

With Local Communities and International Society

Fiscal 2011 Topics

- NGK SPARK PLUG CO., LTD. was appointed by the Nagoya Citizens Auditorium as its naming rights partner.
- We started participating in the "TABLE FOR TWO" initiative that supports school lunches in developing countries.

Basic Philosophy

We carry out various types of social contribution activities in areas where our production sites are located, aiming to enhance communication with local residents and help realize a more comfortable society. In conducting business operations throughout the world, we also respect the cultures and customs of local communities, aiming to contribute to the further development of local communities.

Social Contribution Policy

As a good corporate citizen, we at the NGK SPARK PLUG Group aim to contribute to society through the effective use of management resources.

Action Guidelines

- We focus on the following activities:
 - Activities closely related to our business fields and also to local communities
 - Activities that respect the cultures of individual countries and local communities, as well as activities that contribute to society such as traffic safety education programs
 - Activities that contribute to the next generation society, focusing on environmental conservation, science, and education, as well as cultures to be bequeathed to the next generation, etc.
- We strive to create a corporate culture that encourages executives and employees to participate together in social contribution activities as a social citizen. We also respect and support their active involvement in society.

Social Contribution Activities Involving Areas and Regions Close to Us

Support for students

Our group companies provide local junior high and high schools with hands-on work experience and training opportunities on demand, and also accept visitors to their plant facilities.



Hands-on work experience at a plant (NGK Spark Plugs Malaysia Berhad)



Visitors to our plant (NTK Ceramic Co., Ltd.)

Seminar on spark plugs held at mechanics training schools

Bujias NGK de Mexico S.A. de C.V. holds seminars on spark plugs and sensors at local training schools for mechanics. During fiscal 2011, a total of 6 seminars were held at four schools, in which 560 students participated as future mechanics.



Seminar at a mechanics training school



Seminar at a mechanics training school

We provided backup supplies for floods victims in Pakistan

In summer of 2011, about 9 million Pakistanis (according to the government) were affected by massive floods. NGK Spark Plug Middle East FZE distributed about 700 bags of rice, soy beans, sugar, blankets and other backup supplies to affected people in Sindh, a province in the southern part of the country that was affected severely.



Distribution of backup supplies



Distribution of backup supplies

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Social Contribution Activities Targeting Local Communities

Contributing to Culture in Nagoya by Purchasing Naming Rights

NGK SPARK PLUG CO., LTD. was selected as naming rights partner for Nagoya Citizens Auditorium, a major cultural facility in Nagoya. Accordingly, the hall's name has been NTK Hall since July 2012. Taking this opportunity, we will further contribute to cultural and artistic development with a view to vitalization of the local community.



Nagoya Citizens Auditorium



Ceremony for the official appointment of a naming rights partner

Helping local communities at the time of emergency

We are prepared for an immediate response, in the event of any major disaster, to provide support for local communities. Our headquarters have entered into a memorandum of agreement with the Mitsurugi School District in Mizuho-ku, Nagoya City for the provision of our materials and equipment at the time of emergency. Also, our Komaki Plant has concluded an agreement with Komaki City for the dispatch of our fire engine and in-house fire-fighting team to respond to any major disaster in the region.



In-house fire-fighting team of the Komaki Plant



Water spray drill

Traffic safety campaign

As a company engaged in the auto industry, we are socially responsible for ensuring traffic safety. We conduct a traffic safety campaign on a regular basis, in which we use signboards and banners and call out to pedestrians on the street, including local citizens and our employees, to raise the level of their attitude toward traffic safety.



Campaign at Nagoya Plant



Campaign at Komaki Plant

Miyanojo Plant designated as a heliport for a medical helicopter

In December 2011, Kagoshima Prefecture started to use medical helicopters for lifesaving operations. Miyanojo Plant athletic field has been designated as a heliport for medical missions, contributing to local society in securing a base for lifesaving operations.



Our athletic field designated as a heliport

Blood donation

In cooperation with blood centers of the Japan Red Cross, we encourage our employees to volunteer to donate blood, by holding blood donation events on a regular basis. During fiscal 2011, NGK SPARK PLUG's blood donation events were held four times at four of our plants. In addition, volunteers from our affiliates inside and outside the country, including NTK Ceramic Co., Ltd., Tono Ceramic Co., Ltd. and P.T. NGK Busi Indonesia, also donated blood.



Our employees register at the reception for blood donation (Headquarters and Nagoya Plant)



Employees of NTK Ceramic Co., Ltd. are donating blood.

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Social Contribution Activities Envisioning The Development of The Next Generation and Future Society

■ Participation in TABLE FOR TWO to provide school lunches in developing countries

Since October 2011, Headquarters and Nagoya Plant have been involved in TABLE FOR TWO, a program providing school lunches in developing countries. For each "healthy choice" meal served in the cafeteria, 20 yen is donated. Accumulated donations were equivalent to 11,923 school lunches by March 2012. The Komaki Plant and the Ise Plant have participated in the TABLE FOR TWO program since April 2012.



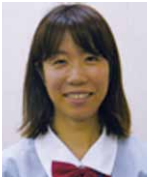
TFT (Table for Two) Day



"Healthy choice" meal

VOICE

A report from the TFT secretariat on smiling children enjoying a school lunch always makes me happy. The TABLE FOR TWO initiative allows us to volunteer easily, thus facilitating a wide participation of a large number of people. I am proud of being a part of this initiative.



Yuki Sugiura
Human Resources Dept.

■ Scholarship granted to Asian students

Nittoku Asia Foreign Student Scholarship Public Trust is a charitable trust that we established in November 2006 to commemorate our 70th anniversary of the foundation. This Fund targets Asian students studying in the Aichi Prefecture. In its fifth year (fiscal 2011), the Fund granted scholarships to 9 students.



Scholarship granting ceremony

■ Supporting vaccination through the donation of collected plastic bottle caps

Since July 2010, we have been participating in the movement for providing vaccines to children in developing countries, through collecting plastic bottle caps and donating them to NPO for children's vaccines. During fiscal 2011, we donated a total of 386,000 caps which would enable 483 children to take polio vaccine.



Cap collection box installed at our cafeteria

■ Rugby promotion event held by our rugby team

NGK SPARK PLUG's rugby team provided a lesson for kids during the 7th Tag Rugby Competitions held in February 2012 in Kagoshima Prefecture. During the lesson, 15 team members taught rugby to about 100 children from elementary schools in Satsuma-cho.

Our rugby team has been playing in the Top Kyushu League B under the motto "FULL THROTTLE - with all out strength."



Rugby lesson



League game