

With Local Communities and International Society

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.

Support for Local Cultures and Traditions

■ Invitation of Sports Caravan (Ceramica e Velas de Ignicao NGK do Brasil Ltda.*1)

In Brazil, sports caravan activities have been conducted to educate and foster young people throughout the country. As a sponsor for such an activity, Ceramica e Velas de Ignicao NGK do Brasil Ltda. invited a sports caravan to Mogi City, where the company is located.

■ Sponsorship for Professional Wrestling Events (Bujias NGK de Mexico S.A. de C.V.*2)

Mexico is the home of professional wrestling. Bujias NGK de Mexico S.A. de C.V. has provided sponsorship every year for professional wrestling events organized by a Japanese professional wrestling organization. At the event held in May 2011, the company worked together with other sponsors in raising money for the victims of the Great East Japan Earthquake. The collected money was donated to Japan through the Mexican Red Cross.



Professional wrestling event

■ Sponsorship for the Manabu Mabe Museum (Ceramica e Velas de Ignicao NGK do Brasil Ltda.)

Ceramica e Velas de Ignicao NGK do Brasil Ltda. provided sponsorship for the renovation of the Manabu Mabe museum that exhibits and possesses a collection of paintings by Manabu Mabe, the late Japanese Brazilian painter. The museum also promotes cultural exchanges, serving as a venue to introduce works by Japanese artists and provide art courses, art restoration and other programs for local residents.

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.

■ Respect for Local Cultures (Siam NGK Spark Plug Co., Ltd.*3)

For its many devout Buddhist employees, Siam NGK Spark Plug Co., Ltd. has set up an altar called "Phra" in its office building, and a small shrine called "Saanphraphuum" on its premises. There are also many Chinese Thai employees in the company; at the Chinese lunar New Year (Shunsetsu), not only Chinese Thai employees but also Japanese workers on loan make offerings to celebrate the day. As can be seen from these facts, Siam NGK Spark Plug Co., Ltd. respects traditional customs and local cultures, striving to become an enterprise recognized and trusted by local residents.



Shunsetsu Festival

Voice

I am really pleased that Siam NGK Spark Plug Co., Ltd., a Japanese enterprise, respects our local customs and cultures and embraces our traditional events such as the Shunsetsu festival. I hope our company will continue supporting our yearly traditional and community-based events.



Suleemat Kuansut
Siam NGK Spark Plug Co., Ltd.

*1
Ceramica e Velas de Ignicao NGK do Brasil Ltda.
The company manufactures and sells auto parts and ceramic products.

*2
Bujias NGK de Mexico S.A. de C.V.
The company sells auto parts.

*3
Siam NGK Spark Plug Co., Ltd.
The company, which is located in Thailand, manufactures and sells auto parts.

*1
NTK Ceramic Co., Ltd.
 The company manufactures telecommunication devices and their parts as well as auto parts.

Support for Educational Activities

■ Accepting High School Student Interns

NTK Ceramic Co., Ltd.*1 accepted local high school students as interns and provided them with hands-on work experience. By providing such an opportunity, we aim to assist young people in deepening their understanding of occupations and considering their own aptitude for work.



Internship

■ Dispatch of a Lecturer for Social Education

We dispatched our employee (Miyanojo Manufacturing Department) as a lecturer to Kagoshima Prefectural Satsuma Chuo High School on May 20 and June 10, 2010. Under the theme of "Experience gained through manufacturing operations in the real world," the dispatched employee provided a lecture mainly for third grade students, explaining important matters in manufacturing operations such as quality and ISO, based on his own experience and knowledge.



Lecture at the high school

■ Nittoku Asia Foreign Student Scholarship Public Trust

The NGK Spark Plug Group has conducted business operations in its production/sales hubs around the world, especially in Asian countries including Malaysia, Thailand, Indonesia, Taiwan, Korea, China, India and the Philippines. In commemoration of the 70th anniversary of our company, we established a scholarship fund for students from Asian countries attending universities and graduate schools located in Aichi Prefecture in November 2006. In fiscal 2010, the fourth year of the program, we granted scholarship to 10 students.



Scholarship granting ceremony

■ Reading Promotion Project

Ceramica e Velas de Ignicao NGK do Brasil Ltda. has conducted a series of activities to help the continuous development of human resources. As an effective approach to address educational issues, the company's CSR promotion working group is now conducting the reading promotion project, under a tie-up with the Sao Paulo board of education.

The reading promotion project aims to provide an opportunity for over 20,000 students of 42 schools to read a book. To be specific, 20,000 books of 21 classical Portuguese literary works are distributed to the state-funded school near the City of Mogi das Cruzes. To help students understand the significance of reading and foster their interest in reading, some of the literary works are also performed at each of the 42 schools. As part of the project, training workshops for national language and art teachers are also held, aiming to help teachers effectively conduct reading promotion efforts.

Voice

I was dispatched as a lecture to Kagoshima Prefectural Satsuma Chuo High School. There I shared my experience as a manufacturing worker, aiming to help students understand the significance of manufacturing and start working in the manufacturing industry without unease. The students, who desired to work in the

manufacturing industry, attentively listened to my lecture. It was also a meaningful opportunity for me to gain some experience of teaching.

Yoshiyuki Nakazono
 Group Leader
 Miyanojo Manufacturing Department



Activities to Contribute to Society

■ Donation of Material Samples to the Nagoya City Science Museum

We donated our ceramic material samples to the Nagoya City Science Museum, which reopened on March 19, 2011. Alumina, silicon nitride, whiskers and other raw material samples of our ceramic products are exhibited in the "Materials" zone on the fifth floor.



Exhibition



■ Promotion of Local Sports Activities

In February 2011, the sixth tag rugby*1 championship was held in the Kagoshima Hokusatsu Regional Park ground. Taking that opportunity, 20 members of our Miyanojo Factory rugby club conducted a rugby class for about 100 elementary school children participating in the championship. As well as providing instruction on passing the ball, our 20 rugby club members also played a game with the children and acted as touch judges (referees) for games, receiving great acclaim from both the children and their parents.



Rugby instruction for elementary school children

■ Plastic bottle cap collection

At cafeterias of our Head Office, as well as the Komaki, Miyojo and Ise factories, we have installed a dedicated box for the collection of plastic bottle caps. The collected caps are donated to a non-profit organization, through which they are used in vaccination programs for children around the world. As of March 2011 we had donated some 100,000 plastic bottle caps, an amount covering the cost of vaccines for 126 children.



Plastic bottle cap collection box

■ Participation in Various Traffic Safety Campaigns

As we are involved with the automobile industry, it is fundamental for us to be highly aware of the importance of traffic safety. As part of efforts to promote traffic safety in local communities, our employees regularly stand in the streets around their own workplace, holding banners to raise people's awareness of traffic safety. In addition, we participated in a traffic safety campaign conducted by the local police in July 2010. At the campaign, our employee, clad in police officer's uniform, urged passengers to observe traffic rules as police officer for one day.



Street observation (Komaki Factory)



Traffic safety campaign (Head Office)

*1
Tag rugby
A safer version of rugby game, having a "no physical contact (such as tackling) rule"

Voice

I was really nervous when I was assigned to wear the uniform of a police officer for one day and received a letter of assignment from the chief of the police station. Unfortunately, it was a rainy day; I stood at the gate area of the subway station instead of the street and distributed items to raise awareness of traffic safety to passengers such as high school students, the elderly and children. It was a good opportunity for me as well to reconfirm the importance of traffic safety.



Namiko Nishimoto
General Administration Department