

What We Can Do as Good Corporate Citizens

Companies are expected to contribute a portion of their management resources and specialized skills to the development of a better society. The Citizens Group conducts numerous social-contribution programs such as environmental and volunteer programs based on the sense of pride and responsibility incorporated into its name.

Environment

Walking for Health and the Environmental

Citizen Watch (China) Co., Ltd. has planned and held an annual event called “Walk for Health, Walk for the Environment” since 2007. In 2012, the event was held on Beijing’s Garden International Avenue on June 5, which was World Environment Day, with about 80 people participating. By taking part in the walk, the participants raised awareness of the environment and reaffirmed the importance of staying healthy and preserving the global environment.



Environment

Butterfly Protection

The Kitamimaki Works of Citizen Finetech Miyota Co., Ltd. is a natural habitat for *Shijimieoides divinus* (the Japanese large blue butterfly), a Class I endangered species. As a member of a local organization dedicated to protecting the butterfly, the Works has grown and protected sophora, a legume that the butterfly larvae eat, and taken measures to eliminate harmful insects since 2003 in an effort to prevent the butterfly’s extinction. The Works also cooperates with tours for parents and children and opens the grounds and facilities to the public to increase understanding. In 2012, a total of 154 employees and family members participated in this program.



Citizen Volunteer Club

Toothbrushes Donated to Children in the Philippines

As a participating company of the United Nations Global Compact, the Citizen Group carries out programs to eradicate global poverty. In 2012, officers and employees from 34 Group companies participated in the Hello Alson Philippines Health Care Support Association, an organization that provides dental healthcare in slum districts in the Philippines, collecting 3,710 toothbrushes and other items for donation in the Philippines. Individual employees will continue participating on their own initiative, conducting activities that focus attention on social issues.



* Citizen Volunteer Club

An organization established in 2008 to support social contribution programs within the Citizen Group.

Citizen of the Year

Supporting Individuals Who Inspire Others

Citizen of the Year is an annual award program that recognizes citizens who have inspired local residents and made significant contributions to the development, happiness, and all-around enhancement of their local communities. Prompted by a lack of wide-ranging recognition for deserving citizens, the program was established in 1990 to mark Citizen's 60th anniversary, tying in with the spirit of the company's name. In 2012, the following individuals were selected for recognition.



For more information about Citizen of the Year, please see our website at:
<http://www.citizen.co.jp/global/>



Developed Software that Supports PC Operation and Provides it Gratis to the Disabled and Persons with Serious Illnesses

Mr. Takaki Yoshimura, who has impaired limb function and speech impediments caused by cerebral palsy, taught himself programming and developed Hearty Ladder, a program that supports PC operation by inputting characters without using the keyboard or mouse. He later added My Voice, a revolutionary function that reads text in the user's own pre-recorded voice, for users with serious illnesses who will lose the use of their voice as the disease progresses. The two programs, which are available free of charge, provide hope to the disabled and persons with serious illnesses.



Mr. Takaki Yoshimura

Set Record for Oldest Woman to Climb Everest Twice

Despite a number of accidents, Ms. Tamae Watanabe stood at the peak of Mt. Everest, the world's highest mountain, at 7 a.m. on May 19, 2012, re-establishing the record that she herself set 10 years earlier (in 2002 at the age of 63) as the oldest woman to climb Everest. After descending from the peak, she resumed her normal activities. Watanabe has been climbing mountains for 50 years, but "Everest was a natural extension of my daily life working in the fields." She plans to continue mountain climbing while valuing her day-to-day work.



Ms. Tamae Watanabe

Obtained Certification as a Prosthetist and Provides Free Prostheses to the Disabled in Rwanda

While studying in Kenya, Ms. Rudasingwa heard from her future husband Gatera about the war in Rwanda and the plight of the disabled there. After returning to Japan, she obtained certification as a prosthetist. She later went to Rwanda and they built with their own hands and now operate a prosthesis clinic and a job training facility. In the past 15 years, they have provided free prosthetic limbs to approximately 6,000 people. In addition to providing the prosthetic limbs, they train prosthetists and provide employment assistance to create jobs for the disabled.



Ms. Mami Rudasingwa