



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.

Education

Table Tennis Classes Run by Company Players

Having achieved great results in domestic competitions, Citizen's table tennis team now runs table tennis classes and courses at locations throughout Japan. Those who have taken part in classes, which were planned as an enjoyable activity for children to get involved in, have been delighted with the results, leaving comments such as “I have got much better than when I started” and “I can pull off a smash now”. 1,910 people took part in a total of 27 classes during fiscal 2009.



Providing Teachers for Iwate University Die-Mold Classes

We provide support to help train highly skilled engineers in the local area by assigning experienced members of staff from Citizen Tohoku Co., Ltd. to the Die-Mold and Casting Engineering Department at the Iwate University Graduate School of Engineering to serve as teachers specializing in die-mold technology, which serves as a basis of manufacturing.

Sharing the Joys of Manufacturing

In an effort to encourage the next generation to take on new challenges in the field of manufacturing, Citizen Group companies actively encourage participation in factory tours and schemes such as work experience and internships. A total of 928 people from 37 organizations took part in such activities at Citizen Tohoku Co., Ltd. during fiscal 2009.



Organizing Parent and Child Experience Workshops

As part of a joint “super science” promotion project in partnership between the Iida City Board of Education in Nagano prefecture and Citizen Heiwa Watch Co., Ltd., we organized a parent and child experience workshop with the tagline “You Could Be a Master Craftsperson!” 30 people (15 parents with children) took part in the event, which included a picture book-based introduction to the company and its activities. After learning about watches, children and their parents got to experience the processes of attaching straps and changing batteries for themselves. After struggling slightly with tasks that they had never done before, seeing participants' faces light up when their watches started working was a wonderful sight.



Welfare



Volunteer Activities in Shinjuku-ku, Tokyo

As part of our volunteer activities in conjunction with a local power association users group, we invited single parent families to come and take part in parent

and child activities such as bowling, ice skating and making snowmen from snow produced by our ice machines at Citizen Plaza Co., Ltd. on August 2009. All of the parents and children who took part in the event had a great time and went away with fond memories.

Pull-Tab Collection Activities

At Citizen Electronics Funehiki Co., Ltd., we help out with a local primary school's efforts to collect pull-tabs from cans and trade them in for wheelchairs every year. Having taken part in the scheme for the eighth time on June 2009, we have donated a total of 170kg to date. As it takes 600kg of pull-tabs to get one wheelchair, we will continue with our collection activities so that we may be of some help in the future.



Environment

Preserving Biodiversity

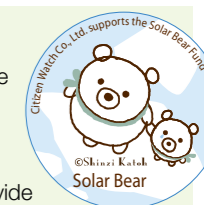
Kitamimaki Works of Citizen Finetech Miyota Co., Ltd. is one of the habitats of the critically endangered Shijimiaeoides Divinus butterfly. As a member of the local Shijimiaeoides Divinus Preservation Society since 2003, we have transplanted 110 sophora plants, which produce the fruit eaten by the Shijimiaeoides Divinus, to our Kitamimaki site in an effort to save these butterflies from extinction. We continue to protect and grow food for the butterflies, a process that includes exterminating their natural enemy the pyralid moth.



Solar Bear Fund

At Citizen Watch Co., Ltd., we donate part of the proceeds from sales of our Eco-Drive products to the Solar Bear Fund, through which we provide joint support for the installation of solar generation facilities at nurseries and kindergartens.

WEB Citizen Watch wrist watch website
<http://citizen.jp/eco-drive/solarbear/index.html>



Taking Part in the Million Trees Campaign



At Citizen Electronics Co., Ltd., we participate in the Million Trees Campaign organized by Yamanashi prefecture and the Yamanashi Prefecture Forestry Promotion Organization every year. The campaign revolves around community and volunteer tree planting activities and is aimed at creating a model forest for the 21st century. In May 2009, a group of employees, including some new recruits, took part in tree planting activities in a mountain village near the city of Fujiyoshida, planting Japanese cypresses.

Taking Part in the Mount Fuji Cleanup Campaign

At Citizen Electronics Co., Ltd. and Citizen Seimitsu Co., Ltd., both of which have premises located near Mount Fuji, we take part in the Mount Fuji Cleanup Campaign organized by the Mount Fuji Beautification Foundation every year. In August 2009, a group of approximately 100 executives and employees took part in cleanup activities in the area around Mount Fuji's 5th Station.



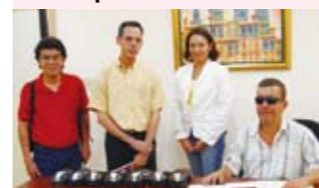
Overseas

Tree Planting Activities in India

At Citizen Watches (India) Pvt. Ltd., we planted saplings in KR Puram in Bangalore on World Environment Day on June 5, 2009, planting the same number of trees as the number of Eco-Drive watches sold throughout India.



Donating Watches for Visually Impaired People



At Citizen Latinamerica Corp., we donate watches for visually impaired people to the Panama Society for the Blind.

Sponsoring Aldeas Infantiles SOS Panama

At Citizen Latinamerica Corp., we donated US \$4,000 to Aldeas Infantiles SOS (SOS Children's Villages) Panama, an organization that runs orphanages in Panama, to help fund orphanage running costs and child support activities. The organization has dubbed us amigos (friends) as a result of our efforts to support local communities.



Actively Promoting Internships

We organize various training programs at Citizen Machinery Europe GmbH, ranging from one to four years in length. From teaching machine operating techniques for Cincom products and practical skills in areas such as personnel and sales to training international business management assistants, we actively welcome business trainees from a wide range of backgrounds and from all over the world.

