

Social Contribution

The Nomura Real Estate Group's business operations are closely rooted in the local community, and we engage in wide-ranging philanthropic activities that utilize our company's unique characteristics, including creating platforms for interacting with the local community and platforms for supporting children's education and cultural activities.

Additionally, we are committed to continually supporting the rebuilding effort following the Great East Japan Earthquake together with local communities and NGOs.



▣ Support for the Great East Japan Earthquake Reconstruction Efforts

- ▶ Donations for Affected Areas and Events Supporting Earthquake Recovery Efforts

▣ Initiatives for Youth Development

- ▶ Programs and Events Aimed at Developing the Next Generation

Support for the Great East Japan Earthquake Reconstruction Efforts

Donations for Affected Areas and Events Supporting Earthquake Recovery Efforts

Donating Rice from the Kayabuki-no-sato Project to a Family Camp for Fukushima Refugees

The Nomura Real Estate Group donated a portion of the rice harvested by the **Kayabuki-no-sato Project** to a family camp in Fukushima. Since the Great East Japan Earthquake, children living in Fukushima Prefecture have long faced restrictions when it comes to playing outside. Organized by the volunteer group, Karchanz, this project arranges for parents and children living in Fukushima Prefecture to go camping in Kanagawa Prefecture. The goal is to provide mental and physical healing by having participants enjoy nature and safe food.



A mother and her child enjoying an o-nigiri (rice ball) made from donated rice

Supporting the Education of Children in Tohoku through Donations from Used Books

With the assistance of Chance for Children, since 2012 the Nomura Real Estate Group has donated the proceeds from the sale of used books collected from employees to help fund extracurricular educational activities for children living in the Tohoku region.

Following the Great East Japan Earthquake, the disaster-stricken areas have seen a growing disparity in educational opportunities and academic ability caused by economic disparities. The goal of these activities is to provide children with equal opportunities for education and growth. As of July 2015, a total of 3,098 books had been collected and sold, with the proceeds used to fund private tutoring classes or cultural lessons.



A support beneficiary
Photo by Natsuki Yasuda / studio AFTERMODE

Message from a Stakeholder

Voice

We provide children affected by the Great East Japan Earthquake with coupons they can use for cram schools and other educational pursuits as a means to help develop the people who will see to affected regions' recovery. As a form of support we have been receiving since fiscal 2012, the Nomura Real Estate Group send books that their employees have finished reading to used bookstores we are partnered with, and the proceeds from selling these books are donated to us. These employees have provided more than 3,000 books to date, and we once again express our gratitude for their generosity.

The children receiving the support understand that the help comes from people they have never seen or met, and some have expressed their desire to give back to society in return for support they once received themselves.

Unfortunately, even now—four years after the earthquake—many affected households have seen no improvement to their economic well-being. As even in fiscal 2015 we have received a flood of requests for aid, we hope Nomura continue to support affected children.



Yusuke Imai
President
Chance for Children,
Inc.

Fukushima Product Exhibition

As one ongoing measure of support for recovery in the Tohoku region, we held the Fukushima Product Exhibition at the Shinjuku Nomura Building in September 2014.

Initiatives for Youth Development

Programs and Events Aimed at Developing the Next Generation

Seismic Isolation Tour for Children in Sendai

Working together with Obayashi Corporation, Nomura Real Estate Development held a Seismic Isolation Tour in PROUD City Sendai Nagamachi-minami for elementary school children living in Sendai City.

This event was held as part of the Disaster Readiness Camp for Children held every year by the Nagamachi Manabinet volunteer organization with the goal of raising local disaster readiness awareness. 58 children ranging from grades four through six learned about disaster readiness, which included hearing about how seismic isolation rubber and oil dampers work.



Seismic Isolation Tour

Kayabuki-no-sato Project

With the goal of creating connections between urban residents and rural communities, where the population is both dwindling and growing older, and to teach children in urban areas about the environment, Nomura Real Estate Development practices eco-friendly rice growing at the base of Mt. Tsukuba.

This industry-academia-government project involves the Tsukuba Green Tourism Suisinkyougikai, local NPOs, the City of Tsukuba, and the University of Tsukuba. Nomura Real Estate Development employees and their families, PROUD condominium residents, and PMO (premium midsize office) tenant companies help grow the rice.



Kayabuki-no-sato

Overall 4th Place Ranking in the Career University Award

Nomura Real Estate Development participates in Career University* initiatives with the goal of helping young people build their careers.

In fiscal 2014, we had 32 students take part in a real estate development business game we designed, facility tours, and other activities in line with the theme of "building communities, building happiness." In addition to coming in fourth place overall for the Career University Award, we also won the Best Lecture Award.

* An initiative conducted by NPO Career Cruise aimed at helping college students build their careers. Other like-minded organizations including companies and government agencies provide educational seminars covering various specialized fields.

Swimming in Clothes Classes for Elementary School Students

With the aim of preventing water-related accidents, MEGALOS has held classes since 2010 to teach elementary school students in many areas such as Hachioji City, Tokyo, how to swim in clothes. In fiscal 2014, some 1,250 children took part in the classes.

Internship Program

Nomura Real Estate Development takes in university undergraduate and graduate students as interns every year, and a total of 114 students participated in the summer and winter programs in fiscal 2014.

Under this program, groups of architecture students gave presentations on the topic of "housing that shares value with society." Presentations were about condominium plans that are actually being planned commercially, and interns were given opportunities to experience practical business affairs.



Internship program

Swimming Lessons for Asthmatic Children

At the request of Nagoya City, MEGALOS Chikusa has been providing swimming lessons for asthmatic children from fiscal 2014. 37 children learned how to swim over a period of five days in 2015.