



## 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

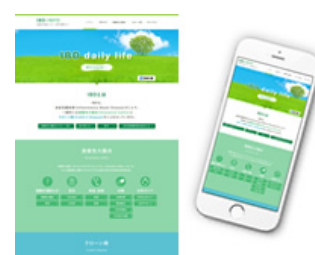
In April 2015, we launched IBD-INFO as an informative microsite for IBD patients.

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."

RHEUMATISM RA RA RA 



## 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 2017 marked the 14th 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.

Furthermore KSM and KSE of overseas group companies also have carried out the Pink Ribbon Campaign, Nippon Kayaku's Pink Ribbon Campaign are expanding worldwide.



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.



### Kayaku Safety Systems Europe a.s. (KSE)'s Pink Ribbon Campaign activities

The aim of the Pink Ribbon Campaign activities is to promote the knowledge of and importance of preventing breast cancer. KSE joined forces with ONKO-DUHA Vsetin\*1 in promoting the "Third Pink Ribbon Day"\*2 on the websites of local media, government, library, and hospitals, which took place on October 13, 2017.

Campaign promotional items and brochures were made for the event, which were shared with people in the local community at local government buildings, businesses and on the streets, in promoting breast cancer awareness and ways of prevention. In addition, we introduced important procedures for self-examination using a doll at the library.



\*1 [ONKO-DUHA Vsetin] The Vsetin branch of SPCCH (an organization for breast cancer patients in the Czech Republic) is an organization to which KSE has been providing financial assistance since 2015.

\*2 [Pink Ribbon Day] A campaign hosted by SPCCH to promote world breast health.

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

In October 2017, the KSM's Pink Ribbon Campaign was held to raise awareness towards breast cancer screening among all its employees.

This year, Julieta Tamayo Garza from Nuevo León State Women Institute was invited as a guest speaker.

The lecture provided information on breast cancer, examination methods, and breast self-examination. Through the lecture, our employees learned to understand patients who are diagnosed with breast cancer.

All employees who attended received promotional items for the campaign including a brochure on breast self-examination and cookies shaped as a pink ribbon.



## Asunaro House – Let's Assist Children with Intractable Diseases and Their Families

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.



## Message

I have been working as the House Manager at Asunaro House since 2017. This facility has hosted over 3,000 families since it was established in 1998. After the Saitama Children's Medical Center relocated to Saitama Shin Toshin in December 2016, we have seen an increase in users of the facility.

As the time changes, the demands for our facility is also gradually changing. Asunaro House aims to constantly evolve in anticipation of the ever-changing needs of the families choosing our facility to stay a safer, more secure and comfortable environment.

There is no better recognition than the simple words "thank you" as the children are discharged from the hospital and ready to move back home as a family.



## CSR Educational Initiatives

Three approaches including outreach classes, events, and site visits.

### Outreach Class

Outreach classes are developed based on our own educational program that are in line with elementary schools' guidelines with and implemented in schools around plants.

#### Outreach class: "Discovering the body! Mechanisms of the body and its relationship to medicine"

A curriculum to learn the following four concepts through experimentation developed based on "Constitutions of the Human Body and Functions" as a science subject related to the pharmaceutical business.

- (1) How are nutrients absorbed into the bloodstream after being digested; how do they circulate throughout the body?
- (2) How do medicinal ingredients become absorbed into the bloodstream from the small intestine; how do they circulate throughout the body?
- (3) The deep relationship between the efficacy of medicines and the body's mechanisms.
- (4) Pharmaceutical companies making various efforts.

#### Class for Grade 6 students at Takasaki Municipal Iwahana Elementary School

An outreach class was hosted for grade six students at Takasaki Municipal Iwahana Elementary School on June 22, 2017. Employees from the Takasaki Plant with highly specialized knowledge acted as the teacher and teaching assistants. While these teachers were somewhat nervous, they strived to get closer to the students to promote clear understanding and share their advice. We will continue to hold outreach classes like this one in order to instill interest in chemistry among school children and enable them to feel more comfortable as a member of society.



#### Class for Grade 6 students at Kita Ward Nadeshiko Elementary School

An outreach class was hosted for grade six students at Kita Ward Nadeshiko Elementary School on June 30, 2017. Researchers from the Pharmaceuticals Research Laboratories and Functional Chemicals R&D Laboratories served as teacher and teaching assistants. The students were captivated by the experiments held in class and gave their undivided attention. The outreach class experience was also appreciated by the school teachers. Through this event, students were encouraged to learn more about chemistry as well as to understand more about Nippon Kayaku.



### Site Visits

#### Initiatives to Cultivate the Next Generation

The two programs of "Creating Fizzing Tablets" and "Plant Tour" launched in commemoration of the 100th anniversary of the company's founding were hosted for grade six students at Toyotomi Elementary School located near the Himeji Plant. These programs were held for the third year in fiscal 2018 with a total of 22 participating students.

In order to encourage active participation, the students were given a quiz on knowledge of gunpowder. As well, the students tried their hand at creating fizzing tablets as bath bombs resembling gas forming agents manufactured at the Himeji Plant, which aimed to spur interest in chemistry and manufacturing.



During the plant tour, students not only visited the production line but also got to closely observe airbag deployment that is not normally available for viewing, which sparked interest in safety among the students.

## Event-based Educational CSR

### Science Expo hosted by the City of Sanyo-Onoda "Make Your Own Original Keychain" Event for Elementary and Junior High School Students

Asa Plant has participated in the annual Science Expo hosted by the City of Sanyo-Onoda. At the Nippon Kayaku booth, students were invited to make their own original keychains by adorning the disc that forms the main body of the keychain with drawings or decorations, which was then finished the surface with a UV curable resin.



### Industry Fair Kamisu Festa hosted by the City of Kamisu in Ibaraki Prefecture Experience-based Event for Elementary School Students

Kashima Plant participates in the Industry Fair Kamisu Festa hosted by the City of Kamisu in Ibaraki every year in October with the goal of giving back to the local community by conveying and fostering interest in science and chemistry among youth.



The Nippon Kayaku booth hosted a hands-on event called "Let's play by making bead-like capsules," which utilizes the technology and products of Kashima Plant and the Agrochemicals Laboratories. Students took part in the simple chemical experiment of creating artificial salmon roe.

### Held class for elementary school children during summer vacation

A summertime class for elementary school students between grades three and six was held at Tokyo's Kita Ward Nadeshiko Elementary School on August 24, 2017.



Members from all research laboratories as well as Tokyo R&D Administration Office worked together in hosting an experiment using a black dye. Black dye is in fact made with many colors added together, and using paper chromatography, the different colors can be separated. The students were very enthralled by the separation of colors from the black dye. Going forward the Tokyo Business Office will continue to host events such as this for students to engage their interest in chemistry while learning more about Nippon Kayaku.

### Hosted by Japan Chemical Industry Association (JCIA) ~The Summer Children's Science Experiment Show~ Experience-based Classroom

Nippon Kayaku participated in the Summer Children's Science Experiment Show for elementary school students held for two days between August 5 and 6 at the Science Museum (Kudanshita, Tokyo).



At the show, a color experiment related to the company's Color Materials Division, Functional Chemicals Group was conducted under the theme of "Creating Rainbow Round Fans - Do You Know the Secret of Black?"

The black dye used in the experiment was actually formulated by combining various colors. Using color chromatography techniques, black dye was separated into different colors yielding a beautiful array of rainbow colors. The children each decorated their own original Japanese round fan using chromatography paper dyed in rainbow colors.



### Visit by Students from Obu Shiritsu Obuminami Junior High School

On June 22, 2017, three students representing Obu Shiritsu Obuminami Junior High School visited the Pharmaceuticals Research Laboratories for their company tour experience.



Students at Obuminami Junior High School were asked to research the occupations they are interested in and determine which companies they would like to visit as part of their school trip.

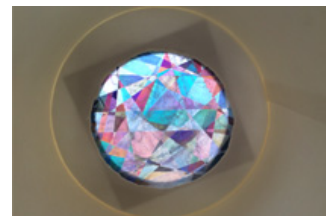
The Pharmaceuticals Research Laboratories received a request for a visit from these students who were very interested in pharmaceutical research at Nippon Kayaku. Besides the Pharmaceuticals Research Laboratories, there are also the Functional Chemicals R&D Laboratories within the Tokyo Business District. The visiting students also keenly observed the research displays other than pharmaceutical research at the entrance to the company premises. Going forward, the Tokyo Business District will continue to host company tours and similar activities that contribute to cultivating the next generation.

### 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.

[Nippon Kayaku Commemorating 100 years of Sukima Ideas CSR Educational Programs](#) 



## Providing Support for LRI Activities

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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.