



# With Local Communities and International Society



## Performance — Workplace CSR Activities

### We Support a Professional Soccer Team that Has a common Philosophy

Based on our social contribution policy of “contributing to society as a good corporate citizen,” NGK SPARK PLUG concluded an official partner agreement in January 2014 with FC GIFU, a professional soccer club. Based in Gifu Prefecture, a region with which NGK SPARK PLUG has strong ties, FC GIFU actively conducts social contribution activities under the theme of “a team for citizens of Gifu Prefecture.”

In July 2014, we established the NGK SPARK PLUG Prize for the MVP of the season determined by the votes of supporters strengthening the connections between the team and its supporters and creating a platform to push for promotion to the J. League Division 1. From now on, all of our employees, including those at group companies, will be united in boosting up FC GIFU.



NGK SPARK PLUG thank you match

#### Voice of FC GIFU “Gifu Genki Activities” Leader

### We will Bring Gifu to Life in Partnership with Everyone at NGK SPARK PLUG!

Under the slogan “Competing, Together: Bringing Gifu to Life, Bringing Gifu Together,” we carried out activities that contributed to the local community a total of 467 times in 42 towns and villages in Gifu Prefecture during the 2014 season. These activities included holding soccer classes, participating in local events, providing exercise classes at senior citizens’ facilities, soccer coaching at child care centers and kindergartens, and lecture meetings. We have boasted the highest number of such activities in the J. League for some time.

In the 2015 season, we will rename our social contribution program “Gifu Genki Activities,” and further extend them to enliven Gifu in partnership with everyone at NGK SPARK PLUG based on our desire to bring Gifu to life.



Scene from the Doronko Soccer Tournament

## Expanding our Locally Rooted Social Contribution Activities both in Japan and Abroad



### NGK Spark Plug Middle East FZE

Participated in Clean Up UAE, organized by an environmental NGO in Dubai, and conducted clean-up activities in the desert.



### Bujias NGK de Mexico S.A. de C.V.

Provided food and clothing for children in an orphanage, who were thrilled and sent thank you letters.



### Ceramica e Velas de Ignicao NGK do Brasil Ltda.

Supported a local basketball team as a sponsor, contributing to development of local sport.



### NGK SPARK PLUG CO., LTD. Komaki Plant

Participated in urban planning to reduce traffic accidents as members of a company in Aichi Prefecture which has the highest number of fatal traffic accidents in Japan.



### NGK Spark Plugs (UK) Ltd.

Participated in and supported a rally for wounded soldiers and their families.



### NGK Spark Plugs (U.S.A.), Inc.

Donated funds and provided a training area by giving access to company site in cooperation with local firefighting activities.



### NTK Ceramic Co., Ltd.

Ran blood donation drive at request of the Red Cross.



### NGK SPARK PLUG CO., LTD. Miyanojo Plant

Hosted students on work experience from local junior and senior high schools, and students experienced plug shipment packing work.



### NGK Spark Plugs (India) Pvt. Ltd.

Donated water coolers so that children can drink cool water at school in India, where it is extremely hot in summer.