

A focus on communities and creation of corporate value More than 80% affected by COVID-19 -Results of the 2020 Survey of Mécénat Activities-

The results for the 2020 Survey of Mécénat Activities conducted annually by the Association for Corporate Support of the Arts (5-3-2 Shiba, Minato-ku, Tokyo, President: Motoki Ozaki) for companies and corporate foundations throughout the country have been finalized.

The 2020 Survey received responses from 465 companies and 178 corporate foundations. Total costs for Mécénat activities amounted to ¥21,374,200,000 for companies (288 respondents, average ¥74.22 million per company) and ¥58,411,110,000 for foundations (147 respondents, average ¥397.35 million per foundation). The number of activities totaled 1,649 for companies, and 692 for foundations.

A compilation of the survey results, "The Mécénat Report 2020," was published on March 25th with a PDF version also available on the Association's website. In addition, a briefing session for the 2020 Survey of the Mécénat Activities is planned. Details will be announced at a later date on the Association for Corporate Support of the Arts website and elsewhere.

【Main Points of the 2020 Survey Results】 <https://www.mecenat.or.jp/ja/wp-content/uploads/MecenatReport2020.pdf>

1. The efforts for Mécénat activities are focused on "communities" and the "creation of corporate value."
2. An increasing number cited effects within the company and effects on "communities" as outcomes of Mécénat activities.
3. More than 80% of companies and foundations were affected by COVID-19 at the time of response in September 2020.

【Overview of the 2020 Survey of Mécénat Activities】

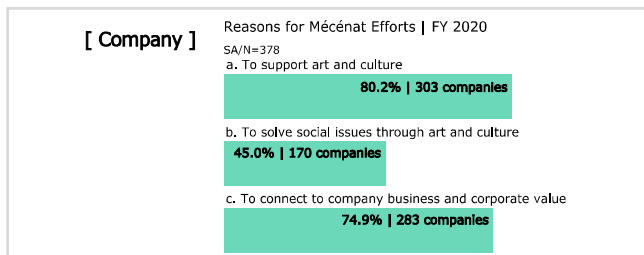


• Mécénat activities:	Refers to the efforts by corporations under a broad interpretation of "social creation through art and culture" to solve various social issues such as education, welfare, environment, and regional development through art and cultural (support) activities.
• Survey contents:	Implementation status and details, organizational system, etc., of Mécénat activities between April 2019 to March 2020
• Survey subjects:	2,004 companies and 301 corporate foundations in Japan
• Survey method:	Questionnaire survey via the Mécénat Activities Survey website and by mail, etc.
• Number of respondents:	465 companies, 178 corporate foundations

【"Mécénat Report 2020" Main Contents】

<ol style="list-style-type: none"> 1. Objectives and points of focus 2. Department in charge of Mécénat 3. Employee participation 4. Mécénat activity basic policy 5. Post-evaluations and results of the activities 6. Components of Mécénat activities 7. Activity project expenses 8. Budget formulation method ◎ Current topic: Tokyo Olympic and Paralympic Games 2020 Implementation of cultural programs ◎ Current topic: The spread of the novel coronavirus infection 9. Analysis of the foundations' responses 	<p><u>Case studies of companies / foundations</u></p> <ul style="list-style-type: none"> • NTT Docomo Inc. • Mitsubishi Estate Co., Ltd. • Kubara Honke Group Head Office Co., Ltd. • Yamato Holdings Co., Ltd. • Rengeso Club (a joint initiative of Almic Co., Ltd., Kibousha Corporation Ltd., Technoa Inc., and Prosper Co., Ltd.) • Ikomagumi Corporation • Canon Inc. • Mitsubishi Tanabe Pharma Corporation • Hakushika Memorial Museum of Sake • The Kao Foundation for Arts and Sciences • Rohm Music Foundation
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1. The efforts for Mécénat activities are focused on "communities" and the "creation of corporate value."

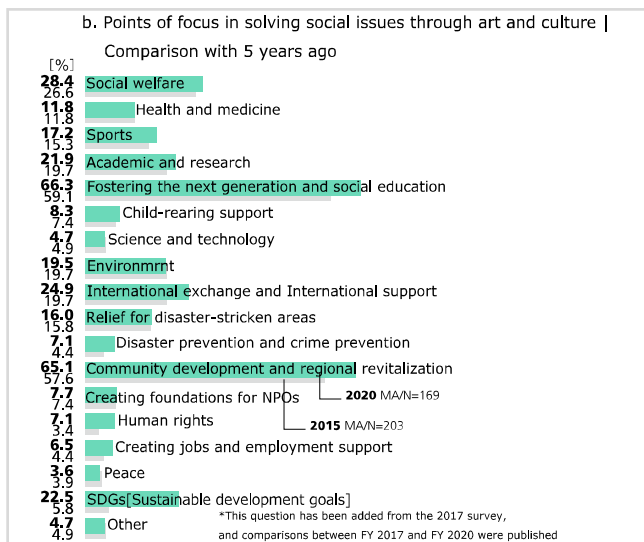


- As has been the trend in recent years, the most common objectives for Mécénat efforts were "To support art and culture," followed by "To connect to company business and create corporate value."

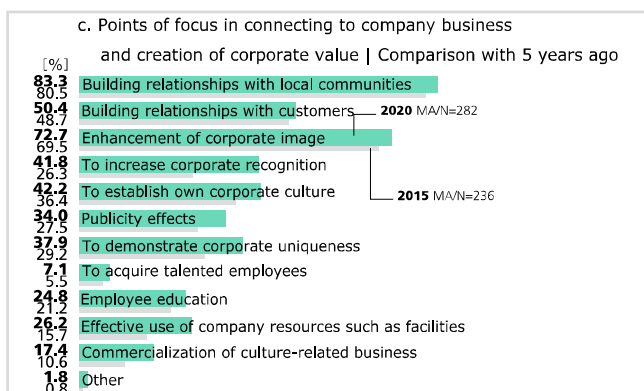
- For points of focus in (a) through (c) below, 60-80% of the companies selected options that include "region" or "community." There is also an increased awareness of the use of Mécénat activities for corporate branding compared to five years ago, while the promotion of art and culture is kept as a fundamental principle.



In (a), "Promotion of art and culture as a whole" had the highest percentage, almost the same as five years ago, followed by "Promotion of community culture" in second place, though its percentage increased the most.

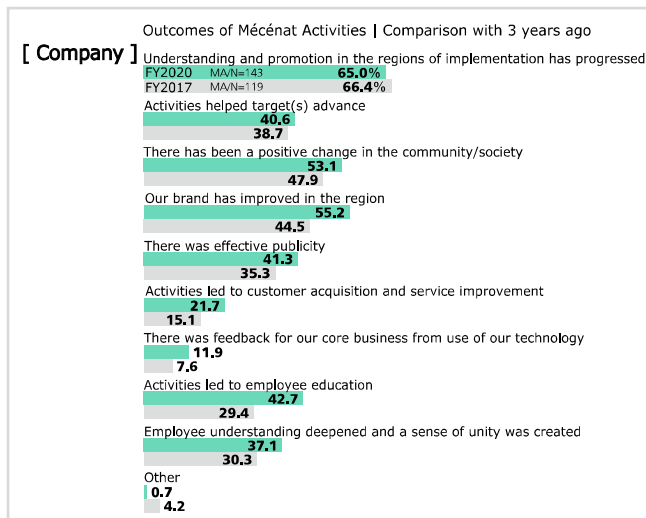


In (b), "Fostering the next generation and social education" and "Community development and regional revitalization" increased, and the percentages were roughly the same.



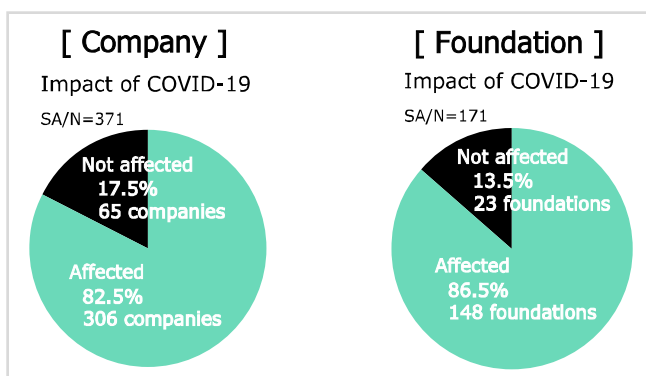
In (c), the trend remained unchanged from five years ago, with "Building relationships with local communities" being the most selected at over 80%. "Enhancement of corporate image" was the second-highest, and there was a noticeable increase in responses to the fourth and subsequent options related to corporate branding, such as "To establish own corporate culture," "To increase corporate recognition," and "To demonstrate corporate uniqueness."

2. An increasing number cited effects within the company and effects on communities as outcomes of Mécénat activities.



- The top three options for the outcomes of the activities included the words "region" or "community," for example, "Understanding and promotion in the regions of implementation has progressed." The number of respondents who said there were internal outcomes such as employee education and a sense of unity, in addition to brand improvement and effective publicity, also increased.

3. More than 80% of companies and foundations were affected by COVID-19 at the time of response in September 2020.



- As for specific impacts, there were many cancellations and postponements of voluntary or supported programs. There was also a significant number who responded that the facilities they operate closed.
- In responses from both companies and foundations, many stated that for activities that were difficult to implement, alternative approaches involving the internet and other methods were used, and different implementation timeframes were trialed with infection prevention measures as a basic principle.

■ Association for Corporate Support of the Arts

A private public-interest corporation in which companies and cultural organizations participate and collaborate with the aim of social creation through the promotion of art and culture. To help realize a creative and vibrant, prosperous society that respects diversity, the association conducts activities related to the promotion of art and culture such as surveys and research, accreditations and awards, grants, exchange, and dissemination of information with a focus on advocating corporate Mécénat.

Chairman: Tatsuyoshi Takashima (Advisor of Dentsu Inc.) President: Motoki Ozaki (Former Chairman of the Board, Kao Corporation)

Full & Associate Members: 151 companies and organizations

Individual Members: 18 (as of March 1st, 2021)

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