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June 12, 2024
Gunze Limited

In May 2022, Gunze announced its medium-term management plan, "VISION 2030 Stage 1," declaring that it will contribute to society and achieve sustainable growth for Gunze through sustainable management that balances "Social value" and "Economic value". In this newsletter, the company provides information on our sustainable management initiatives. Gunze was founded in 1896 to promote the local silkworm industry. At that time, Gunze has established a management philosophy: "With the aim to give back to the society in which we operate, Gunze is determined to be a responsible corporate citizen by adhering to our founding philosophy that underscores a people-oriented approach, a commitment to quality, and coexistence". And then it has promoted efforts to revitalize the local community. In this 9th edition, we'd like to highlight our efforts to create a better community and society.

Participate in "7th Hyuga Forest Tree Planting Event" to conserve forest biodiversity.

In May, we participated in the "7th Hyuga Forest Tree Planting Event" in Sammu City, Chiba. The event was organized by Save Earth Foundation in cooperation with Sammu City, Chiba Prefectural Forestry Association, Genki Morimoritai NPO, and Watami Co., Ltd. Gunze has been donating saplings every year through "Gunze Love Earth Club," a social contribution organization based on a matching gift system, and this time we planted 175 of these saplings together. The day was blessed with beautiful weather, and a total of 106 people planted hardwood saplings, including kobushi magnolia, zelkova, Konare oak, Japanese maple, and purple beautyberry, in a large area of Hyuga Forest.



Donated saplings



Planting saplings in Hyuga Forest

Participate in forest conservation activity

This is our fourth consecutive donation of saplings to the Save Earth Foundation. I'm relieved to see that the trees planted so far in Hyuga Forest are growing well. Since 2010, Gunze has been working on forest conservation activities in Ayabe City, Kyoto, where the company was founded, as part of the "Kyoto Model Forest Movement Activity in Ayabe," and this activity has been very helpful to us. Gunze will continue to support organizations working for global environmental protection through the "Gunze Love Earth Club" in order to create a good community and society in 2024.



Mr. Kumagai
Public & Investor Relations

"Sericulture Festival" is held in Ayabe, Kyoto, where the company was founded.

In May 2024, Gunze held a "Sericulture Festival" in collaboration with Santo Grants, a local association of people with mental developmental disabilities. The purpose of this initiative was to share the history of sericulture in this region, which has flourished to the point of being called the "Silk Metropolis," through exhibitions and workshops. The exhibition presented the history of sericulture, including tools used in sericulture and stone monuments. At the "Mulberry Garden," where precious mulberry trees from around the world are cultivated and cared for as part of Gunze's 100th anniversary project, participants fed mulberry leaves they picked to silkworm larvae and made cocoon dolls by pulling threads from cocoons boiled in a pot.

In addition, a selection of ukiyo-e prints on sericulture owned by the company were displayed during the exhibition to provide insight into the relationship between sericulture and people. Most of the ukiyo-e prints were exhibited for the first time, such as those showing how sericulture, which is said to have begun in the Yayoi period, developed in the Edo period, and those showing the relationship with modern sericulture techniques. Gunze will continue to contribute to the revitalization of local communities through the history of sericulture, our ancestral business.



Explanation of the exhibits by a curator of the Kyoto Prefectural Tango Local History Museum



Soon-to-be cocooned silkworms eating mulberry leaves were the most popular event

Thoughts behind the "Sericulture Festival"

The idea for this festival was inspired by Gunze's proposal for an ukiyo-e exhibition on sericulture, which aims to preserve and pass on the culture of sericulture. I am a representative of an association that supports the employment of people with mental developmental disabilities in the city of Ayabe in northern Kyoto. I also wanted to connect people with and without disabilities through sericulture, which is familiar to local people in their daily lives, to create jobs and a new culture. That is why I chose "Sericulture Silkworm Farming Opens New Possibilities" as the theme of this festival. We hope that this initiative will play a role in solving social problems.



Mr. Kyuma
Representative, Santo Grants

Sponsor a local light-up event to contribute to the local community and raise awareness of the Zero Plastic Waste initiative.

Gunze is doing its part to increase local enthusiasm by sponsoring the "Moriyama Winter Firefly" light-up event organized by the local Moriyama Chamber of Commerce and Industry in Shiga. The event is designed to offer visitors a beautiful sight to enjoy on a winter evening. It's a fantastic blend of nature and art. As the name of the event implies, the "Winter Fireflies" are particularly noteworthy. This is symbolized by the LED lights attached to flowers and trees that bloom during the winter season, creating a magical effect as if real fireflies were dancing in the air, making Moriyama City a famous place for fireflies. Gunze has participated in this event for six consecutive years, creating and exhibiting illuminations using plastic film waste from its production. This is part of our activities to promote understanding of our company's activities to eliminate plastic waste.



Performance by the local high school brass band in front of the Gunze decorations



Handmade decorations from waste plastic

Thoughts behind the light-up event

The reason Gunze participated in the event was that we wanted the local people to know what Gunze makes here. The products manufactured at the Moriyama Plant are high value-added plastic films, and since they are all BtoB products, they are not well known to the local people. For this reason, we have decorated them using waste materials from the plastic films that we produce. The company changes the design every year, using Gunze's brand color of blue as a base, and tries to come up with something that everyone can enjoy.

In addition, the company is promoting a "Plastic Resource Recycling Strategy" that reuses plastic waste as raw material, and we plan to achieve zero plastic waste by the end of this fiscal year. The illumination using waste plastic demonstrates our determination to achieve zero waste.



Ms. Hatsuda
Gunze Plastic Company

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