Citizen and Local Communities

Article 5 of the Citizen Group Code of Conduct states that the Citizen Group will always "value symbiosis with local communities and strive to contribute to society as a good corporate citizen." As a member of society, we try to ensure that our business activities benefit society as a whole and make the most of the ties that Group companies have built up with local communities to help revitalize communities.

We also work with the likes of local governments, NGOs/NPOs and volunteer organizations as essential partners to enable us to fulfill our duties as a good corporate citizen.

Shiro Hisada
President
Citizen Seimitsu Co., Ltd.

The Citizen of the Year

The Citizen of the Year award scheme recognizes citizens who have worked behind the scenes to inspire people and contribute to the development, happiness and overall appeal of their local community. The scheme was established in 1990 to mark the company's 60th anniversary, as a fitting award sharing the same name (Citizen).

Recipients of the 19th Citizen of the Year award in fiscal 2008 were as follows.

The Fiscal 2008 Citizen of the Year Award Ceremony

The Citizen of the Year
http://www.citizen.co.jp/english/csr/region/area/coy.html

● **Kazuya Ito (deceased)**
(Kakegawa city, Shizuoka prefecture)
Kazuya Ito made the most of his expertise to assist with agricultural projects in war-torn Afghanistan in an effort to help create a greener country capable of growing enough food to feed its children.

● **Kawasaki Owner-Driven Taxi Cooperative Association** (Kawasaki city, Kanagawa prefecture)
The members of the Kawasaki Owner-Driven Taxi Co-up have been taking children from Shiinoki Gakuen, a local facility for students with an intellectual disability, on excursions in their taxis for the past 30 years.

● **Izumi Municipal Sho Junior High School**
(Izumi city, Kagoshima prefecture)
The students at Sho Junior High School have been working together to monitor and keep official records of the local crane population during the early mornings in winter each year for more than 50 years.

Overseas activities

Blood donation activities at Saraburi Hospital (Thailand)

In fiscal 2008, we organized blood donation activities for the second time via Royal Time Citi Co.. Ltd. Inspired by an employee's husband, who has leukemia and requires large quantities of blood for transfusions as part of his treatment, a total of 82 employees participated. We will continue to take the initiative and organize further blood donation activities in the future.

Education support activities in China

At Goodrington Co., Ltd. in China, we provided 37 students from Guangdong provincial senior technical school of light industry with assistance with the aim of encouraging them to become engineers in the future. We also organize factory tours and assist with practical work experience schemes, as part of which 11 graduates are currently working at Goodrington (as of May 2009).

Domestic activities

◀ **Cleanup campaigns and other environmental and aesthetic activities**
Employees at Citizen Seimitsu Co., Ltd. get actively involved in local cleanup activities to help preserve the beautiful natural environment for future generations. Roughly 600 employees took part in the Mount Fuji Cleanup Campaign and the Fujikawaguchiko Town Cleanup Campaign, both of which were organized by the Mount Fuji Beautification Foundation.

● **Providing assistance for victims of the Sichuan earthquake**
In an effort to assist with rescue and recovery support activities in the wake of the massive earthquake in China's Sichuan province, we pledged a total of ¥50 million in donations and relief on behalf of the Citizen Group via organizations such as the Japanese Red Cross, the Japanese Business Foundation (Keidanren) and the Chinese Red Cross.

△ **Cosponsoring health events**
We cosponsor a range of events through Citizen Systems Japan Co., Ltd., providing health-related equipment such as pedometers in an effort to keep people fit and healthy. This year we cosponsored the 13th Tokyo International Three Day March (Koganei, Tokyo) and the 31st Japan Three Day March (Higashi Matsuyama, Saitama prefecture).

△ **Sharing the joys of manufacturing**
We actively organize work experience and internship schemes for junior high school students at all Citizen Group companies. At Citizen Tohoku for instance, we organize factory tours for local fourth and fifth grade elementary school students and have even launched a watch-making school in an effort to encourage the next generation to take on the challenges of manufacturing. Students look through microscopes and move parts around with tweezers. They also enjoy assembling sundial watches. A total of 347 students from nine organizations had taken part in such initiatives as of March 2009.

△ **Making a social contribution via our table tennis club**
Citizen Holdings Co., Ltd's table tennis club, which has a history dating back more than 40 years and boasts many talented members, organizes table tennis courses and training sessions throughout Japan. A total of 2,980 people took part in the 22 sessions organized by the club in nine different prefectures during fiscal 2008.

◀ **Protecting the Shijimiaeoides Divinus butterfly**
We organized the 4th Parent and Child Outing at Citizen Finetech Miyota Co., Ltd's Kitamimaki Works with the aim of helping to restore the local population of the endangered Shijimiaeoides Divinus butterfly. According to the Chairman of the Shijimiaeoides Divinus Protection Society, "the population has recovered to the same level as 30 years ago, with the number of butterflies doubling in recent years".

◀ **Preserving traditional culture through the Fire Festival and Ryujin Festival**
We actively take part in local traditional events and do our bit to help revitalize local communities. Citizen Electronics Co., Ltd. and Citizen Seimitsu Co., Ltd. dedicated taimatsu pine torches at the Yoshida Fire Festival, which is known as one of the big three unusual Japanese festivals, to give thanks for safety of mountain climbers and the success of the companies. 104 employees from Citizen Finetech Miyota Co., Ltd. meanwhile took part in dancing at the Ryujin Festival.

The Citizen Group's social contribution activities
http://www.citizen.co.jp/english/csr/region/area/group.html

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