



— 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

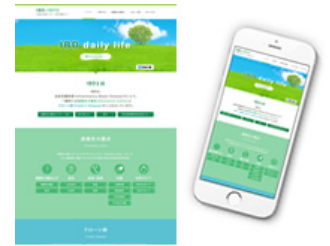
In April 2015, we launched IBD-INFO as an informative microsite for IBD patients.

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 year 2016 marked the 13th 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.

In fiscal year 2016, our overseas group company KSM in Mexico also started their own Pink Ribbon Campaign.



Kayami – the Nippon Kayaku Pink Ribbon campaign character



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.



Pink Ribbon Campaign activities at Kayaku Safety Systems de Mexico, S.A. de C.V. (KSM)

KSM is a group company in Mexico that manufactures automotive safety components.

Around half of KSM's employees are women and in October 2016 the company took part in the Pink Ribbon Campaign for the second time.

First, various forms of in-house media (posters on doors and walls, the TV in the cafeteria, and hand-made novelties) were used to convey the Pink Ribbon Campaign to employees. During the monthly training session, information was given to all in attendance, not only to female employees but also to all male employees.

During the training, participants were taught how to detect breast cancer themselves and how to convey these methods to friends and family. After the training, all employees were given a package of Pink Ribbon Campaign novelties, including a pen, bracelet and candy.



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.





Hiroshige from the Yasusaburo Hara Collection Co-sponsored by the City of Fukuyama and Nippon Kayaku Co., Ltd. for their 100th anniversaries

Nippon Kayaku has maintained a plant in Fukuyama City, Hiroshima Prefecture since it was first founded and it has grown together with the city in the time since. To commemorate the 100th anniversaries of the City of Fukuyama and Nippon Kayaku Co., Ltd., we co-sponsored an art exhibit called Hiroshige from the Yasusaburo Hara Collection at the Fukuyama Art Museum.

This exhibit featured around 230 ukiyo-e paintings from the personal collection of Yasusaburo Hara, the third President of Nippon Kayaku, attracting more than 20,000 visitors from the local community. This exhibit gave patrons the chance to view first print ukiyo-e paintings in good condition to experience the culture of ukiyo-e themselves.

Similar ukiyo-e exhibits were held at five art museums located in communities near Nippon Kayaku plants, branches and group companies.

[Nippon Kayaku Commemorating 100 years of Sukima Ideas Ukiyo-e Woodblock Prints](#) ■



*Yasusaburo Hara Collection: Yasusaburo Hara, the third President of Nippon Kayaku, had a collection of woodblock prints, hand-painted ukiyo-e, India ink paintings and calligraphy at the beginning of the Showa era. The collection of woodblock print ukiyo-e mainly features landscapes by noted artists Hiroshige and Hokusai. The unique aspect of the collection is that Hara carefully collected complete series.

CSR Educational Initiatives

Nippon Kayaku offers the Summer Vacation Children's Chemistry Experiment Show, sponsored by the Dream-Chemistry-21 Committee, event-based science experiment classes, and outreach classes as part of its CSR educational initiatives to make chemistry more interesting for children, who will inherit the future.

The event-based science experiment classes held in fiscal 2016 included plant festivals at each of our plants as part of the company's 100th anniversary celebrations (Asa, Takasaki, Himeji, Kashima, Nippon Kayaku Fukuyama, Nippon Kayaku Tokyo and the Tokyo Administration Office).

In fiscal 2017, we plan on conducting outreach classes using a program developed in-house tailored to elementary schools nearby our business sites with the goal of making science more interesting.

■ Educational CSR Involving a Facility Tour

Initiatives for the development of the next generation

As part of the company's 100th anniversary celebration, the Takasaki Plant held a chemistry experiment class and plant tour for two classes of sixth graders at Iwahana Elementary School and their teachers. The total group consisted of 55 students and 4 teachers.

During the chemistry experiment class "The Exciting drug preparation experiment! - Creating fizzing tablets -," students got to create a tablet that foamed and changed colors when placed in water to experience a fun activity that taught about the manufacturing process of tablets, a familiar format of pharmaceuticals. The students were quite serious during the tablet-making process, but shared innocent smiles when their tablet was made without a hitch. Staff also appeared to be somewhat nervous initially, but in the end they felt a sense of satisfaction and achievement.

During the plant tour, students were able to tour and see firsthand the series of manufacturing processes to complete a pharmaceutical, including the manufacturing and packaging lines of injectable medicines. A few days later, each of the students sent the Takasaki Plant a thank you letter. Many stated that they now liked chemistry as a result of the class and tour, which provided us with a renewed sense of the important meaning of our CSR activities.

Going forward, we will continue to engage the local community through the Takasaki Plant and its activities to foster greater interest in chemistry among children in the local community.



Initiatives for the development of the next generation

As part of the company's 100th anniversary celebration, the Himeji Plant held educational CSR activities such as a fizzing tablet-making class and plant tour for sixth graders at the nearby Toyotomi Elementary School. After explaining about explosives using simple terms, a quiz was held for interactive learning involving all of the children.

Students also toured the production line and saw the deployment of airbags, which is something they do not get to experience during normal everyday life. Also, students created tablets fashioned after gas generators made at the Himeji Plant and then turned these fizzing tablets into a bubble bath additive.



Event-based Educational CSR

Science Exposition sponsored by the City of Sanyo-Onoda Key holder making class held for elementary and junior high school students

The Asa Plant hosted a booth at Science Exposition sponsored by the City of Sanyo-Onoda on the first Saturday of October every year. The Nippon Kayaku booth allowed visitors to make their very own key holder in which they selected a favorite picture or design to place atop the key holder base and then used a UV-curable resin to finish the surface.



Held a class at the Satsuki Festival on making colorful bookmarks for elementary school students

Nippon Kayaku Tokyo mainly engages in the manufacture of colorants for inkjet printers.

At its class during the Satsuki Festival held in May 2016, elementary school students learned first about the three primary colors. Next, they used black along with adjusted colorants to separate colors into magenta, cyan, and yellow in order to create their very own colorful bookmark.



Fureai Festival for deepening interactions with the local community Showed the wonders of chemistry for students in lower grade levels of elementary school

The Takasaki Plant hosts the Fureai Festival on the second Sunday every May (Mother's Day) as a venue for deepening interaction with members of the local community. At the Fureai Festival held on Sunday, May 8, 2016, children in lower grade levels of elementary school were given the chance to create their very own kaleidoscope with sparkling colors in an event called "The Wonders of Chemistry - experience the magic of colors," in order to foster greater interest in science and chemistry.



Kamisu Festa Industry Fair sponsored by the City of Kamisu, Ibaraki Prefecture Held an interactive-learning event for elementary school students

The Kashima Plant hosted a booth at the Kamisu Festa Industry Fair organized by the City of Kamisu in Ibaraki Prefecture every October with the goal of giving back to the community by conveying and fostering interest in science and chemistry among youth.

The booth provided elementary school children with the event called "Let's play by making bead-like capsules" utilizing the products and technologies of Kashima Plant and Agrochemicals Laboratories. This provided children with the chance to conduct a simple scientific experiment to create artificial fish roe.



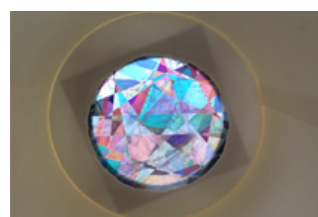
Held class for elementary school children during summer vacation

On August 26, 2016, the Tokyo Administration Office held a class for third to sixth graders at nearby Nadeshiko Elementary School who were on summer vacation. The children were able to conduct experiments using polarizing plates and also create their very own original stained glass using polarizing plates.



Joetsu Science Museum in Joetsu City, Niigata Prefecture Held a science class using polarizing film

The Joetsu Science Museum in Joetsu City, Niigata Prefecture, where Polatechno Co., Ltd. is located, is hosting an exhibit where patrons can experience and enjoy the themes of human science and the science of snow through nine zones involving seeing, touching and checking. During this event, Polatechno provided polarizing film so children could enjoy science handicrafts at its paper cup kaleidoscope booth as part of the Science Plaza held in May 2016.



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.