan)
	Awareness raising activities	Pink Ribbon activities
	Competitions	Organizes a city youth volleyball tournament
	Discussions	Holds community roundtable talks (together with KAYAKU AKZO for neighborhood associations surrounding the Kawahigashi Plant)
	Opening facilities to the public	Gymnasium
	Cleanups	Picks up trash along the Asa River (together with the Asa Branch of the labor union)
Tokyo Plant (Nippon Kayaku Tokyo Co., Ltd.)	Festivals	Hosts the Satsuki Festival
		Hosts a mochi-making festival
	Lectures open to the public	Public lectures for elementary school students (dyes and dyeing technologies)
	Plant tours	Hosts plant tours
	Awareness raising activities	Pink Ribbon activities
	Opening facilities to the public	Opens parking lot (for use by community baseball teams during their season)
	Cleanups	Holds cleanup activities in and around the plant
Tokyo Business Center	Education	Holds summer break lectures for elementary school students
	Festivals	Hosts a spring festival
		Participates in the Kumano Shrine Festival
		Hosts a mochi-making festival
	Awareness raising to the public	Pink Ribbon activities
	Discussions	Hosts briefings for leaders of Shimo 3 and 4 neighborhood associations
	Opening facilities to the public	Provides area for Akabane Fire Department training exercises
	Traffic safety	Provides traffic safety instructions at Kita-hondori Street during the nationwide traffic safety campaign (Tokyo Business District Traffic Safety Promotion Committee)
	Donations	Donates proceeds from certain cafeteria items to those in need
		Support for the reconstruction of Eastern Japan
		Helps provide vaccines to children around the world through PET bottle recycling
Cleanups	Holds cleanup activities around the Tokyo Business Center	
	Holds the Cleanup Campaign (Akabane Station to Arakawa River)	
Takasaki Plant	Festivals	Hosts a fureai festival
		Participates in the Iwahana Kosodate Kanzeon Festival
		Hosts a summer dance performance (together with Iwahana Town)
	Awareness raising to the public	Pink Ribbon activities
	Events	Sweet potato planting and harvesting with children from Iwahana Daycare
	Plant tours	Plant tours and practical learning for community elementary, junior high and high school students
	Discussions	Roundtable discussions with community leaders
	Opening facilities to the public	Opens facilities to the public (baseball field, gymnasium, tennis court, and plaza in front of Ten Shrine)

	(only for Iwahana Town)	
	Donations	Takasaki Festival (sponsors fireworks display)
		Iwahana Kosodate Kanzeon Festival (sponsors fireworks display)
Himeji Plant	Festivals	Summer fireworks festival (weather permitted)
	Awareness raising to the public	Pink Ribbon activities
	Opening facilities to the public	Opens its parking lot (for local sports festivals of elementary and junior high schools)
	Cleanups	Holds cleanup activities around the plant
Kashima Plant	Tours	Company tours for employees and their families
	Discussions	Hosts roundtable talks with Hasaki District Administration members
	Traffic safety	Organizes illegal parking patrols within the Hasaki District Industrial Park
	Cleanups	Holds cleanup activities together with the Agrochemicals Laboratories
		Participates in cleanup activities within the Hasaki District Industrial Park

### Examples of Community Engagement by Group Companies

Business site	Category	Details
POLATECHNO CO., LTD.	Education	Provides polarizing plate materials to the Japan Science Museum
	Donations	Donates used computers to a facility for the physically disabled
	Cleanups	Holds cleanup activities around the plant
Moxtek, Inc.	Education	Supports involvement in the First Lego League (organized by the University of Utah)
	Assistance	Participates in homeless assistance program run by the Community Action Services and Food Bank
Wuxi Polatechno Optics Co., Ltd.	Donations	Donates to a government run fund for poverty-stricken people in need
	Blood donations	Blood donations
	Open facilities to the public	Sets up and opens badminton courts to the public
	Provision	Develops roads, manages lighting, manages greenery, and picks up trash
Dejima Tech B.V.	Participation in competitions	Supports employee participation in a community marathon
	Donations	Uses UNICEF postcards to send New Year's greetings
NIKKA FINE TECHNO CO., LTD.	Sponsorship	Fukui Office: History Festival held annually by the Fukui Chamber of Commerce and Industry
KAYAKU CHEMICAL (WUXI) CO., Ltd.	Donations	Donates to a government run fund for poverty-stricken people in need
MicroChem Corp.	Donations	Donates to Toys for Tots
	Donations	Donates to fight hunger
	Donations	Donations to Boy Scouts of America for an Eagle Scout Project
	Donations	Donations to Minuteman Flames Youth Hockey team
Wuxi Advanced Kayaku Chemical Co., Ltd.	Donations	Donates to a government run fund for poverty-stricken people in need
Shanghai KAYAKU International Trading Co., Ltd.	Volunteering	Volunteers for the Shanghai Cherry Blossom Festival organized by the Consulate
		Volunteers in the Japanese cultural class called the Power of Picture Books organized by the Consulate
NIPPON KAYAKU FOOD TECHNO CO., LTD.	Festivals	Co-hosts the Takasaki Plant Fureai Festival
		Sponsors and participates in the Iwahana Kosodate Kanzeon Festival
		Hosts and sponsors a summer dance performance (together with Iwahana Town)
	Awareness raising to the public	Pink Ribbon activities
NAC Co., Ltd.	Traffic safety	Provides traffic safety instructions at Kita-hondori Street during traffic safety week
	Cleanups	Holds cleanup activities around the Tokyo Business Center and Nippon Kayaku Tokyo

Taiwan NJC Corp.	Workshops	Participates in the Japan Chamber of Commerce and Industry's Pharmaceuticals Subcommittee
	Lectures/Events	Participates in events organized by the Japan Chamber of Commerce and Industry
	Committee activities	Participates in the Japan Chamber of Commerce and Industry's Intellectual Property Committee
INDET SAFETY SYSTEMS a.s.	Employees and their families	Family events
	Donations	Donates to kindergartens/elementary schools for the physically challenged
		Donates to groups supporting the physically challenged
		Donates to facilities that hire the physically disabled
		Donates to orphanages
		Donates to youth rehab facilities (alcoholism, etc.)
		Donates to assisted living facilities
	Donates to schools with explosives departments	
	Awareness raising to the public	Pink Ribbon activities
	Donations	Donates beds to hospitals
		Donates tatami to karate and aikido schools
	Sponsors	Sponsors a karate tournament
Sponsors a bicycle safety class		
Sponsors breast cancer organizations		
Kayaku Safety Systems (Huzhou) Co., Ltd.	Donations	Donates fans to assisted living facilities
	Tours	Plant tours for employees and their families
Kayaku Safety Systems De Mexico S.A. de C.V.	Employees and their families	Family day
		Healthy Campaign to lose weight "1 Kilo Menos" for employees
		High school study support plan for operators
		Supports schools
	Donations	Donates to Cervantino International Music Festival
	Donations	Donates kitchen articles
		Donation for students of Japanese language of the UANL (Nuevo Leon University)
Donates for Christmas (clothing, blankets, and toys, etc.)		
Kayaku Safety Systems Malaysia Sdn. Bhd.	Donations	Donation of projector sets for orphanages plus birthday lunches by employees
		Donations of gifts to local schools
Nishiminato Driving School Co.,Ltd.	Events	Traffic safety classes
	Donations	Disaster prevention charity
Okiura Golf Center Co., Ltd.	Events	Spring and autumn Okiura Golf Tournament
		Okiura Women's Golf Tournament
	Volunteering	Provides recycled cardboard boxes to social welfare company Joy Joy Work free of charge
Sponsorship	Mizuno Open Golf	
Kouwa Sangyo Co., Ltd.	Festivals	Hosts the Wasshoi! Kayaku Festival (co-sponsored by the Asa Plant)
Gunnan Sangyo Co., Ltd.	Festivals	Fureai Festival (sponsors with the Takasaki Plant)
	Donations	Iwahana Kosodate Kanzeon Festival (sponsors fireworks display)
	Events	Sweet potato planting and harvesting with children from Iwahana Daycare (jointly with the Takasaki Plant)
KAYAKU AKZO CORPORATION	Discussions	Hosts community roundtable talks (together with Asa Plant)
	Festivals	Hosts the Wasshoi! Kayaku Festival (co-sponsored by the NK Asa Plant)
	Donations	Donates articles to Koyo Elementary School
Kayaku Japan Co., Ltd.	Education	Dispatches instructors to universities and Tokuyama College
		Dispatches instructors registered with the Japan Explosives Safety Association
		Dispatches instructors for outreach programs at Minamikata and Nobeoka Minami junior high schools

Festivals	HEPCO Summer Festival (co-sponsored with Hokkaido Electric Power Company)
	Sugawa Shrine Festival (assistance)
	Hosts the Wasshoi! Kayaku Festival (co-sponsored by the NK Asa Plant)
Events	Zyounai Ekiden Marathon (hosts nearby youth sports groups together with the NK Asa Plant)
Donating blood	Hosts blood donation truck (together with the NK Asa Plant)
Opening facilities to the public	Opens its row of cherry trees to the public
Plant tours	Plant tours for colleges, government offices, teacher groups (training), local clubs, and Group companies
Cleanups	Holds trash pickup activities along the Asa River (together with the Asa Branch of the labor union)
	Holds cleanup activities around the Tokai Plant, Nagahama Coast and Hamakawa area