

- Social Contribution Activities: Approaches
- Promoting Educational, Cultural and Sports Activities
- Academic Support Activities

## [Society and the Community]

Murata contributes to society and the community through education, cultural activities and sports, and here we introduce a few examples.



## A desire to be of service to others — it's a feeling we all share

Taking pleasure in the happiness of others –  
this is the motivation behind our efforts

Ever since the establishment of Izumo Murata Manufacturing in 1984, we have continued to plant cherry and camellia trees as part of our “Plant in the Green Woods” initiative. Since 1994, we have opened our grounds to the public when the trees are in blossom, and we also organize science and environmental lessons featuring MURATA BOY, Murata’s original bicycle-riding robot, and the unicycle-riding MURATA GIRL for elementary school students. We at Izumo Murata do not consider these events acts of “contribution to the local community” as much as opportunities for “interaction with the local community”. Whether we are contributing to our region is a question to be answered by local citizens, but the motivation behind our efforts lies in our simple desire to get to know the people in our community. When we have visitors at our plant, we have a staff of volunteers – all of whom have brushed up on their knowledge of cherry and camellia trees – ready to talk with them. This staff of volunteers grows steadily from year to year, and

now numbers over 200. Visitors to our plant tell us that they enjoy their visits, and that they appreciate our efforts, and we are always glad to receive these positive comments – for what could be more natural than to feel pleased when you have made someone happy? We will continue to work hard to organize efforts that will help us to be accepted by members of our community and society, and will make us all proud to be a part of Izumo Murata.

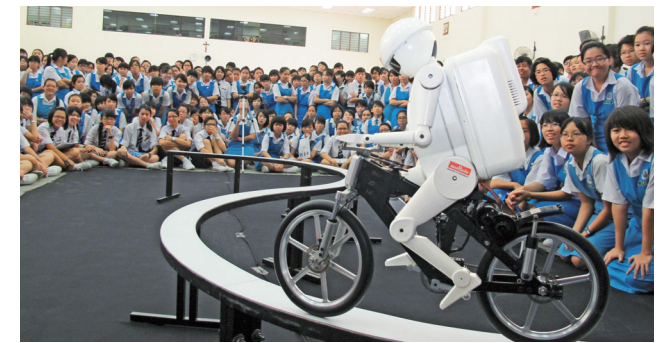


Camellia and cherry trees  
open to the public

Photo, from left to right  
Izumo Murata Manufacturing Co., Ltd.  
Administration Dept.  
Toshikazu Hino / Tadashi Kaneda /  
Megumi Yamamoto / Kaoru Tai  
Aya Wakatsuki / Tamotsu Katsube /  
Toru Katsube / Yasunori Ohara

## MURATA BOY and MURATA GIRL travel abroad to spread the love of science around the globe

Murata Electronics (Malaysia) Sdn. Bhd. hosted MURATA BOY and MURATA GIRL Road Worldwide Tour in 2011 to conduct events at a high school, a university, a shopping mall and etc. The main objective of this week-long event was to introduce Murata’s technology to Malaysian people and stimulate their interest in science. We received positive responses from the target audience ranging from small children, primary school students, high school students, university students, businessmen as well as the general public. Additionally, we were awarded with the Silver Medal for the Invention & Innovation Award at the Malaysia Technology Expo 2011. MURATA BOY and MURATA GIRL will continue to promote interest and value in science at various countries and regions in the vicinity of Murata sites around the world.



MURATA BOY demonstrates his bicycle-riding skills in front of large crowds

## The Eastern Japan earthquake relief efforts

To aid victims of the Eastern Japan earthquake occurred on 11 March 2011, and to contribute to the reconstruction of the affected areas, Murata Manufacturing Co., Ltd. has made a 100 million yen donation through the Japanese Red Cross Society. In the week following the earthquake, we also initiated an effort to supply food and other daily necessities to victims of the disaster while providing support to our plant in Miyagi prefecture.

Additionally, employee-sponsored fundraising drives and other fundraising events have been carried out at Murata in Japan and abroad. Through matching gift programs at our overseas sites, Murata has also made contributions matching the amount of money raised through fundraising efforts. These funds have been donated to disaster victims via Red Cross Societies or Japanese consulates, or have been used to provide support to Murata employees in the affected regions.



Photographer: Mr. Anestis Aslanidis Informer: Nürnberger Zeitung (Germany)



(Thailand)