

Social Contribution

6-4

Asahi Intecc's Social Contribution

Thinking on Social Contribution

Asahi Intecc Group believes that sustainability involves building relationships of trust with our stakeholders, applying our value creation process (a virtuous cycle of promoting businesses and strengthening foundations) to fulfill our mission, in order to establish our corporate brand, the "Asahi Brand."

Our Group believes that both local and global communities are valuable stakeholders. As a member of society, we will build relationships of trust with our stakeholders by supporting the development of local communities and society at all times.

Contributing to Society Through Sports

Our Group promotes initiatives that contribute to society at large, such as with sports to improve the quality of life of people and revitalize communities. Furthermore, by supporting athletes that perform on the world stage, our Group also invigorates our organizational climate.

Concluded Affiliation Agreement and Sponsorship Agreement with Professional Golfers

As part of our CSR activities, our Group engages in sponsorships to support athletes. We concluded a sponsorship agreement with professional golfer Mayu Hattori from Nagoya as an athlete affiliated with Asahi Intecc and a sponsorship agreement with

Hiromu Ono, a promising local professional golfer from Gifu who became a professional with a second-place finish in 2016. We leverage our strengths, and this is one aspect of our CSR activities which aim to revitalize the community by supporting local athletes. We hope to contribute to the community by supporting these athletes.



Mayu Hattori



Hiromu Ono

Agreement for Naming Rights and Partnership with Asahi Intecc Loveledge Nagoya/Japan Women's Football League

In February 2022, we concluded the Agreement for Naming Rights and Partnership with the women's soccer team in Nagoya City Asahi Intecc Loveledge Nagoya, which belongs to the Japan Women's Football League (Nadeshiko League), to support their activities. We also hire team members as our employees to support their activities as a player.

The team of Asahi Intecc Loveledge Nagoya was

established as Nagoya Grampus Junior Ladies in 1995, the name was changed to Nagoya FC Ladies in 1998, and the team was then promoted from the Aichi Prefecture League to the Tokai League in 2004. In 2017, the name was changed to the NGU Loveledge Nagoya, in 2014, it was promoted to the Japan Women's Soccer League (Nadeshiko League) Third Challenge League, and then to the first division of the Japan Women's Football League (Nadeshiko League) in 2021. The team name was changed to Asahi Intecc Loveledge Nagoya in 2022 and is aiming for further higher ranks.



Aina Kakiuchi



Kurumi Saito



Chiina Kamiya



Momo Miura

Social Contribution

6-4

Utilizing Professional Soccer Player Maya
Yoshida for Our Advertisements

We have been utilizing Maya Yoshida as a character for our advertisements since 2018.

Maya Yoshida is Chairman of the Pro-Footballers Association of Japan and was Japan National Team member and captain

of Japan Team at the FIFA World Cup Qatar 2022. By using this world-renowned player for our advertisements, we hope that we will have more opportunities to have many people understand our philosophy of promoting minimally invasive treatment from Japan to the world. We also believe that Mr. Yoshida, as a player who performs on the world stage, not only gets people excited, but also serves to encourage others. Mr. Yoshida spent his junior high and high school years in and around Toyota City, Aichi Prefecture, and after a time in the Nagoya Grampus Junior Youth team, played with Nagoya Grampus until 2009, so he has a deep connection with Aichi Prefecture, where Asahi Intecc is located. Please stay tuned as we will be communicating our philosophy and corporate information through Mr. Yoshida in the future.

Contributing to Local Communities

Donation to the Fund for Children's Now and Future in Seto City

We have donated to the Fund for Children's Now and Future in Seto City (Seto City in Aichi Prefecture) every year since 2021. The Fund for Children's Now and Future in Seto City was established by Seto City to promote measures to enable each child and young person to grow up healthily toward his/her dream or independence by receiving seamless support.

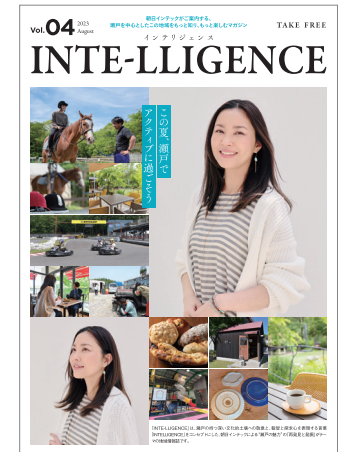
The donation will be used to purchase daily necessities such as disposable diapers and food for families with child-rearing difficulties, to pay for transportation and custody of children, and to support young people's continued learning. We will continue to support this initiative of Seto City.



The photo shows the presentation ceremony in November 2021.

Publishing Regional Information Magazine
INTE-LLIGENCE

Since January 2022, we have published INTE-LLIGENCE, a regional magazine that provides information on the area of Seto City. Based on the concept of "rediscovering Seto's charms," this magazine is created with the hope of contributing to local revitalization, focusing on deep information that only our company employees who work in Seto City and live near Seto City know. This magazine has been placed at public facilities in Seto City, financial institutions in Seto City, and railway stations (Owari-Seto Station, Shin-Seto Station, Seto-shi Station, Ozone Station, and Sakaemachi Station). We plan to continue publishing INTE-LLIGENCE every six month to contribute to the development of the community.



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6-4

SDGs IDEA FORUM

Support for the forum (hosted by Nagoya City, Nagoya City University)

As part of our efforts to address the SDGs, we are supporting the SDGs IDEA FORUM hosted by Nagoya City and Nagoya City University. The SDGs IDEA FORUM is a project that seeks flexible and innovative ideas from students at Nagoya-based universities and junior colleges with the aim of solving local issues facing Nagoya City. Our Directors served as judges also in FY2023 following last year.

We will continue to take the initiatives in addressing the SDGs proactively and contribute to local communities by providing support for them.



Donation and Sale of Picture Book 'Don't Worry, I'm with You: Catheter Is Performing Outstandingly!'

In February 2022, as part of our 45th year anniversary celebrations, we published a picture book on catheter treatment titled 'Don't Worry, I'm with You: Catheter Is Performing Outstandingly!' and donated it to the following donation recipients. In addition, we began sale of the book from April of the same year, and plan to donate a portion of the proceeds.

This book was created to spread the use of minimally invasive treatment and to make more children aware of what catheter treatment is. By reading this book, we hope that people who receive catheter treatment and their

families will understand that catheter treatment is less burdensome for patients and that this book will be useful also for their psychological care.

The original drawings of this book were created by an employee of Ficus Co., Ltd.(*) in our Group.

*Ficus Co., Ltd. is a company certified as a Continuous Employment Assistance Type A company that provides employment opportunities to people with disabilities who have difficulty finding employment in companies, etc., and provides training necessary to improve their knowledge and abilities through production activities, etc.

Donation Recipients

University hospitals and major hospitals nationwide; kindergartens, daycare centers, and children's centers in the three prefectures of Tokai; public libraries in the three prefectures of Tokai; the prefectural government of Aichi; municipal offices in Aichi Prefecture, etc.

Written by:	Shingo Okada
Supervised by:	Asahi Intecc Co., Ltd.
Production of original drawings:	Ficus Co., Ltd.
Planned and created by:	CBC Creation Co., Ltd.
Number of pages:	28 pages
ISBN:	978-4-86693-585-0
List price:	1,320 yen (main unit 1,200 yen + tax)



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6-4

Environmental Promotion Activities with Asahi Intecc Loveledge Nagoya

●Cleanup Activities

As part of our environmental promotion activities, we conducted cleanup activities around the CS Asset Minato Soccer Stadium, which is the home ground of Asahi Intecc Loveledge Nagoya, together with Asahi Intecc employees and players and staff members of Loveledge Nagoya (about 40 persons in total) in preparation for the opening of Division 1 of the 2023 Plenus Nadeshiko League.



●Planting Activities with Seto City Flower and Green Community Development Promotion Liaison Council

People from Seto City Flower and Green Community Development Promotion Liaison Council, which engages in activities for realizing sustainable flower and green community development in Seto City, and players from Asahi Intecc Loveledge Nagoya planted 280 seedlings of marigolds (10 cases) along the banks of the Seto River. Ten is the number of wins by Loveledge Nagoya in Division 1 of the 2022 Plenus Nadeshiko League. We will continue to contribute to the local community through environmental promotion activities together with Asahi Intecc Loveledge Nagoya.



Ground Construction on the Site of Former Koseto Elementary School

We will construct and maintain the training ground for Asahi Intecc Loveledge Nagoya at the site of former Koseto Elementary School in Seto City. Completion is scheduled for June 2024.

This facility will be used as a training base for Asahi Intecc Loveledge Nagoya and welfare facility for our employees, and also rented out to local residents to promote sports in the region. We also plan to use this facility as a base for various community contribution activities through sports, in cooperation with Seto City.



Completed image of the ground