

Social Contribution



Viewing issues from a global perspective, we always remain aware of the role to play as a good corporate citizen, see that our activities are at harmony with both local communities and the international community, and contribute to the rise of societies offering a higher quality of life.

Following our corporate mission "Committed to the global good," we have identified five areas of focus in our basic activity guidelines.

Basic Activity Guidelines on Social Contribution



1. Action on Global Humanitarian Issues

As a globally active enterprise, ITOCHU Corporation shall take proactive approaches to humanitarian issues around the world and help to build a better, more humane world.



2. Environmental Conservation

ITOCHU Corporation shall vigorously pursue activities of environmental conservation and contribute to sustainable social advancement.



3. Community Contribution

As a good corporate citizen, ITOCHU Corporation shall construct favorable relationships, and harmonize its business, with local communities.



4. Growth of Future Generations

ITOCHU Corporation shall conduct activities to support the sound development of youth as tomorrow's leaders and work for the emergence of fulfilling and vibrant communities.



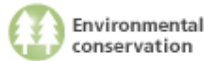
5. Support for Volunteer Work by our Employees

ITOCHU Corporation shall provide positive support for the activities of social contribution by each and every one of its employees.

Social Contribution Activities



Action on global humanitarian issues



Environmental conservation



Community contribution



Growth of future generations



Support for volunteer work by our employees

Support for the Great East Japan Earthquake Recovery



Action on global humanitarian issues



Community contribution



Support for volunteer work by our employees

We undertake long-term support for the reconstruction of areas affected by the Great East Japan Earthquake that struck in March 2011.

Support for Employees' Volunteer Activities

In May 2011, to facilitate employee participation in volunteer activities, ITOCHU started to extend the period of volunteer leave from three days to five, and introduced a system under which the company pays the actual costs for participation (transportation, board, and other costs). As of June 30, 2012, a total of 120 employees had used the system.

In February 2012, we adopted an employee's idea and began Valentine fundraising. In March, we implemented companywide fundraising activities to recognize the first anniversary of the Great East Japan Earthquake. During these efforts, the current status of affected areas was reported through exhibition of panels, and employees shared an understanding of the importance of continuing support. Funds raised were combined with the matching donation from ITOCHU and used for supporting reconstruction of schools via the Nippon International Cooperation for Community Development, and as grants-in-aid for libraries in affected areas via the ITOCHU Foundation. In January 2012, as a new form of support, ITOCHU contributed Funds for Supporting Children Orphaned by the Earthquake to the three prefectures affected by the earthquake via Japan Foreign Trade Council, Inc.

Yuichi Yasura, volunteered in February 2012

Temporarily transferred to ITOCHU CHEMICAL FRONTIER Corporation

"Thanks to everyone's support, there are sufficient supplies of material goods. However, there is still a lack of volunteers. At first, many people came, but as time has passed that number has dwindled. At this point it is not possible to predict how many years it will take." That was the opinion recently voiced by the people of Rikuzentakata and Kesenuma. "Hands" are something basic that we all have, but right now there is a shortage of them. When we work together the capabilities of the united group are greater than the sum of our individual capabilities. I would definitely like to participate again.



With other volunteers

The Great East Japan Earthquake Recovery Assistance Site

In May 2011, ITOCHU launched a new website, the Great East Japan Earthquake Recovery Assistance Site, on its intranet to share information on the support activities of ITOCHU employees and the ITOCHU Group itself. Posted on the website are up-to-date information on the Group's assistance programs and employee volunteers, updates from the Tohoku Branch on local conditions, reports submitted by volunteers and more. We intend to use this site to keep employees informed about support activities for fostering recovery over the long term.



■ Activities for Supporting Affected Areas Implemented with Shareholders

In fiscal 2011, ITOCHU began an initiative to switch from sending out notices of the company's ordinary general meeting of shareholders and other printed matter by post to e-mail delivery for shareholders of ITOCHU who agree to electronic delivery of shareholder information, and to donate the cost savings in paper and postage, which are combined with a matching donation from ITOCHU, to the ITOCHU Foundation's "100 Children's Books Subsidy" project. In fiscal 2011, more than 7,500 shareholders agreed to the initiative (as of March 31, 2012) and ITOCHU donated a total of 15 sets (one set consists of 100 books for children) to 13 volunteer organizations acting in areas affected by the Great East Japan Earthquake.

Books were donated to 13 volunteer organizations, including Tulip Bunko (Minamisoma-shi, Fukushima), Hoiku Mama no Kai Grandma (Shiwa-gun, Iwate), and Ehon Yomikikase no Kai "Omusubi Kororin" (Shibata-machi, Miyagi)

ITOCHU Foundation



Growth of future generations

TOCHU has promoted social contribution activities aiming for the sound development of young people since setting up the ITOCHU Foundation in 1974. The foundation develops programs that match the needs of the times, such as current two major projects; subsidizing the development of children's literature collections (including subsidies for library development at schools and supplementary schools for Japanese nationals overseas), and promoting the development of an e-book library.

■ Providing Subsidies for Children's Literature Collections

In fiscal 2012, children's literature collection subsidy activities included not only subsidies for the purchase of children's books and the 100 Children's Books Subsidy but also emergency support for areas affected by the Great East Japan Earthquake.

In addition, the Foundation has aggressively provided subsidies for library development at Japanese schools and supplementary schools overseas. This support has been provided to 56 schools.



Students at a Japanese school in Guatemala hold books sent from the ITOCHU Foundation

Subsidizing the Development of Children's Literature Collections

	Number of subsidies
Subsidies for purchase of children's books	37 (of which, 1 overseas)
Subsidies for purchase of children's books for hospitals	8
100 Children's Books Subsidy	32 (of which, 11 overseas)
Subsidies for libraries at Japanese schools / supplementary schools	52 (of which, 52 overseas)
Emergency support for areas affected by the Great East Japan Earthquake	6
Total	135 (of which, 64 overseas)

■ Promoting the Use of E-Books

In fiscal 2011 the Foundation began to promote the development of an e-book library that utilizes PCs for children with disabilities who are unable to read conventional books. The Foundation has revised the scope of this project, which is now focused on making it easier to read for more children. The Foundation has provided, at no cost, 38 works to 501 locations throughout the country, such as schools for children with special needs.

Providing Aid to Areas Affected by Major Natural Disasters



Action on global humanitarian issues



Community contribution



Support for volunteer work by our employees

For humanitarian reasons, we donate money and provide supplies for the emergency relief of people affected by natural disasters.

By collaborating with local branch offices and related organizations, we provided the following aid.

Recent examples

Flooding in Thailand	¥30,000,000
Earthquake in Turkey	¥5,000,000
Typhoon-Hit Philippines	Approx ¥5,000,000

Support for Manila Hemp Plantation Rehabilitation Project



Environmental conservation



Community contribution



Support for volunteer work by our employees

On the occasion of the 100th anniversary of the establishment of our Manila branch in 1912, in June we signed a project agreement with the Fiber Industry Development Authority of the Department of Agriculture and the St. Ann's Family Service Cooperative, a local agricultural cooperative. The project has begun in August 2012, and ITOCHU will donate ¥2 million, the amount

needed to plant and grow 90 hectares of Manila hemp (about 144,000 plants), which is scheduled to be completed by March 2014. In addition, the project is expected to absorb approximately 18 tons of CO₂ a year.



Support the "House for Youth" in Philippines of NGO "Kokkyo naki Kodomotachi (KnK)"



Action on global humanitarian issues



Community contribution



Growth of future generations

We support the activities of "Kokkyo naki Kodomotachi" (KnK: meaning Children without Borders), an NGO that supports street children, children who are victims of major disasters, and other children in developing countries. On December 11, 2009, renovating was completed for House for Youth, made possible through support from ITOCHU. Located in the outskirts of Manila (Philippines), House for Youth is a home that helps young people become independent. It was also put to effective use as an emergency evacuation center when typhoons hit the Philippines in September 2009. Moving forward, the home will provide a wide range of support to approximately 1,000 young people per year.



House for Youth



Children participating in the 100th anniversary celebration of ITOCHU Corporation's Manila branch

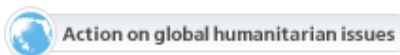
KnK Reports From the Philippines

KnK's support activities in the Philippines based around House for Youth are growing. In addition to housing 14 children, House for Youth is also used as a venue each month for computer skills training, a youth development program and development seminars for mothers. We aim to continue using House for Youth as a base for expanding our community activities to support youth and people living in slums.



Together with the staff members of KnK

Support Activities for the World Food Programme (WFP)



Action on global humanitarian issues



Growth of future generations



Support for volunteer work by our employees

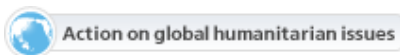
With the hope of alleviating hunger and poverty worldwide, we have been serving as a council member of the Japan Association for the WFP, a nonprofit organization that focuses on building support in Japan for the World Food Programme (WFP) and its hunger relief operations.

In May 2012, employees of ITOCHU Corporation and ITOCHU Group companies participated in End Hunger: Walk the World, held in Yokohama. This is an annual event to raise money and awareness for the WFP's efforts to fight child hunger and malnutrition. At its Tokyo Headquarters as well, ITOCHU regularly engages in activities such as fundraising and holding panel exhibitions for introducing the WFP's activities.



Participated in End Hunger: Walk the World

TABLE FOR TWO (TFT) Fighting to Fix the Food Supply Imbalance between Developing and Developed Countries



Action on global humanitarian issues



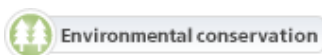
Growth of future generations



Support for volunteer work by our employees

Our corporate cafeterias in Tokyo, Osaka, and Nagoya are TFT partners. People who order a meal from a TFT Healthy Menu at these cafeterias can automatically donate 20 yen per meal, which is included in the price. The donated money is sent to the WFP via the TFT secretariat and used for the WFP's school meal program.

Opening of Eco Shop Pavilion in KidZania Tokyo



Environmental conservation



Growth of future generations

In April 2012, ITOCHU opened its Eco Shop environmental pavilion in KidZania Tokyo, a facility for children to experience diverse types of work, presented from the standpoints of fostering future generations and environmental conservation.

The theme of Eco Shop is the global environmental effort called the MOTTAINAI Campaign. Visitors to the pavilion can create original products such as a My Furoshiki Wrapping Cloth, Eco-Bag for Shopping, and My Chopsticks to Carry Along, all using eco-friendly materials.

For each child creating an original item at the Eco Shop, an amount equivalent to the cost of one tree sapling is donated to the Green Belt Movement, a tree-planting activity in Kenya. The activities seek to help children learn to cherish their possessions and understand global environmental issues through their fun experience at the Eco Shop. It also aims to cultivate their awareness of the need to voluntarily participate in activities for solving these issues.



The amount equivalent to one tree sapling for planting will be donated to the Green Belt Movement for each child who participates.

ITOCHU Baseball Class



Community contribution



Growth of future generations



Support for volunteer work by our employees

As part of nurturing young people, thinking that we want to give disabled children the opportunity to challenge themselves in a variety of activities, and that we would like to help create opportunities for them to explore their own potential, we have sponsored the classes since 2007.

The instructor Kazuya Yano, former pitcher for the Yakult Swallows, covered a lot of ground, from sportsmanship, basic movements and other fundamentals that are difficult to master by practicing at home, to catching fly balls and practicing pitching. Expressing a common sentiment, one child who participated said, "I am happy because it was the first opportunity for me to use some of this gear. From now on I want to practice more." The event is very popular with everyone including the children, their guardians and the volunteers.



The 5th ITOCHU Baseball Class held in December 2011

Community Cleanup Activities on Aoyama-dori



Community contribution



Support for volunteer work by our employees

ITOCHU employees take part in community cleanup activities around our Tokyo Headquarters. As members of the local community, they clean up the street and distribute items for raising awareness by cooperating with the local residents' association and staff of other companies in the area.

"Campaign to Deliver Picture Book" for Children in Asia



Growth of future generations



Support for volunteer work by our employees

ITOCHU participates in the Campaign to Deliver Picture Books organized by the Shanti Volunteer Association. Participants in this campaign affix labels showing text translated into local languages, such as Cambodian, on corresponding pages of Japanese picture books, and send the books to local children as gifts. This campaign allows participants to engage in volunteer activities while enjoying the books. ITOCHU employees of all ages, both men and women, are working to produce these books.

Selling Bread from the Swan Bakery



Growth of future generations



Support for volunteer work by our employees

Since May 2008, we sell bread from the Swan Bakery every Wednesday in the employee cafeteria at the Tokyo head office. The Swan Bakery was established by the Yamato Welfare Foundation with the aim of encouraging employment for people with disabilities at reasonable wages. Extraordinarily popular, the bread baked for the day sells out in an instant every time.

Reports on Social Contribution Activities (From April to December, 2011)

April

■ Packing of Uru-Uru Packs to support regions hit by the Great East Japan Earthquake (Tokyo)

On April 5, packing work for Uru-Uru Packs to be offered to victims of the Great East Japan Earthquake took place in Tokyo. An Uru-Uru Pack is a set of relief supplies for one person, such as cosmetics for women and stationery items for children, put into a package so that they can be easily distributed in the affected areas. Six staff members of the ITOCHU Group took part in the work.



■ Disaster relief projects proposed by new employees in fiscal 2011

In training for new employees in fiscal 2011, the trainees were divided into 14 groups with each group studying and proposed a specific project that ITOCHU Corporation could undertake to help those regions affected by the Great East Japan Earthquake. The new employees cast their votes to choose four proposals that will be presented to a board of examiners, including our chairman Eizo Kobayashi, for the final decision. Then, ITOCHU Foundation and the new employees will develop the chosen project into more specific form and finally put it into action as a relief activity.

■ ITOCHU KOREA personnel participate in tree planting for the next generation.

On April 16, a total of 26 people, including ITOCHU KOREA employees, their family members, and clients, participated in a voluntary tree-planting activity. Each participant planted four coastal pine seedlings. Planting of coastal pines helps block wind and dust from the sea and contributes to local communities and to the environment. All participants finished the day feeling very fulfilled.



■ Participation of ITOCHU volunteers in a booth at Earth Day 2011 Tokyo.

On April 23-24, Earth Day 2011 Tokyo took place in and around the Yoyogi Park as an event for thinking about the global environment. A large number of organizations joined as exhibitors. From ITOCHU Corporation, four employees staffed the booth of a non-profit organization (NPO) that is calling for action to step global warming, giving visitors explanations on power saving that can be done in the home and giving away bamboo candles.



May

■ Packing of Uru-Uru Packs for supporting the regions hit by the Great East Japan Earthquake (Nagoya)

On May 7-8, packing work for Uru-Uru Packs to be sent to victims of the Great East Japan Earthquake took place in Nagoya. Eight volunteers from the Nagoya Branch, including family members, volunteered to do the packing. Containing stationery items and lunch boxes for children, 2,000 Uru-Uru Packs were delivered to the town of Shichigahama in Miyagi Prefecture.



■ A Fureai Nature observation meeting at the Institute for Nature Study

On May 15, a nature observation meeting took place at the Institute for Nature Study with the participation of 12 staff members from the ITOCHU Group. After attending an ecology seminar entitled "A Life-or-Death Scramble for Light," the participants observed nature in the garden of the Institute. A participant commented that he had not realized that there was such a rich natural environment in Meguro.



■ The First Saitama Farm Volunteer Activity (rice planting)

On May 22, the first Farm Volunteer Activity for 2011 took place with 41 participants from among the ITOCHU Group employees and their families. The participants planted rice seedlings. This series of activities has the aim of making parents and children aware of the challenges involving in growing rice and of the importance of agriculture through a year-long rice growing experience in which chemicals are not used.



June

■ Cooperation with short-term homestay of Chinese university students

Twice a year, ITOCHU Corporation cooperates in a short-term homestay program for groups of Chinese university students visiting Japan. For two days, specifically on June 4-5, one of our staff members accepted one such student at home.



■ ITOCHU staff members acting as Business Volunteers after the Great East Japan Earthquake

As part of its efforts to support employees wishing to engage in volunteer activities, ITOCHU Corporation introduced some of its staff members to the Workers' Volunteer Program organized by the Joint Committee for Coordinating and Supporting Voluntary Disaster Relief Activities, offering to subsidize their participation in this program. In June, the first group of seven staff members took part in work in Iwate and Fukushima under the program.



■ Extracurricular activity for third graders of Minato Municipal Aoyama Elementary School: Looking at the local community from a height

Each year, we accept third graders from the local Aoyama Elementary School as an extracurricular activity. This year, 21 schoolchildren visited our office on June 9 to view their community from the top level of the building.



■ Disaster relief project led by new employees in fiscal 2011: Offering bookmarks with messages from all of us

From among the four shortlisted proposals made at the training session for new employees in April, ITOCHU Corporation chose the Minna Happy Project. For this project, we prepared bookmarks with messages and pictures and put them in books to be offered to children in the affected zones. On June 17, the first 50 picture books with bookmarks carrying messages from our new employees were delivered to the Tampopo Nursery School in the city of Koriyama in Fukushima Prefecture.



■ Blood donation and marrow donor registration drive at Tokyo Head Office

Held on June 28, the blood donation meeting at our Tokyo Head Office attracted 129 applicants. Meanwhile, 14 volunteers signed up with the Japan Marrow Donor Program.

July

■ The Second Saitama Farm Volunteer Activity (weeding in rice paddies)

On July 3, the year's second farm volunteer activity took place in the city of Saitama, with 30 participants comprising ITOCHU Group and their family members. At this event, the participants entered the rice paddies where they had planted rice previously and removed weeds. Every participating volunteer became covered in mud. Because herbicides are not used, weeding is required to ensure that the rice grows well. At the next event, the participants will reap the rice.



■ Donating baseball equipment and holding a baseball coaching session for children affected by the disaster

ITOCHU Corporation's baseball club has been supporting children affected by the Great East Japan Earthquake by, for example, donating baseball equipment to a boys' baseball team in the Iwate Prefecture city of Rikuzentakata. On the weekend of July 2-3, some 20 leading members of the baseball league of 10 trading companies, including our own club, held a baseball coaching session for about 150 elementary and junior high schoolchildren in the city of Iwaki in Fukushima Prefecture.



■ New employees' participation in the first local cleaning activity

On July 7, the Aoyama 2-chome Community Association held a cleaning activity with the participation of 25 of our employees who joined us in fiscal 2011. Wearing identical windbreakers, they worked together with the community association, the Minato City Government, the Akasaka Police Station and neighboring businesses in picking up trash, giving warnings to illegally parked bicycles, and guiding pedestrians at crosswalks. Our new employees are expected to take part the activities in turns.



■ ITOCHU Charity Concert for Earthquake Disaster Reconstruction.

On July 19, the ITOCHU Charity Concert for Earthquake Disaster Reconstruction was held at the Denryoku Hall in Sendai. On the day, about 1,000 visitors, including ITOCHU Group employees, their families, business partners, and victims of the disaster, enjoyed a performance by the New York Symphonic Ensemble. All proceeds collected from the audience on the day was donated to the Kiwanis Club of Sendai Children's Fund.



■ Continuing to support employees' volunteerism in the wake of the Great East Japan Earthquake.

In the wake of the Great East Japan Earthquake, ITOCHU Corporation has been providing support for employees wishing to take part in volunteer activities, in addition to corporate aid in the form of relief money and relief supplies. In July and August, 11 employees in Tokyo took part in the Workers' Volunteer Program and three others in a program run by the Kansai Economic Federation.



September

■ New employees participating in second local cleaning activity

Nineteen new employees for fiscal 2011 took part in a cleaning activity on September 1 organized by the Aoyama 2-chome Community Association. In this event, participants weeded the sidewalks and issued cautions to illegally parked bicycles together with the community association, the Minato City Government, the Akasaka Police Station, and local businesses. Among other tasks, weeding had to be done in sweltering weather, which left everyone perspiring profusely. The work was done very efficiently in collaboration with the community association personnel.



■ ITOCHU scholarship students workshop and voluntary conservation

On September 10, 52 students receiving scholarships from ITOCHU Corporation to study at universities in Japan visited our Tokyo Head Office for a workshop and a social gathering with our staff members. On the following day, September 11, they engaged in voluntary activities for environmental conservation at the Tokyo Port Wild Bird Park. In the very hot late-summer weather, they picked up trash and helped improve the tidelands together with park volunteers. The event helped deepen exchange among scholarship students and provided a good opportunity to make our CSR activities known to them.



■ The 3rd Saitama Farm Volunteer Activity (rice reaping)

On September 11, the third farm volunteer activities in 2011 took place in the city of Saitama. A total of 53 participants, comprising our staff's family members and group companies' staff members, first listened to farmers about the significance of organic farming, then actually cut rice ears. After realizing how tough farming was, everyone made sure to leave no leftovers at lunch.



■ Workshop for infant safety by the Japanese Red Cross Society

On September 28, the Japanese Red Cross Society held an infant safety workshop at our Tokyo Head Office. The attendees learned how to deal with accidents that can occur in everyday life amid infant growth, how to use the automated external defibrillator (AED), and how to deal with infants in the event of disaster.



October

■ New employees participating in 3rd, 4th, and 5th local cleaning activities

On October 6, 17 and 18, a total of 32 new employees who joined us in fiscal 2011 took part in cleaning activities organized by the Aoyama 2-chome Community Association and the Akasaka Regional City Office. Specific activities varied depending on the day, ranging from picking up trash to issuing cautions to unlawfully parked bicycles, but the basic principle was to clean the district in collaboration with the community association, the regional city office, the Akasaka Police Station, and participants from local businesses. As many of our staff members take part in the activities, we earn both high expectation and appreciation from the community association and the regional city office.



November

■ The 3rd Borneo Tree-Planting Tour

On November 2 to 7, 14 staff members of the ITOCHU Group held a tree-planting experience on the island of Borneo. This program takes place every year as part of Activities to Restore the Tropical Rainforests and Conserve Borneo's Ecosystem launched as a 150th anniversary commemoration program. The participants had the opportunity to plant trees on site and observed the steady growth of trees planted in the past two years.



■ Cleaning activities

On Thursday, November 10, some of our new employees took part in cleaning activities around the Tokyo Head Office. These constitute part of the new employees' activities for maintaining good relations with local communities, launched in fiscal 2011. This 6th event in the series involved 21 new employees.

■ Sixth graders from Aoyama Elementary School visit ITOCHU for extracurricular activities.

On November 25, 28 sixth graders from Minato Municipal Aoyama Elementary School near our Tokyo Head Office visited ITOCHU as part of their extracurricular activities. They listened to explanations on solar power generation that we were promoting while visiting the solar power station on the rooftop. They also heard about our activities for restoring tropical rainforests on the island of Borneo and learned ways to combat global warming.



December

■ The 5th ITOCHU Baseball Workshop

We organized another baseball workshop for children with disabilities at the Meiji Jingu Gaien Indoor Ball Park on Saturday, December 3. We organize one such workshop every year to encourage the sound development of local youth and good relations with local communities. The children were delighted to be in an indoor ballpark that is normally used by professional baseball players. They had fun running, defending, and hitting the ball.



■ Cooperation in homestay of Chinese university students participating in the 9th "THE CHINESE STUDENTS VISIT JAPANESE ENTERPRISES and FEEL JAPAN" Project

A program that invites Chinese university students to Japan and lets them stay a night with Japanese company employees was held for the ninth time. Five ITOCHU Corporation employees accepted Chinese students and their families enjoyed an exchange with the students on December 3-4.



■ Post-earthquake voluntary aid activities by ITOCHU staff

Twice in December, a total of 25 employees in the ITOCHU Group participated in voluntary activities for earthquake disaster relief operations in the city of Rikuzentakata. Nine months after the massive earthquake, demand for volunteers was shifting to reconstruction purposes, but volunteers are still needed. All participants met with local residents and engaged enthusiastically in collaborative work.



■ Visit by sixth graders from Aoyama Elementary School for extracurricular activities

On December 16, sixth-grade schoolchildren from Aoyama Elementary School visited our Tokyo Head Office. In late November, their teacher asked them what they would like to do if they became managers in the future. The children thought carefully about it and presented their results. Their presentations were on five points: changing the world, environmentally friendly recycling, new technologies for reducing CO2, helping the Earth and humanity with local consumption of locally produced energy and electric power storage as a means of reducing CO2. All showed very adult thinking, even though they had the voices of children.



■ Blood donation through the Japanese Red Cross Society

On Monday, December 19, a blood donation session took place with the Japanese Red Cross Society. Eighty-nine volunteers donated blood and two registered as marrow donors. Taking place twice a year, these sessions will be continued in the future.

Reports on Social Contribution Activities (From January to March, 2012)

January

■ Community Cleanup of Aoyama-dori

On January 19, first-year employees of ITOCHU Corporation participated in a community service cleaning up a segment of Aoyama-dori (a major thoroughfare) in the vicinity of the Tokyo Head Office. This was the ninth time the first-year employees cleaned the sidewalk and gutter as part of the social contribution activities they launched for the fiscal year ending March 31, 2012. On



this occasion, despite the cold weather, a group of sixteen young women from ITOCHU joined neighborhood organizers, local police and volunteers from other companies in the area to clear the street of debris and hand no-littering reminder leaflets out to passersby. A troop of thirteen volunteers from ITOCHU Group company CI Shopping Service Co., Ltd. also lent a hand to participate in the social contribution activity. In all, more than 30 volunteers from the ITOCHU Group showed up, including the organizers, much to the gratitude of the other participants. They were offered warm words of praise for a job well done from the passersby and the police on guard at the Crown Prince's palace. It was a cold day out, but we were all warmed by the sense of community we felt as we participated in the cleanup.

■ Taiwan Business Partner Donates Blankets to Ogatsu-cho District of Ishinomaki City in Miyagi Prefecture

Soon after the Great East Japan Earthquake occurred last March, Eastern Microelectric Lab Inc., an ITOCHU business partner in Taiwan, donated about 1,500 blankets to ITOCHU as emergency relief supplies. Although this was a warmhearted act of support, a huge amount of blankets had already been given by bodies in Japan and overseas, and at the time it wasn't possible for us to deliver this donation immediately to the stricken area. However, the first winter since the earthquake came round. On the two days this year of January 21 and 28, we delivered these warm blankets directly into the hands of local people with the help of an NPO active in the area called Sweet Treat 311. The blankets were given to people living as evacuees in their homes and the residents of temporary housing complexes at nine locations centered on the district of Ogatsu-cho in Ishinomaki City in Miyagi Prefecture. On these two days, some ITOCHU employees volunteered to join in and give out the blankets. ITOCHU continues to sincerely hope that this region can fully recover as quickly as possible.



February

■ 'Fund-Raising Campaign on St. Valentine's Day'

A fund-raising campaign titled "Let's Send Love to Devastated Parts of the Tohoku Region by Donating Our Money" took place at ITOCHU Corporation's Tokyo Head Office and Osaka Head Office on February 14, which was St. Valentine's Day. This campaign started with the idea of "sending money kept for buying gifts for St. Valentine's Day and the so-called White Day (a Japanese invention for returning St. Valentine's gifts) to people in affected areas," conceived by volunteers among ITOCHU employees, and spread from them to people in the entire company.



At the Osaka Head Office, volunteer ITOCHU employees collected goodwill donations energetically in elevator halls and at their respective places of work in the morning and at lunch time. At the Tokyo Head Office, many ITOCHU

employees began donating their pocket money to the fund-raising campaign during their lunch break, spurred by the "first donation" President and C. E. O. Masahiro Okafuji made as the first thing in the morning. ITOCHU will donate 378,817 yen raised through this campaign to a public service corporation called Nippon International Cooperation for Community Development (NICCO), which has been undertaking reconstruction support activities in Miyagi and Iwate prefectures since the period immediately after the earthquake and tsunami, requesting the aid-supplying corporation to apply the donations to programs for supporting schools in devastated areas.

■ Employees' Volunteer Activities for Supporting Areas Devastated by the Earthquake and Tsunami

ITOCHU Group employees engaged in volunteer work for supporting areas devastated by the Great East Japan Earthquake and tsunami from February 16 to 19. It was the third round of such support activities the ITOCHU Group had launched last December. On this occasion again, a group of 10 ITOCHU employees worked hard at a support site in Rikuzen Takata City, Iwate Prefecture, during the daytime, undaunted by a low February temperature. They assisted reconstruction by eating and drinking at a restaurant in Kesenuma City, Miyagi Prefecture, at night. All participants in this third round of support activities were ITOCHU Group employees, but most of them met others in the volunteer group for the first time. The 10 volunteers became one team from the first day and kept working as hard as they could for three days.

ITOCHU will continue these support activities by volunteer employees.



■ Miyagi Prefecture Thanks ITOCHU for Its Post-Earthquake Support with a Letter of Appreciation

On February 21, Vice Governor Masahiro Wako of Miyagi Prefecture visited ITOCHU Corporation's Tokyo Head Office to hand a letter of appreciation for support ITOCHU had provided to the prefecture since the period immediately after the Great East Japan Earthquake. Representatives from Yayoi Foods Co., Ltd., an ITOCHU Group company continuing to support manufacturing activities in Kesenuma City, Miyagi Prefecture, also came to the Tokyo Head Office on this day. Concerned ITOCHU officials and the Yayoi Foods representatives listened to various topics Vice Governor Wako covered in his speech, including on-site progress toward reconstruction and the need for sustained assistance. On the occasion, Vice Governor Wako also thanked the ITOCHU Group for its continuing practice of sending volunteer employees to a support location within Miyagi Prefecture on a regular basis.



March

■ In-House Fund-Raising Campaign on the First Anniversary of the Great East Japan Earthquake

On March 12 and 13, one year and one day and one year and two days after the Great East Japan Earthquake, ITOCHU Corporation organized an in-house fund-raising campaign based on its policy of sustaining support for areas devastated by the giant earthquake and tsunami. The campaign raised 638,171 yen (including donations made at ITOCHU's Tokyo Head Office and Osaka Head Office), thanks to a high level of interest employees expressed.

One ITOCHU employee who cooperated in this campaign said, "One year has passed since the earthquake, but news programs I saw gave me the feeling that we must support affected areas much longer. I'll keep doing what I can."

ITOCHU plans to add the same amount to the final campaign result and donate their sum to programs for supporting the affected areas.



■ Employees' Volunteer Activities for Supporting Areas Devastated by the Earthquake and Tsunami

ITOCHU Group employees engaged in volunteer work for supporting areas devastated by the Great East Japan Earthquake and tsunami twice this month, first from March 15 to March 18 and second from March 22 and March 25. A total of 25 ITOCHU Group employees took part in these two rounds. The two work occasions represented the fourth and fifth rounds of such support activities by ITOCHU volunteers. Poor weather restricted their activities at times, but the ITOCHU Group employees who took part in the two rounds worked together to carry out their activities, such as scooping rubble from gutters.

