

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.



Relief efforts for disaster affected areas still continues on



In April 2016, a large earthquake measuring magnitude-7.0, struck Japan's Kumamoto Prefecture.

Group companies of **Fuji Media Holdings, Inc.** set up a fund raising account, "SAZAE-SAN BOKIN", and utilized their transmission tools, calling out for donations. As a result, we were able to donate **JPY172,628,295**, to the Japanese Red Cross Society.

Also, **Fuji Television** offered screenings of the popular anime everyone knows, 'Sazaesan,' and provided meal services cooked by famous French, Italian, and Japanese chefs.



After realizing that **Fuji Television's** aerial drone footage of Kumamoto Castle in 2013, assisted in the restoration of the castle from earthquake damages, we provided all these footage materials for free.



高松宮殿下記念世界文化賞

PRAEMIUM IMPERIALE

IN HONOR OF PRINCE TAKAMATSU

The Praemium Imperiale is a global arts prize awarded annually by the Japan Art Association. Since its inauguration in 1988, it has become a mark of the arts. Late Prince Takamatsu who served as the association's honorary patron for years has wished "To contribute to enhancing and promoting the cultures and arts in the world." **Fuji Media Holdings** is aligned with the spirit of the Praemium Imperiale, and fully supporting this award since its start.



▶ <http://www.praemiumimperiale.org/>

**2016 Laureates**

Painting: Cindy Sherman

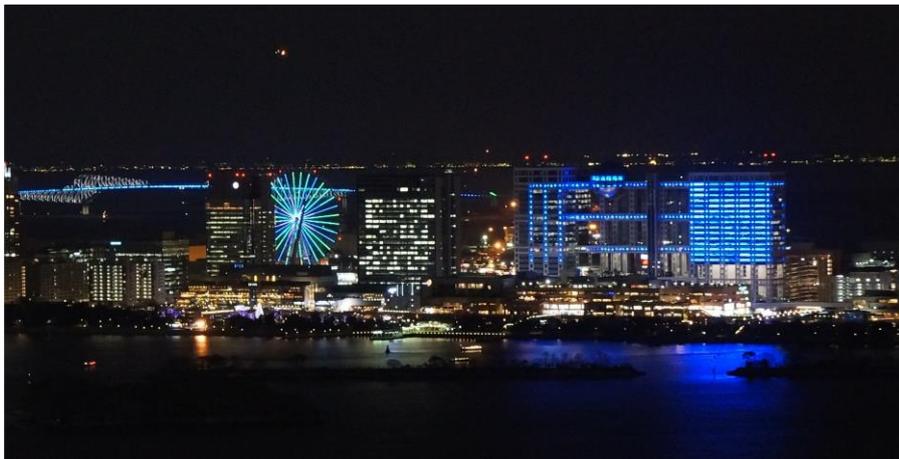
Sculpture: Annette Messager

Architecture: Paulo Mendes da Rocha

Music: Gidon Kremer

Theatre/ Film: Martin Scorsese

Awareness Color Light-up



April 2, World Autism Awareness Day



Raising awareness for breast cancer



six-color rainbow for LGBT

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) and Pink-Ribbon Campaign. Other major sights in the waterfront city such as Ferris-wheel, Statue of Liberty and Tokyo Gate Bridge also joined this project last year.

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.



held at over **193 schools** for **13,970 children** (As of March, 2017)

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 4.4 billion yen and has allowed for 3,057 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.



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**, **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 since 2008, and has contributed to making the city clean. **Fuji Media Holdings** employees also carry out clean-up activities 3 times a year.

Many of our group companies including Fuji Television Network are situated in Tokyo Waterfront City ,Odaiba , where the 2020 Olympics/Paralympics will be held. In order to liven up this area , **Fuji Media Holdings** is expected to play a leading role as one of the representative companies of this region.