

FUJI MEDIA HOLDINGS, INC.

CSR Corporate Social Responsibility

As a responsible member of our society, Fuji Media Holdings gives back to various communities and conducts environmental conservation activities on a global scale.



Many of our group companies including Fuji Television Network are situated in Odaiba within the area designated as Tokyo Waterfront City. This area is one of the National Strategic Special Zones where the 2020 Olympics/Paralympics will be held.

Tokyo Waterfront City is the highly anticipated area for promoting MICE (Meeting, Incentive Tour, Convention, Exhibition) and international tourism. In order to develop this area into an integrated resort, **Fuji Media Holdings** is expected to play a leading role as one of the representative companies of Tokyo Waterfront City.

Awareness Color Light-up



World Autism Awareness Day

Since April 2015, with the aim to increase public awareness and support for critical social issues, **Fuji Television** has been putting on special illuminations by lighting up its entire headquarters building in the cause colors of various nationwide/worldwide awareness campaigns throughout the year, such as World Autism Awareness Day (Blue) International Day of Peace (white), and World AIDS Day (red).



World AIDS Day



International Day of Peace

高松宮殿下記念世界文化賞

PRAEMIUM IMPERIALE

IN HONOR OF PRINCE TAKAMATSU

The Praemium Imperiale was established in 1988 to commemorate the 100th anniversary of the Japan Art Association and to honor the late Prince Takamatsu who served as the association's honorary patron for years and whose wish was "To contribute to enhancing and promoting the cultures and arts in the world." **Fuji Television** is aligned with the spirit of the Praemium Imperiale, fully supporting this award since its start.



<http://www.praemiumimperiale.org/>

Radio Charity Music-thon



Nippon Broadcasting System has been organizing the "Radio Charity Music-thon," a campaign which collects donations for those visually impaired through a 24-hour radio program held annually from 12PM December 24th thru 12PM the next day. With over 41 years of continuous efforts, donations have summed up to over 4.3 billion yen and has allowed for 3,017 audible traffic signals to be set up all over Japan.

FNS Charity Campaign

Under our main theme, "For the Smiles of Children Around the World," **Fuji Television and its 28 affiliated network stations** have continued to support disadvantaged children around the world through the FNS CHARITY CAMPAIGN in cooperation with the Japan Committee for **UNICEF** (United Nations Children's Fund) since 1974.



Providing Communication Programs for Elementary Schools



Since 2005, **Fuji Television** has been offering communication program “Ana Sen” (=Announcer as a Teacher) where the station announcers visit elementary schools around Japan to teach effective communication skills.



In 2015, “Ana Sen” earned the Encouragement Award in the 5th Career Education Awards sponsored by the Ministry of Economy, Trade and Industry of Japan.

held at over **173 schools** for **11,700 children** (As of April, 2016)

Hosting Fun Dietary Educational Events for Children

Fuji Television hosts a unique educational event with aims to teach children the importance of eating well-balanced meals that include seasonal foods. The 40-minute event is designed to make learning fun and engaging for children with Fuji Television announcers read a picture-story show and dance the “Dokko-Kun exercise” together.



Dokko-Kun

held at over **121 places**
for **13,150 children** (As of April, 2016)

Cause Marketing at Dinos Cecile

■ What is Cause Marketing?

Cause marketing or cause-related marketing is a marketing effort that allows consumers to make donations through purchases, creating additional incentive in the process.



Dinos Cecile printed their first-ever catalogue that enabled customers to make charity donations in their Winter 2009 issue, beginning its full-fledged initiative for cause marketing. Since then, Dinos Cecile has continued to expand their charity campaign projects in catalogues and online stores. The company received an official letter of appreciation from UN’s World Food Programme in 2015 for its efforts in the “DAMA collection.”

The Grand Prize for the Global Environment Award

The Grand Prize for the Global Environment Award was established in 1992 with special cooperation from the Japanese wing of the global conservation organization, **WWF** (World Wide Fund for Nature :Honorary president - His Imperial Highness Prince Akishino).



Today, the above mentioned award is one of Japan's most prestigious environmental prizes. As a core member of the **Fujisankei Communications Group (FCG)**, **Fuji Television** supports The Grand Prix Prize for the Global Environment Award while striving for the goal of realizing a rich, vigorous nation where the environment and economy are in harmony.

Regular Clean-up Activity in Tokyo Waterfront City



Fuji Television employees carry out clean-up activities around our headquarter buildings. This initiative has been implemented regularly ever since it was originally conceived in 2008, and has contributed to making the city clean. Since 2012, **Fuji Media Holdings** employees also carry out clean-up activities 3 times a year. Thanks to such group efforts, the bonding between office members have become stronger than ever.