

SOCIAL CONTRIBUTION

In a variety of ways, the social contribution activities of the Wacoal Group are *helping women to express their beauty* in accordance with its Mission.

The criteria for the Wacoal Group's social contribution activities are that they must enable many women to lead more healthy and active lifestyles, they must be something that the Wacoal Group is uniquely qualified to do, and they must be socially significant. By conscientiously continuing such activities, we deepen our relationships with women and society at large and increase recognition for the value of the role we play.



The Aio mobile breast cancer screening unit

Wacoal Breast Care Activities

Aiming to facilitate the early diagnosis and treatment of breast cancer and other breast diseases, we conduct the activities summarized below. Furthermore, the Wacoal Group plans to advance these activities throughout the Group and overseas.

• Pink Ribbon Activities

Pink Ribbon activities involve awareness campaigns that promote the early diagnosis and treatment of breast cancer worldwide. As an innerwear manufacturer, the Wacoal Group makes unique contributions to Pink Ribbon activities. In these efforts our goals are to help as many women as possible that suffer due to breast cancer and protect women's health through the early diagnosis of breast cancer.

For example, we increase awareness through the Pink Ribbon Fitting Campaign. In this campaign, held for one month every October, we donate ¥10 to the Japan Cancer Society's "breast cancer eradication smile fund" for every brassiere customers try on at stores. Moreover, since 2005 we have operated a system whereby shareholders are able to make contributions to this fund equivalent to a part of the Wacoal essence check gift certificates provided as a shareholder benefit. Wacoal matches the amount of these contributions with its own contributions to the fund.

Also, our support extends overseas. Wacoal Group companies in 12 countries and regions, including the U.S., China, and Southeast Asia, support Pink Ribbon activities in light of regional needs, and these efforts are producing benefits.

www.wacoalholdings.jp/community_e/environment.html

• Breast Cancer Screening Support Project

We began the Breast Cancer Screening Support Project in October 2009. Through this project we hope to help as many women as possible undergo breast cancer screening. To that end, and as a company empathetic to women, the Wacoal Group purchased a new mobile breast cancer screening unit. As an expression of our compassion for women, we named the mobile unit Aio, which means "with love" in Japanese. The Aio mobile breast cancer screening unit is traveling all over Japan to give more women easy access to breast cancer screening.



Remamma products



Spark Angels

• Remamma

The Wacoal Group has developed an original range of Remamma products for women who have undergone operations for breast cancer. We began manufacturing these products in 1974 with the aim of restoring smiles and attractive bodylines to women who have suffered from breast cancer.

Through consultation with physicians and rehabilitation specialists as well as many years of in-house research, the Wacoal Group has developed the Remamma product range, which includes natural-feeling pads through to stylish innerwear and bathing suits. To date, more than 180,000 women have used these products. Customers can consult with us and purchase Remamma products at five Remamma Room stores around Japan.

Further, we provide these products through the Remamma website and at Consultation and Fitting Sessions held annually in various regions.

Although we run Remamma as a business, we view it as a “social” business that does not put profit first and which we are uniquely qualified to operate as a women’s innerwear manufacturer.

www.wacoalholdings.jp/community_e/environment.html

Tsubomi School

The Wacoal Group conducts Tsubomi School innerwear classes nationwide for girls, from the fourth year of elementary school through the second year of junior high school, and their guardians. Tsubomi School programs seek to alleviate the uncertainty and insecurity that is common among adolescent girls due to dramatic physical change by promoting understanding of physical development and innerwear. Also, Tsubomi School programs use the results of research by the Wacoal Group’s Human Science Research Center on the maturing process of children.

Our personnel visit regional children’s associations, girl scouts groups, and schools to provide instruction on the differences between adults and children and the correct way to select and use innerwear based on stages of maturity. Because guardians and children study together, the programs provide a chance for them to discuss physical changes and innerwear at home. Held with the cooperation of the National Federation of Kodomo-kai, Tsubomi School programs have instructed more than 20,000 participants since October 2001.

www.wacoalholdings.jp/community_e/environment.html

Sports Activities

The Wacoal Group actively promotes women’s sports. We formed the Spark Angels women’s track team with a view to enabling each athlete to realize her abilities and thereby show the beauty of women taking part in sport and competing energetically and positively.

Since we established Spark Angels more than 20 years ago, the team has built an impressive record, with several individual athletes participating in the Olympics and numerous other track and field events at home and abroad. As well as qualifying for the recent Beijing Olympics, team member Kayoko Fukushi represented Japan at four consecutive events through to the World Championships in Athletics in 2009.

Through such activities, the Wacoal Group wants to give greater exposure to the joy of sports and the beauty of women who take part in them. At the Wacoal Group, we want to remain a company that helps women do their best.

www.wacoalholdings.jp/community_e/culture.html

Nyubou Bunka Kenkyukai

The Wacoal Group is a long-time supporter of the Nyubou Bunka Kenkyukai, established in 1991. This organization gathers specialists from a wide range of fields, including medicine, biology, and other sciences as well as sociology and the humanities, who address physical and psychological issues associated with women in relation to the breast. Since its establishment, the organization has continued to deepen understanding of the significance of women in society through discussions and exchanges of information on research findings and academic insights.

www.wacoal.jp/company/nyubou-bunka/index.html