Social Responsibility

Customer Satisfaction Surveys in Fiscal 2014

292 responses

Number of People Using Childcare Leave

70
The Renesas Electronics Group believes that customer feedback is a valuable management resource for enhancing customer satisfaction (CS). As a Group-wide initiative, we strive to make improvements so that this management resource can help increase customer satisfaction. The results are reported to upper management and disclosed throughout the Group so that all employees have the same information.

Each year the Renesas Electronics Group conducts CS surveys, analyzes the results and uses them to improve products, services and business activities. And March 11 is designated “Trust and Peace of Mind Day” in the Group. We periodically check how much our customers trust us and make improvements, aiming to earn even greater trust. As part of this, we did a CS survey in March 2014. We received 292 responses from 117 corporate customers in Japan and abroad. We have been sharing the results throughout the Group to improve CS.

Stance of the Renesas Electronics Group

One of the basic policies of the Renesas Electronics Group is to increase customer satisfaction and earn customer trust by responding quickly to their needs and offering appropriate high-grade solutions. In line with this policy, all Renesas Electronics employees in each division and each office are implementing business activities with the Company’s customers in mind.

Customer Satisfaction Management

Seeking Customer Satisfaction through Company-wide Improvement Initiatives

The Renesas Electronics Group believes that customer feedback is a valuable management resource for enhancing customer satisfaction (CS). As a Group-wide initiative, we strive to make improvements so that this management resource can help increase customer satisfaction. The results are reported to upper management and disclosed throughout the Group so that all employees have the same information.

Customer Satisfaction Management

For Our Customers

CS Surveys for Better Customer Satisfaction and Communication

Each year the Renesas Electronics Group conducts CS surveys, analyzes the results and uses them to improve products, services and business activities. And March 11 is designated “Trust and Peace of Mind Day” in the Group. We periodically check how much our customers trust us and make improvements, aiming to earn even greater trust. As part of this, we did a CS survey in March 2014. We received 292 responses from 117 corporate customers in Japan and abroad. We have been sharing the results throughout the Group to improve CS.

Customer Evaluation of Renesas Electronics

[General Evaluation]

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Somewhat poor</td>
<td>12%</td>
</tr>
<tr>
<td>About average</td>
<td>32%</td>
</tr>
<tr>
<td>Good</td>
<td>42%</td>
</tr>
<tr>
<td>Excellent</td>
<td>11%</td>
</tr>
<tr>
<td>Non-response</td>
<td>2%</td>
</tr>
</tbody>
</table>

General evaluation: Respondents evaluated Renesas Electronics generally in nine categories, including quality of operating activities, technical support for set development, effectiveness of suggestions to customers, product quality, and so on.

Contact Centers Established for Customers

To help customers use the Group’s products safely, appropriately and effectively, we have established centers to provide technical support for users. These provide a variety of technical information on our products.

The centers received a total of about 15,500 customer inquiries in fiscal 2014. They are working to respond to such inquiries swiftly and accurately.

Support/Design (Website)

www.renesas.com/support/index.jsp

Inquiry Breakdown

(Number of inquiries) | MCUs | Tools | A&P | Other
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>April</td>
<td>2,000</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>1,500</td>
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<td></td>
<td></td>
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<tr>
<td>June</td>
<td>1,000</td>
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<tr>
<td>July</td>
<td>1,000</td>
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<tr>
<td>August</td>
<td>1,000</td>
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<tr>
<td>September</td>
<td>1,000</td>
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<tr>
<td>October</td>
<td>1,000</td>
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<tr>
<td>November</td>
<td>500</td>
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<tr>
<td>December</td>
<td>100</td>
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<tr>
<td>January</td>
<td>100</td>
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<tr>
<td>February</td>
<td>100</td>
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<td></td>
</tr>
<tr>
<td>March</td>
<td>100</td>
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</tbody>
</table>
The Renesas Electronics Group has quality assurance systems Group-wide, which we use from development and design to production and delivery. This way we are able to provide high-quality, reliable products and services for greater CS. We supply products to many companies involved with automobile production. In view of this, we use manufacturing tools that conform to automobile sector standards. Through such activities as these, we are continuing to improve the quality of our products and services so that we are always able to accommodate the specific requirements of our customers.

**Quality Assurance Systems**

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**Policy for Product Quality Improvement**

The Renesas Electronics Group sets concrete quality objectives every fiscal year based on the Quality Policy top management has committed to. To achieve these objectives, we work for continuous improvement of overall quality in the development, design, manufacturing, and support processes. Individual divisions and offices set prioritized semiannual projects for quality improvement, and they formulate and implement action plans to accomplish these projects. Action plans go through an improvement cycle that checks their progress during each six-month period and revises them.

**Quality Control in Each Process**

Renesas has built a comprehensive quality assurance system that covers every stage from development, design, mass production, and shipping through to actual use by the customer. In addition, we advance semiconductor product safety as part of quality improvement, as we believe that quality includes product safety.

**Quality Control in Development and Design Processes**

Optimization and design review (DR) of device construction, circuit design, packages, and processes are important components of ensuring product specifications and building in quality. Every model we make only goes to mass production after we have checked the characteristics of its prototypes and verified its reliability.

**Quality Control in Manufacturing Processes**

We have a quality control program to build in quality during manufacturing processes. It uses an electronic data processing (EDP) system that ties quality information about our products' workmanship to information about equipment, tools, environment, and manufacturing conditions.

**Product Quality Control**

We sample finished products and test their reliability in-house to confirm that they have the prescribed functions and reliability. We also give customer support by providing claims processing, quality information, and other services.

**Product Safety**

To promote the safe use of its products by customers, the Group undertakes various activities, including the preparation of appropriate product specifications and the provision of documents with accurate technical information, as well as information pertaining to compliance with environmental laws and regulations.

**Quality Assurance Systems**

- **Support Quality**
  - Quality Information provided
  - Usage Guide Offered
  - Defective Product Analysis
  - Customer Certification Support
  - Quality Meeting

- **Enhanced Quality and Reliability**
  - Failure Analysis
  - Reliability Engineering
  - Failure Physics
  - Data Collection

- **Compliance with Laws and Regulations, Including Those Related to the Environment (Product Safety/Environmental Quality)**

- **Action**
  - Information flow
  - Relevance

- **Development**

- **Design/Prototyping**

- **Production Process**

- **Testing/Inspection**

- **Customers**
Defective Product Inquiry Flow

If a shipped product is found to be defective, the quality assurance department leads an effort to determine the cause and take corrective measures. The quality assurance department tracks defects found by customers and uses measuring and analysis instruments of various types to analyze the product failure. Design, production, and other concerned departments confer with each other and take the necessary corrective measures as based on study results, and those results are reported to the customer.

**Defective Product Inquiry Flow**

- Customer: Customer provides information about the defective product.
- Quality assurance department: Investigates the cause of the defect, identifies recurrence prevention measures, and reports findings.
- Design department: Considers design-related causes and takes corrective measures.
- Production department: Examines production-related causes and implements corrective measures.
- Measures check and follow-up:
  - Quality assurance department: Ensures the effectiveness of corrective measures, investigates recurrence, and reports findings.
  - Sales department: Communicates with the customer to answer inquiries and provide information.

Product Environmental Quality

At Renesas Electronics Group, we believe that product chemical substance management in all processes, from material selection during design and development to preventing pollution during manufacturing process, requires working with the entire supply chain. Thus we have our suppliers certify that their products do not contain prohibited substances and provide analysis data. We also conduct supplier audits to confirm their management systems. We additionally ask our sales companies and agents to manage chemical substance they use in their packing materials. We also provide information on the chemical substances and RoHS Directive/prohibited substance analysis data to our customers so that they can use our products with confidence. Moreover, we allow customers to confirm the Group’s management system for chemical substance and the actual activities.

*RoHS Directive: A European Union directive limiting the content of specified hazardous substances (lead, mercury, cadmium, hexavalent chromium and brominated flame retardants PBB and PBDE) in electric and electronic devices
For Our Shareholders/Investors

Overview of IR Initiatives

Following our basic policy on IR initiatives, we seek to provide shareholders, investors, and securities analysts with information on our business, finances, strategies, and other important matters in readily understandable form. To do this, we work to increase opportunities for top management to speak directly to these parties, for example at our general meeting of shareholders, quarterly results briefing sessions, or business overview sessions. We also proactively hold meetings with institutional investors and securities analysts as needed so they have an opportunity to better understand our business activities. We also aim constantly to provide important management information that is timely, fair, and easily understood, to as many parties as possible, whether they are individual or institutional investors, located in Japan or abroad. For that purpose, we are enhancing our disclosed materials and IR Web page. As for opinions and requests that shareholders, investors, and securities analysts have regarding our business activities, top management and other parties within Renesas Electronics share this information periodically and put it to use improving our business activities and maximizing our corporate value.

Stance of the Renesas Electronics Group

The purpose of our IR is to ensure that shareholders and investors appropriately assess our corporate value. To that end, we provide them with the information they need to make investment decisions, and we do so in a timely, fair and ongoing manner. We moreover proactively enhance two-way communication with shareholders and investors.

Communication Using Information Disclosure Tools

The Renesas Electronics Group uses a variety of tools to disclose information so that shareholders and investors will know us better. On our IR Web page in particular, we offer press releases, securities reports, and other publications of use to those making investment decisions. We are also working to enlarge the range of information available relating to financial results, such as settlement of accounts briefs and presentations (including their accompanying speeches), in addition to English-language materials. These efforts have gained positive attention. For example, Daiwa Investor Relations Co., Ltd. honored us with its award for Internet IR excellence in both 2012 and 2013.

Fiscal 2014 IR Calendar

<table>
<thead>
<tr>
<th>First quarter</th>
<th>Second quarter</th>
<th>Third quarter</th>
<th>Fourth quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>May</td>
<td>June</td>
<td>July</td>
</tr>
<tr>
<td>Fiscal year</td>
<td>Second quarter</td>
<td>October</td>
<td>November</td>
</tr>
<tr>
<td>Shareholders</td>
<td>Management</td>
<td>December</td>
<td>First quarter</td>
</tr>
<tr>
<td>Others</td>
<td>Management</td>
<td>January</td>
<td>February</td>
</tr>
<tr>
<td></td>
<td>policy overview</td>
<td></td>
<td>March</td>
</tr>
<tr>
<td>Announcement of financial results</td>
<td>External shareholder meeting</td>
<td>Extraordinary general meeting of shareholders</td>
<td>Business report</td>
</tr>
</tbody>
</table>
Working with Suppliers

Procurement Policies

1. Provision of opportunities for fair competition
   We provide information on procurement in an appropriate and timely manner in order to offer opportunities for fair competition to all domestic and overseas companies who express an interest in working with us.

2. Fair evaluation and selection of suppliers
   We employ a comprehensive supplier evaluation and selection process that considers: the reliability of the potential supplier’s management; the prices, quality, delivery timelines and advanced technical features of the products and services to be procured; and the supplier’s CSR policies.

3. Development of mutual trust
   We value communication with our suppliers and always strive to form relationships of mutual trust that will grow stronger in the years to come.

4. Management and protection of information
   We recognize the value of the information that we obtain through our procurement transactions, and we manage it appropriately.

CSR Procurement Initiatives

The Renesas Electronics Group has established several CSR initiatives we wish our suppliers to perform, including the practice of social responsibility as it relates to environmental protection, fair business and corporate ethics, quality and safety, information security, health and safety, and human rights and labor. We ask our suppliers to work with us to advance these purposes.

Moreover, to ensure that the activities we pursue are based on a shared perspective and promote understanding of our stance on CSR, we wrote a guidebook on promoting CSR and distributed it in our supply chain.

Promotion of CSR Procurement (Website)
www.renesas.com/comp/procurement/csr/index.jsp

Promoting Green Procurement

Renesas Electronics is promoting green procurement. Specifically, the Company prioritizes the procurement of eco-friendly raw materials and other materials free of hazardous substances from suppliers who are proactively promoting environmental protection. Requirements for suppliers have been compiled as Green Procurement Guidelines. These guidelines are disclosed to all suppliers. In addition, Renesas Electronics conducts periodic investigations on the environmental measures implemented by suppliers.

Furthermore, the Company performs examinations of suppliers’ products to confirm that these products comply with the European Union’s RoHS Directive* and other environmental laws and regulations. These examinations are promoted based on the understanding and cooperation of our suppliers.

We also practice green purchasing of goods such as office supplies and IT equipment. When we select such goods, we give preference to eco-friendly products based on the environmental burden data for each item. Our current green purchasing rate is about 80%.

*RoHS Directive: A European Union directive limiting the content of specified hazardous substances (lead, mercury, cadmium, hexavalent chromium and brominated flame retardants PBB and PBDE) in electric and electronic devices
In the Democratic Republic of the Congo and some of its neighboring countries in Africa, some minerals have become problematic, as they are a revenue source for armed groups and may lead to violations of human rights and the prolonging of conflicts. The US’s Dodd-Frank Wall Street Reform and Consumer Protection Act requires companies listed in the US to disclose information about their usage of conflict minerals (gold, tantalum, tungsten, tin, etc.).

In accordance with this act, the Renesas Electronics Group is working to eliminate conflict minerals from our supply chain as far as possible.

To ensure follow-through on this initiative, we take a survey of our suppliers, asking them to identify the refineries they use. Results of the survey are being disclosed to our customers as we strive to procure minerals responsibly through our supply chain.

Renesas Electronics requests that its suppliers notify it immediately in the event that they are affected by natural disasters or major accidents. The Company has a system in place to ensure that, in such an event, information from suppliers reaches all concerned employees, both in Japan and overseas, regardless of when the event occurs. Based on this system, the employees in question take appropriate measures in a swift manner.

**Initiatives Against the Conflict Minerals Problem**

**BCP Initiatives with Suppliers**

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**Flow of Recovery Activities Following an Earthquake**

**Communication with Suppliers**

Smooth communication with suppliers is essential for Renesas Electronics Group business activities. Suppliers keep us informed about trends in the electronics industry and their own industries and provide valuable suggestions to the Group for the development of society.

**Working with Suppliers**
The Ryoyo Electro Group is a solutions partner seeking to inspire a fully-connected smart society. We operate a high value-added business based on a fusion of our core areas of semiconductors and ICT.

Renesas Electronics Corporation has always provided us with generous support in responding to our customers’ needs, and we have developed a strong relationship with the company.

We hope to realize sustainable growth together with Renesas Electronics into the future.

Voice

Comment from Sales Partners

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We hope to realize sustainable growth together with Renesas Electronics into the future.

Kazuhiko Yokoyama
Senior Executive General Manager, Domestic Semiconductor Business Promotion Div., Ryoyo Electro Corporation

Based on our three management principles of “Global,” “Technology,” and “Manufacturing,” Satori Electric Co., Ltd. provides solutions that bring together society, companies and people using the technological assets that we have developed within the evolving information network society through a fusion of marketing power, technological power, and manufacturing power. Renesas Electronics Corporation is a partner of the greatest importance to our growth strategy. Renesas increases value for its customers through its cooperation and its proposal of solutions, and contributes to society through sound business practices with a thorough focus on compliance.

Noboru Tanaka
Senior Manager, Electronic Device Operations Management Dept., Satori Electric Co., Ltd.

Collaborating with Sales Partners

Japan
In Japan, Renesas Electronics holds meetings with executives of distributors at least twice a year. At these meetings, we share the Group’s policies and the policies of each business unit, while exchanging opinions and information. Furthermore, the Group holds working-level meetings with distributors’ staff members once a month to provide information regarding future product lineups and technologies. In this way, we continue to strengthen mutual understanding.

Overseas
Outside Japan, Renesas Electronics holds “Distributor Meetings” at least once a year and management-level quarterly review meetings with distributors in order to confirm local sales policies and business continuity plans (BCPs), and solve region-specific problems in an effective manner.
For Renesas to achieve sustainable growth and contribute to society in a global market, all of its employees must grow and be active. Our human resources development system aims to realize the “required human resources.” This image is our vision of the talents, skills and actions required so that our employees can think and act for themselves and our personnel have the capacity to act and succeed on the world stage. The following graphic lays out the specific characteristics we are trying to develop.

1. Fostering Human Resources able to Flourish as Leaders on the Global Stage
Human resources who act as leaders have a great influence on organizations and affect the outcomes of those organizations. The continuous fostering of these human resources is an important initiative from the perspective of a company’s growth, sustainability, and stability.

By implementing the twin streams of 1) Succession plans (plans for successive personnel to fill a post) and 2) A system for the cultivation of leaders (plans for the fostering of human resources), we attempt to stably provide successors for each post in our company.

2. Creating Mechanisms to Invigorate OJT
We have reaffirmed our belief that on-the-job training (OJT) is the basis of the fostering of human resources. In our system of target management and evaluation of the behavior of our managers, we have made the fostering of subordinate staff members an item for evaluation. Through this linkage with evaluation, we have increased awareness regarding the fostering of subordinate employees, and by emphasizing the importance of OJT and thoroughly reacquainting ourselves with OJT methodology, we are producing more effective outcomes.

3. Creating Mechanisms for Voluntary Learning by Employees
In order to promote voluntary learning, we believe that it is necessary to implement the “growth cycle”: 1) Be aware of the necessity for growth; 2) Understand what should be learned; 3) Learn; and 4) Put what has been learned into practice.

Hard aspects (our personnel system and its operation) and soft aspects (communication in the workplace) are involved in each phase of this growth cycle.
The Renesas Electronics Group is strengthening initiatives to promote human resource diversity. At Renesas, we respect differences. We aim to actively use differences to respond most effectively to the changing business environment and diversifying customer needs and thereby establish an advantage.

It is, without question, important to recruit people so that they can—regardless of nationality, gender or physical constitution—apply their individual abilities and contribute to society. This is a prerequisite for every company. Furthering this idea, the Group continues to create more employee-friendly, more pleasant workplaces by placing particular focus on human resource diversity. For example, we are promoting the hiring of more female employees and people with disabilities.

4. Creating Mechanisms to Realize Job Rotation that Aids in Career Development

By providing opportunities for employees to share their desire for career and skill development with superiors in career consultations, and encouraging superiors to consider the allocation of human resources based on their subordinates’ career desires and skills, we are attempting to activate a job rotation system that is more closely linked to career development than was previously the case. We are also considering a limited use of open recruitment for personnel transfer.

5. Educating New Employees and Invigorating Young Workers

We have defined the first two years after an employee joins the company as an important period for education. By means of 1) Introductory training, factory visits and sales training, 2) A man-to-man training system under which young employees are responsible for providing guidance to new employees, 3) Review training of the first year, and 4) Meeting to report on outcomes in the second year, we inculcate the mindset appropriate for a member of society and an employee of our company, provide training in the basic skills and techniques necessary for the specific job, and cultivate the ability to switch between roles. By this means we create the foundations for human resources who will thrive in our company.

For young employees, we offer opportunities to increase a variety of business skills, and we are introducing measures to boost motivation based on their needs, as determined using methods such as questionnaires. In addition, we are also working to expand our system of training in overseas duties, seeking to offer more young employees the experience of overseas work.

Promoting Diversity in Human Resources

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It is, without question, important to recruit people so that they can—regardless of nationality, gender or physical constitution—apply their individual abilities and contribute to society. This is a prerequisite for every company. Furthering this idea, the Group continues to create more employee-friendly, more pleasant workplaces by placing particular focus on human resource diversity. For example, we are promoting the hiring of more female employees and people with disabilities.
Both the Renesas Electronics Group CSR Charter and the Renesas Electronics Group Code of Conduct clearly state that the Renesas Electronics Group will respect human rights in hiring, human resources development, employee treatment and all other aspects of employment, while eliminating any discrimination based on race, belief, gender, age, social position, family origin, nationality, ethnicity, religion, or physical and mental disability, to ensure that all of its employees are treated equally. Also, the charter and the code of conduct clearly prohibit sexual harassment, as well as forced labor and child labor. Since March 2008, we have also endorsed and participated the United Nations Global Compact for business operation with a strong sense of ethics in accordance with international guidelines. As we promote global operations, we ensure that all of our Group companies are familiar with these principles. In line with the principles, each Renesas Electronics Group company must not only comply with relevant laws and regulations, but also implement educational and awareness-raising programs on human rights and other related subjects. Specifically, we raise employee awareness of human rights during new-employee and position-specific training and e-training programs for all employees, as well as various events during Human Rights Week every year. We put up posters in places visible to employees and use our intranet to inform them about our in-house service for consulting on issues of sexual harassment, harassment of subordinates by superiors, equal opportunity for men and women, and other issues. In these ways, we are endeavoring to facilitate consultation and enable appropriate responses to employee concerns.

Respecting Human Rights

Balancing Work and Private Life

With the aim of supporting employees in balancing their work and private lives while realizing their full abilities at work, Renesas Electronics carries out various support measures. These measures are implemented in the form of flexible work conditions and leave systems. We are also encouraging our employees to have some variety in their lives. For example, individual factories and offices establish days when everyone leaves at the set time.

People Using the Childcare Leave Program (data over time)

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Men</td>
<td>2</td>
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</tr>
<tr>
<td>Women</td>
<td>147</td>
<td>154</td>
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<tr>
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<td>149</td>
<td>157</td>
<td>122</td>
<td>70</td>
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</tbody>
</table>

*The number dropped in fiscal 2014 because of such factors as use of our early retirement program.

Communicating with Labor Unions

Renesas Electronics holds labor-management meetings twice a year with the Renesas Electronics Labor Union, to which its employees belong, to exchange frank opinions on management policies and business conditions. In addition, committees consisting of employee and management representatives are promoting activities aimed at preventing long working hours, improving working conditions and supporting the development of employees who will play an important role in achieving the future growth of the Company. In this way, Renesas Electronics is helping to build stable labor-management relations.

Similar efforts are being made with labor unions at Group companies in Japan. Overseas, our Group companies exchange opinions with workers’ unions or employee representatives based on laws and regulations in their respective countries.
The Renesas Electronics Group considers measures to promote mental health as a paramount management issue and is consequently promoting various activities in this regard. Specifically,

1) Industrial physicians give consultations and advice to employees working long hours.

2) A contact point has been established so that any employee can obtain diagnosis and counseling from industrial physicians, occupational health nurses, and contracted counselors.

3) The Company provides support to employees who have taken leave to enable them to return to work by standardizing procedures that last from the start to end of leave.

The Company periodically offers mental health education programs to managerial employees as part of efforts to establish a mental health management structure based on lines of command. At the same time, we encourage the use of a simplified stress check system. Also, the Company includes subjects related to mental health in various training programs. Through these initiatives, Renesas Electronics is endeavoring to remain a company where all employees can better maintain their health and work with vigor and enthusiasm.

### Occupational Health and Safety

#### Basic Policy

In line with the basic policy, “Renesas Electronics shall protect the safety and health of its employees and work to realize employee-friendly, safe workplace environments,” the Company is implementing various measures.

#### Group-Wide Initiatives

The Renesas Electronics Group is promoting various activities aimed at ensuring disaster prevention, occupational health and safety. More specifically, a Company-wide Safety and Health Conference—consisting of occupational health and safety officers at individual business sites and Group companies—has formulated the Renesas Electronics Group Disaster Prevention and Occupational Health and Safety Management Policy. Based on this policy, the occupational health and safety officers organize related activities. Meanwhile, the Company is promoting the sharing of information related to occupational health and safety within the Group. Such information is utilized to prevent disasters and reinforce the Group’s occupational health and safety activities.

### Mental Health Management

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The Renesas Electronics Group has endorsed the objectives of the 1% Club, established in November 1990 by KEIDANREN (the Japan Business Federation). Endorsing businesses voluntarily contribute at least 1% of their recurring profits to social contribution activities. As one of these businesses, we have been proactively pursuing social contribution activities in a number of fields.

**Financial Support for Social Contribution Activities during the Fiscal Year**

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**Activities in Japan**

**Support for the Education of Coming Generations**

*(Working with the Micom Car Rally)*

The Renesas Electronics Group continues to foster a new generation of engineers through the teaching of craftsmanship. Among our initiatives, we have supported the Japan Micom Car Rally (JMCR) for senior high school students for 19 years. At Micom Car Rallies, senior high school students build and race microcontroller-controlled robotic cars, in the process gaining knowledge and experience with mechatronics technology.

In the contest last fiscal year, 2,300 cars from technical high schools around Japan entered regional preliminary contests, seeking to be No. 1 in Japan.

**Holding Classes for Elementary and Junior High School Students to Experience Microcontroller Car**

In July 2013, Renesas Electronics, together with Group companies and cooperating companies, developed a “Micon Racer” that makes it easy to learn measurement and control programming using Renesas microcontrollers. In fiscal 2014, we used the Micon Racer in holding classes for elementary and junior high school students in 48 schools throughout the country.

In October 2013, we held a manufacturing workshop dealing with subjects including programming at Aizu Industrial High School in Fukushima Prefecture. Nineteen elementary school students and one junior high school student participated. The participants found the operations simple and enjoyable, and were keen to take part in another class in future. The parents in attendance felt that the children had been very interested, and might be drawn to jobs in the field.
Softball

In June 2013, sixth-year students of Kyogashima Elementary School, which is located near our Takasaki Site, visited our facility as part of a class, and conducted an exchange with our women’s softball team. The students watched the players training from behind the backstop, asking numerous questions (for example “How much do you train every day?”), to which the players happily responded.

In September 2013, members of our softball team acted as instructors in a softball clinic for almost 200 elementary and junior high school students in Yatsushiro, Kumamoto Prefecture. The atmosphere was friendly and relaxed as the clinic commenced, with the students warming up with team members. The clinic was of great benefit to participants, with catchers Mine and Azuma offering detailed instruction in matters including the catching stance. Our softball team participates in numerous clinics throughout Japan, deepening exchange with elementary and junior high school students around the country.

Badminton

In July 2013, we held an exchange for members of the badminton team, other employees, and their families and friends at our Kawajiri Factory in Kumamoto Prefecture. About 130 people, from children to adult volunteers with a knowledge of badminton, participated in the event. Participants enjoyed a vigorous training program and watched dummy matches from the edges of the courts. They had the chance to hold an Olympic silver medal, but the most exciting aspect of the day were the matches between the badminton team and visitors. The visitors earnestly took advice from team members and posed together with them for commemorative photographs afterwards. The day offered the opportunity for an exchange in which participants were able to experience first-hand the dedication of the badminton team to daily training and its skill in the game.

The Kochi Factory hosted Renesas Forest Land 2013 in October 2013. The event is held every year under the “Cooperative Forest Building Project” partnership with Kochi Prefecture and Kami City, and this was the event’s seventh year. Including our employees and people concerned from Kochi Prefecture, 38 people took part on the day of the event. Participants experienced tree thinning in the forest and had the opportunity to deepen their exchange with local residents and forestry cooperative members. At the closing ceremony, the factory’s contribution to cooperative forest building was recognized and it was presented with a Fiscal Year 2012 CO2 Offset Certificate from the Kochi Prefecture government.

Electric Power Award (Yonezawa Factory)

At the Fiscal Year 2013 Tohoku Region Energy Conservation Month Awards Ceremony, held in Sendai City in February 2014, the Yonezawa Factory of Renesas Northern Japan Semiconductor, Co., Ltd. (currently operating as the Yonewzawa Factory of Renesas Semiconductor Package & Test Solutions Co., Ltd.) received the Chairman’s Award from the Tohoku Seven-Prefecture Electric Power Use Promotion Committee in recognition as a factory with superior energy management. The Yonezawa Factory declared a target for reduction of its energy consumption rate as a measure to prevent global warming, and it has promoted continuing energy conservation activities of various kinds to achieve its target. This award was given in recognition of the measures taken by the factory.

Renesas Forest Land 2013 (Kochi Factory)

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The Takasaki Site holds site tours several times a year for local residents as well as for students of elementary schools and junior and senior high schools and others. In June 2013, the factory invited 10 heads of district residents' associations from the surrounding area to an observation tour. Guests were given an overview of the site and an introduction to the site's environmental activities, its wastewater treatment facility, and so on. One typical response from the invitees who attended the tour was, “I'm relieved. It was good to hear your explanations of these matters.” We hold observation tours every year for the heads of district residents' associations, and the Takasaki Site will continue with a variety of measures that have harmonious coexistence with local communities in mind. This includes not only these observation tours, but also traffic safety guidance and clean-up activities in areas around our business sites.

Factory Tours (Takasaki Site)

The Musashi Site was selected as Japan's first Model Corporation for Safe Bicycle Use and was presented with a certificate by the Deputy Superintendent General of the Metropolitan Police Department in May 2013. The purpose of this designation is to use the power of the corporation to contribute to the reduction of bicycle accidents, and 17 companies in Metropolitan Tokyo were selected to receive it. The Musashi Site will cooperate with Kodaira Police Station and nearby high schools to provide guidance to bicyclists on the street and to pursue other contributions to local communities by actively promoting safe bicycle use.

Selected as Japan's First Model Corporation for Safe Bicycle Use (Musashi Site)

Volunteers from the Tsuruoka Factory have been carrying on a monthly clean-up of commuter streets in the area of the factory from April to November, excluding the winter season. The volunteers have been doing this during the commuting hours before their work as a clean-up activity that contributes to the local community as well as to beautify the commuting routes they themselves use every day and to raise people's awareness of proper behavior. Their main activity in November 2013 was to gather fallen leaves in the area around the factory grounds, on sidewalks, and around the bases of roadside trees. There were 54 participants and they gathered 42 household trash bags of fallen leaves and other such debris, amounting to about 80 kg of trash.

Volunteer Clean Up (Tsuruoka Factory)

The 2013 Nippon Building campaign to cool the city by splashing water on the pavement (uchimizu) held regularly at the Nippon Building where the Headquarters located took place in August 2013. Organized by the Chubu Sewerage Office of the Tokyo Metropolitan Government Bureau of Sewerage, the campaign is part of measures to counter the heat island effect. There were 114 employees from the Renesas Electronics group splashing water in the area around the Nippon Building using buckets and dippers. As a result, the ground level temperature went from 35.3°C at the start to 33.8°C after just 10 minutes, giving a vivid sensation of the effectiveness of water splashing.

Water Splashing Campaign 2013 (Headquarters)
Activities Overseas

Participating in International Coastal Cleaning Campaign (Singapore)

There is an international campaign to gather trash on the coast, photograph it, and use it to raise awareness of this issue, and Renesas Electronics Singapore Pte. Ltd. has been participating in the campaign since 2010, with 136 members taking part in the four years up to 2013. They collected and removed 463 kg of trash from a 200 m section of Singapore's seashore. The data gathered in this campaign is expected to be used for simplification of packaging with a view to improving Singapore's environmental policy and reducing waste.

“Renesas Cup” Design Contest for University Students (China)

The “Renesas Cup” 2013 National Undergraduate Electronic Design Contest organized by China’s Ministry of Education and Ministry of Industry and Information Technology was held in September 2013 under the sole sponsorship of Renesas Electronics (China) Co., Ltd. This is the largest semiconductor design contest in China, with 33,000 or more university students competing, and we have been its sole sponsors since 2009, in the days of the former NEC Electronics. Renesas Electronics (China) is committed to continuing its contributions to the development of human resources for the electronic information field in China by means of this contest as well as providing lectures on microcontrollers in Chinese universities, and other such means.

Attracting Young People to Engineering (Germany)

In April 2014 Renesas Electronics Europe GmbH (REE) joined a programme for school pupils organized by the city of Dusseldorf, Germany, focussing on the transition from school to university. A group of young, technology oriented pupils visited REE Headquarters and took part in a day-long event to get an introduction into the production and programming of microcontrollers. This insight into the real working world of technology supported their goal to study Engineering or Computer Science after school. The exciting event was crowned with success by lasering their names on drinking bottles, smartphones and rings in a laboratory.