

Corporate Social Responsibility (CSR)

Supporting Young Athletes Who Hold the Future of Their Sports in Their Hands

As part of our CSR activities, we support young athletes who will play an important role in their respective sports in the future, including two female professional golfers: Minami Hiruta and Hikari Tanabe.

We have had a sponsorship agreement with Ms. Hiruta since 2017, and in 2019 we signed an affiliation agreement with her. Having won her first professional victory in the Japan Ladies Professional Golfers' Association (JLPGA) Tour "Cat® Ladies Golf Tournament" in August 2023, this young golfer is expected to have a bright future. In the 2024 season, Ms. Hiruta ranked 26th in the Mercedes Ranking, which evaluates golfers' overall performance over the course of the year, and she was seeded for participation in JLPGA tour 2025 season.

Ms. Tanabe, who we signed a sponsorship agreement with in 2017, put in a dedicated performance in 10 games during the 2024 season.

By supporting sporting activities through our sponsorship of athletes, we not only contribute to society, but also work to foster teamwork and promote health by strengthening communication and relationships with our business partners, and by encouraging employees to participate actively in sporting activities. An attitude of constantly continuing to challenge oneself to achieve one's goals can be seen as embodying the YUASA TRADING Group's corporate philosophy and code of conduct, and going forward, we will continue to actively support young sportspeople who are expected to play a leading role in their respective sports in the future.



Minami Hiruta, Professional Golfer



Hikari Tanabe, Professional Golfer

Activities to Support Children's Personal Growth

Donating to the Ashinaga Foundation

YUASA QUOBIS CO., LTD., a YUASA TRADING Group company, has been donating to the Ashinaga Foundation, an NPO, since 2018. Part of the proceeds from the sale of certain YUASA QUOBIS private-label "Original Doorpost" and "Original Nameplate" products, including functional doorposts equipped with a parcel delivery box, is donated to the Ashinaga Foundation to support its efforts to provide economically disadvantaged children with a learning environment that enables them to study with peace of mind.

This activity embodies the concept expressed by the employee who originally proposed it, which was "to enable company employees to take pride in being part of an enterprise that contributes to society in a visible way, and to foster a positive attitude toward private-label products." Looking ahead, we will continue supporting children's futures and contributing toward the building of a brighter society.



YUASA QUOBIS's original doorpost product

Education Support Activities in Malaysia

Since April 2020,* in collaboration with the Japan Malaysia Association, we have been implementing the YUASA TRADING Forest Project, an environmental conservation initiative in the Sungai Merbok Forest Reserve in Kedah, Malaysia that aims to maintain the country's forests and biodiversity through the regeneration of the mangroves.

As part of this project, we have been implementing an Education Support Program, the aim of which is to use mangrove forest conservation activities to strengthen enthusiasm for education and creativity among elementary school children living in areas near the district where the project is being implemented. In February 2025, we donated schooling support materials to approximately 200 elementary school pupils living in these areas. Income levels are low in this region, and many children are living in low-income households that receive government welfare subsidies. The materials that were distributed included stationery and also other schooling support materials (such as school uniforms, shoes, book-bags, etc.). In this region, efforts to enhance enthusiasm for learning amongst children, who represent the future, constitute an important mission. By providing support on an ongoing basis, we are assisting local educational activities and measures to enhance living standards; the YUASA TRADING Group will be continuing to implement activities that are aligned with local needs.

As regards environmental conservation activities, in FY2024 we responded to a request from the local Forestry Department in Penang State, where the Universiti Sains Malaysia (USM), a national university, is located, and undertook the cultivation and planting of 5,000 tree seedlings; this included, for the first time, tree-planting in the Sungai Aceh protected forest zone.

We will continue implementing the YUASA TRADING Forest Project until March 2030. In the future, Group employees will continue to participate in tree-planting and environmental education programs, and to work on initiatives with students from local universities and people from the local community to maintain and preserve the natural environment of Malaysia.

* Actual activities began in FY2022 due to the impact of the COVID-19 pandemic.



Areas where tree-planting was implemented in FY2024



Presenting schooling support materials