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(FY157)

SUSTAINABILITY
REPORT

FEBRUARY 2024

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1 INTRO



WELCOME

At Mazda Canada, we prioritize human connection. We seek to understand how humans experience the world today and in the future. With people at the core of our vehicle design philosophy, it's only natural that our sustainability efforts take the same approach. Each day, we are jointly contributing to an equitable, compassionate society that seeks to preserve our beautiful planet for future generations.

This human-centric approach has come to life in increasingly impactful ways over the past several years and now, we've reached an important milestone. Our inaugural Sustainability Report is the first of its kind for Mazda Canada. It is a foundational piece of reaching our Sustainable Zoom-Zoom 2030 vision and ensuring we participate meaningfully in Mazda's global goal of becoming carbon neutral by 2050.

In 2022, we began to formalize our sustainability program at Mazda Canada to align with Mazda Motor Corporation globally. As this report details, we are actively applying a sustainability framework in Canada designed to deliver meaningful results for our Earth, People and Society.

We took important steps to design a future-ready workplace that fosters belonging and well-being. The success of these efforts is reflected in high employee satisfaction scores across a number of metrics. In addition, this year, we began working closely with our peers to advance diversity, equity and inclusion across the automotive industry. We also continued to support our retailers to prepare for vehicle electrification, including our investments in charging infrastructure and technician training. Furthermore, through local and national partnerships, including with our retailers, we made giving back to the communities we serve a priority.

The strides we have made are a direct result of our strong, values-driven culture. Mazda Canada is united by a common purpose to ignite passion in the people we serve. While 2022 marked an important improvement in measuring and



DAVID KLAN

President & CEO, Mazda Canada

reporting our impact, several of our achievements build on long-standing commitments.

Our responsibility for building a sustainable, inclusive industry – and society – is not a new notion for Mazda in Canada. We have long been dedicated to safe, fuel-efficient vehicles with a minimal impact on the environment, being an employer of choice and giving back to the communities where we live and work. Today, we are on a path to more effectively measure our actions and impact with a focus on continuous improvement as our brand evolves.

We know that our responsibility of establishing and improving sustainable practices is only growing. As we work towards our Sustainable "Zoom-Zoom" 2030 Vision, holding ourselves accountable and sharing our progress will only become more important. Our policies, management and measurement practices related to sustainability will only get stronger.

Our long-term vision sets ambitious goals, but I know we are up to the challenge, not only because of our engineering excellence, but because of the deep commitment on the part of our people.

Our ingenuity and passion will serve us well on the challenging road ahead. I am grateful to every employee, retail partner and stakeholder who has contributed to our sustainability efforts to date and look forward to creating our exciting future together.

ABOUT THIS REPORT

This is the inaugural sustainability report for Mazda Canada. It details the objectives and progress in several areas of environmental sustainability, social responsibility, and governance performance for Mazda Canada. Unless otherwise stated, it covers the period from April 2022 to March 2023.

Read the **Global 2022 Mazda Motor Corporation Sustainability Report** [here](#)



ABOUT MAZDA

Mazda Canada Inc. is responsible for the sales and marketing, customer service and parts support of Mazda vehicles in Canada. Headquartered in Richmond Hill, Ontario, Mazda Canada has a nationwide network of **163 retailers**.

MAZDA CANADA AT A GLANCE



Established in Canada: 1968



Parent company: Mazda Motor Corporation (Hiroshima, Japan)



Full-time employees in Canada: 165



Major Canadian locations: Richmond Hill ON, Mississauga ON, Langley BC, Pointe-Claire QC

RECENT ACHIEVEMENTS



Every 2022 and 2023 model year Mazda vehicle tested earned the **Insurance Institute for Highway Safety (IIHS) 2022 Top Safety Pick or Top Safety Pick+**.



AUTOMOBILE JOURNALISTS ASSOCIATION OF CANADA ASSOCIATION DES JOURNALISTES AUTOMOBILE DU CANADA

Mazda3 won the **Automobile Journalists Association of Canada (AJAC)** award for Best Small Car in Canada for 2023. In fact, Mazda is the most awarded vehicle brand by AJAC.



Mazda Canada ranked Highest Overall Satisfaction and Most Effective Dealer Communications in the annual **Canadian Automobile Dealers Association (CADA)** survey four years in a row (2019, 2020, 2021 & 2022). Mazda is the only brand to receive these special awards four years in a row.



Mazda Canada is proud to be recognized as one of the **Greater Toronto Area's Top Employers (2023)** for the 8th year in a row.

LIVING OUR VALUES

The achievements and accolades Mazda Canada has earned are a direct result of our customer experience framework, which gives us a roadmap for the way we work. It provides us with a strong

common purpose, quality standards that empower confident day-to-day decision-making, behavioural guidelines that demonstrate those standards in action, and organizational values to guide how we operate.

MAZDA CANADA'S VALUES AND QUALITY STANDARDS

OUR MISSION

To become the one-and-only brand for enthusiastic fans whose loyalty is built through lasting emotional connections to our products and people.

OUR PURPOSE

We create exhilaration by providing the finest automotive experiences that ignite passion in the people we serve.

MAZDA IN CANADA

Integrity

Inclusivity

Authenticity

Courage/Challenger Spirit

Transparency

Accountability

Omotenashi

QUALITY STANDARDS

Our employees apply our four quality standards in customer service moments to deliver our common purpose.

Safety

Image

Courtesy

Efficiency

PROTECTING PRIVACY AND KEEPING DATA SECURE

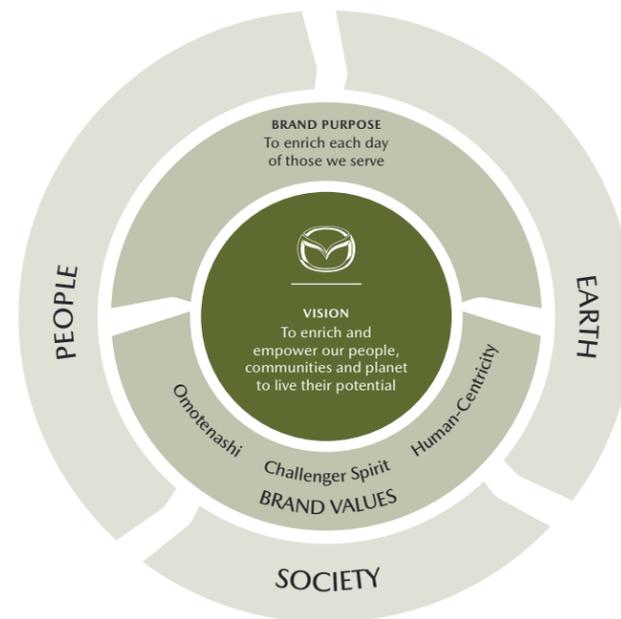
The high standards we bring to every aspect of Mazda Canada also guide us in protecting the data of all stakeholders, including customers and our employees.

A HOLISTIC APPROACH

Data privacy is rapidly evolving in Canada, and we continue to put in place processes to meet these changing regulatory requirements, including but not limited to, *Canada's Anti-Spam Legislation (CASL)*, the *Personal Information Protection and Electronic Documents Act (PIPEDA)*, and Quebec's new privacy legislation, the *Act respecting the protection of personal information in the private sector*.

STEERING FORWARD: OUR SUSTAINABILITY APPROACH

Mazda Canada has created a sustainability framework that aligns with Mazda Motor Corporation's material issues. Mazda Motor Corporation conducted an analysis considering expert opinion and business initiatives to identify which social and environmental issues are of the highest priority to its stakeholders. In Canada, each of our sustainability pillars – Earth, People and Society – reflect and support these broader global goals and connect to our brand purpose.



PEOPLE

Embedding a diverse, equitable and inclusive foundation to our workplace

EARTH

To deliver a sustainable future, in which people and vehicles can co-exist with a healthy planet

SOCIETY

Supporting and inspiring the future generation to unleash their full potential

2022 HIGHLIGHTS

EARTH

- Reduced operational CO₂ emissions by 14% compared to 2013
- Introduced the MX-30, the first fully electric Mazda vehicle in Canada
- Invested \$2.49 million in zero-emission vehicle (ZEV) transition readiness, including the rollout of EV chargers across all 163 retailers and Mazda Canada facilities (offices and parts distribution centres)
- Provided training to 366 technicians for safe ZEV servicing across Canada

PEOPLE

- Developed the Mazda Flexible Workplace Model
- Updated workplace benefits provider and expanded our Wellness Fund
- Named a Greater Toronto Area Top Employer for the 8th consecutive year
- Expanded learning and development opportunities
- Advanced industry partnerships fostering diversity, equity and inclusion

SOCIETY

- Created the CX-50 Minute Challenge in partnership with ParticipACTION
- Launched the Local Community Legends program in partnership with our retailers
- Matched 100% of employee donations to charitable programs



We believe that celebrating the joy of driving and taking care of our planet are not at odds. It is why we are proudly working towards a future in which people and cars can coexist with a bountiful, beautiful earth.

Throughout 2022, we continued to work closely with our retail partners to achieve this vision, including preparing for the transition to zero-emission vehicles by investing in the right infrastructure and training.

WORKING TOWARDS CARBON NEUTRALITY

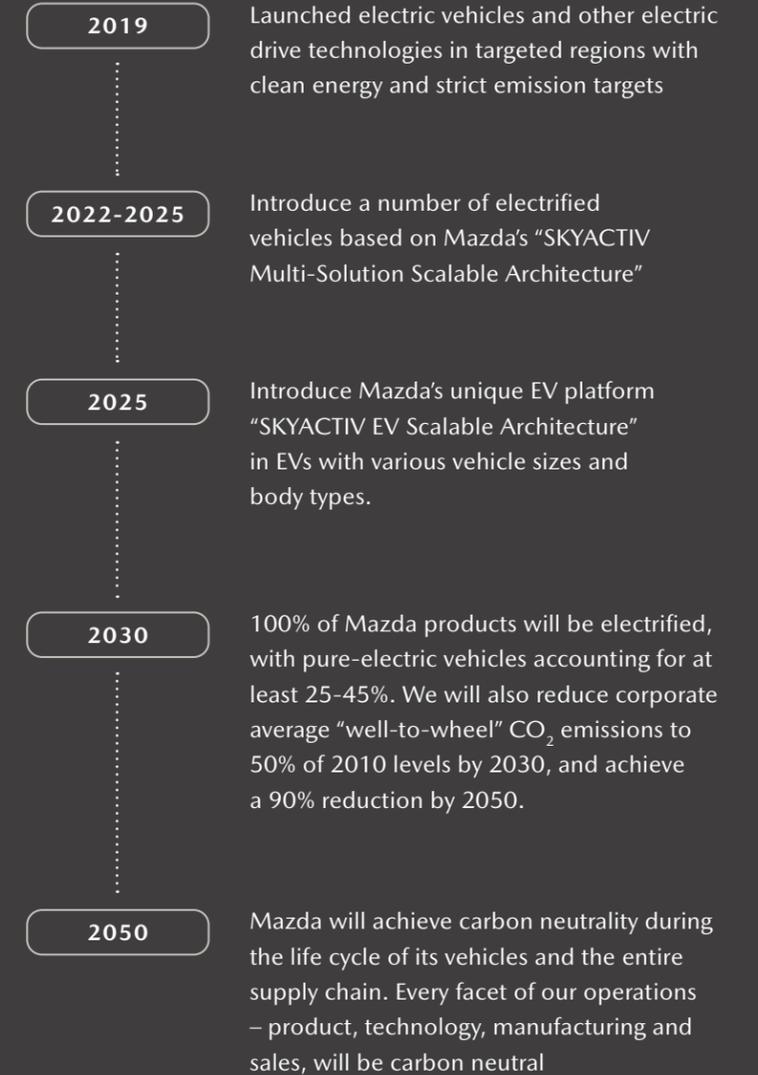
At a global level, Mazda has an eye towards carbon neutrality. Specifically, Mazda Motor Corporation is committed to **carbon neutrality for the entire lifecycle of its vehicles and its entire supply chain by 2050**. That crosses every facet of operations, from product, technology and manufacturing to sales. Globally, Mazda Motor Corporation **aims to achieve carbon neutrality at its factories worldwide by 2035**.

Mazda's operations around the world are working towards the goal to be carbon neutral, and Canada is no exception. Each country's efforts play an essential part in achieving the global vision. With that in mind, we established the **Carbon Neutral Working Group in 2022**, a cross-functional group within Mazda Canada that is accountable for reporting emissions to our global leadership in Japan. Our target is for our corporate operations to become carbon neutral by 2035, with an interim reduction of 50% by 2030. We are already well on our way. In 2022, **we reduced CO2 emissions across our operations by 14%** (compared to 2013 levels). This achievement is not only a point of pride for us in Canada, but an important contribution towards our global 2050 carbon neutrality goal.

We are excited to continue making strides within Canada in the years ahead, taking lessons from our global counterparts and sharing our own learnings, to reach our carbon neutrality goal together.

THE ROAD TO 2050

Our mission is critical and so are the milestones in our sustainability plan



ADVANCING ELECTRIFICATION

One essential component of our journey towards carbon neutrality is the electrification of our vehicles.

At the global level, Mazda is committed to 100% of vehicle models incorporating various levels of electrification by 2030, strategically rolling out the appropriate technologies to meet the needs of our customers in each region. Mazda considers many factors when assessing which power sources provide the best solution to align with market demands and environmental sustainability. Canada's access to clean electricity positions itself well to our pure-electric vehicles, which will account for at least 25-45% of Mazda's lineup by 2030. Additionally, we will implement other electrification technologies to reduce our corporate average "well-to-wheel" carbon emissions by 50% by 2030 and 90% by 2050 (from 2010 levels).

A key milestone was the **first full-year of sales for the MX-30 EV, the first fully electric Mazda at retailers in Canada**. The model was designed to meet the needs of many urban drivers, combining style that Mazda is known for with innovative e-Skyactiv EV technology that provides pleasant, efficient driving, especially for daily commuting. The model launched to acclaim in the Canadian market and is a tangible example of human-centric design and care for the environment working hand in hand. The MX-30 exemplifies our desires to contribute substantively to a reduction in global environmental impact by offering appropriately sized batteries in our EV models.

We are fully aligned with provincial zero-emission vehicle regulations in British Columbia and Quebec, but fully electric models are just one part of Mazda's diverse multi-solution approach to achieving emissions reductions while also meeting



WHAT IS SKYACTIV TECHNOLOGY?

Skyactiv Technology is an award-winning engineering strategy that uses a human-centric design approach to enhance the efficiency of each vehicle.

Based on the ancient Japanese principle of Jinba Ittai — horse and rider as one — Mazda's Skyactiv Technology enhances the intuitive relationship between the driver and their Mazda with the added benefits of superior fuel economy, enhanced safety and lower carbon emissions. Our Skyactiv family of technologies debuted in 2012 and consists of our uniquely designed engine, chassis, body and transmission – all which we continue to evolve to enhance the exceptional driving dynamics of our vehicles.

the needs of drivers and regional conditions. Along with pure EV models, this comprehensive strategy for Canada involves the pairing of our highly efficient internal combustion engines with conventional hybrid systems and larger-capacity plug-in hybrid systems. In December 2022, we announced **Mazda's first-ever plug-in hybrid electric vehicle (PHEV) model for the Canadian market in the all-new CX-90 PHEV**, with 42 km of electric range in a 3-row SUV.

Meanwhile, the improvements to fuel efficiency must continue in the industry's primary powertrain option for North America for the near-to-mid-term future. Our ongoing innovations in combustion engines and transmissions through our evolving Skyactiv Technologies ensure that our customers continue to realize cost savings and reductions in the use of fossil fuels.

Mazda Motor Corporation researchers, industry and academia partners are exploring other carbon-neutral technologies, including renewable, 100% bio-based fuels made from microalgae oils, recycled cooking oil, and other sustainable raw materials. These technologies are promising energy sources that can replace petroleum-based liquid fuels, offering a sustainable option for CO₂ emissions reductions from vehicles already on the road today.

These are exciting endeavours, and we look forward to working with Mazda Motor Corporation to support the launch of future carbon-neutral vehicle models that support a carbon-neutral world.

Preparing for electrified vehicles requires a shared effort, which is why we are proud to have a network of technicians and retail partners who are committed to a carbon neutral future. In Canada, alongside our retail partners, we invested **\$2.49 million in zero-emission vehicle (ZEV) transition readiness** in 2022, including continuing the rollout of EV chargers at retailers, which began with British Columbia and Quebec locations in 2021.

All **163 retailers** have invested in the necessary special tools and equipment to service ZEVs and our next generation of vehicles, including a total of **489 chargers across the country** and **366 technicians** who have acquired mandatory ZEV service training. Along with the charger rollout at retailers, Mazda Canada also added EV charging infrastructure to all of our locations, including offices and distribution centres.

PRODUCT LIFE CYCLE AND WASTE MANAGEMENT

As we strive to minimize our environmental impact with new vehicle innovations, we consider the full lifecycle of our vehicles – their manufacturing, usage, and end-of-life recycling. As a regional distributor, we don't manufacture the vehicles in Canada, but we do consider their end-of-life.

Our value chain, including parts and distribution and office operations, generates waste, and so our commitment to environmental sustainability extends to waste management and appropriately recycling what we cannot minimize.

Throughout 2022, we ensured we were in compliance with provincial standards for recycling key materials, where they apply. For example, in Ontario, we work with the Resource Productivity and Recovery Authority (RPRA), the regulator mandated to enforce the province's circular economy laws. This includes tire recycling, as well as recycling for lighting, batteries, hazardous waste and paper.

In line with our Sustainable "Zoom-Zoom" 2030 principles, we record our waste generated with the aim of reducing it over time. At our headquarters in Richmond Hill, we engage several partners that specialize in recycling items such as lightbulbs, batteries, toner cartridges, paper and metal.

Finally, we work with our peers in Canada to support successful circular economy initiatives. Working with the Global Automakers of Canada's Stewardship Committee, we are advocates for circular economy policies that apply Canada wide.

02

EARTH

DESIGNING FOR SUSTAINABILITY

Our vehicles are designed to deliver driving pleasure with outstanding performance to achieve our Sustainable “Zoom-Zoom” 2030 vision. Mazda designers combine artisan-level commitment to detail with continuous innovation that keeps sustainability in mind.

 **MATERIALS INNOVATION:** A vehicle weight reduction of 10% can boost fuel economy by 8%, so every element in our cars is as thin and lightweight as possible. For example, our bumpers are 20% lighter than previous versions thanks to a newly developed resin material. Mazda also created the first high-strength heat resistant bioplastic and the world’s first plant-derived biofabric for seat upholstery.

 **SINGLE NANOTECHNOLOGY:** Automobile catalytic converters are comprised of precious metals that turn harmful exhaust emission gases into harmless ones when the gases are exposed to the surface of the catalyst material. Through single-nanotechnology, Mazda is focusing on exposing as much of that surface area as possible, reducing the consumption of precious metals.

 **UNIQUE PAINTING TECHNOLOGIES:** Mazda’s Aqua-tech Paint System reduces emissions of volatile organic compounds (VOC) by 78% compared to Mazda’s previous oil-based paint systems without increasing energy consumption and associated CO₂ emissions. Now, with some of the lowest levels of VOC and CO₂ emissions, Mazda’s Aqua-tech is one of the world’s most environmentally friendly automotive paint systems.



Our goals are ambitious but our challenger spirit and common purpose mean we’re well positioned to meet them. Forward-thinking design, collaboration with our retail partners and employee passion make the road to Sustainable “Zoom-Zoom” 2030 an exciting one to take.

- Adam Flanagan, Chief Financial Officer



3 PEOPLE



This period was a significant one for designing the future of work at Mazda Canada. Like many organizations in Canada, we faced uncertainty in 2022 as we still grappled with the pandemic’s impact on our business, including our people.

While the pandemic resulted in significant strain for many companies, we are proud to say that Mazda Canada did not lay off a single employee during the pandemic. Together, we faced a challenging time, adapted and came out stronger.

And together, we built the framework for what our next chapter will look like, creating a new flexible workplace model, prioritizing well-being initiatives and advancing a more diverse, inclusive and equitable work environment.

The positive results of these initiatives are evident. Mazda Canada was selected as one of Greater Toronto’s Top Employers for the eighth year in a row in 2022, consistently recognized for keeping our team members top-of-mind to ensure their work experience is as positive as possible.

Our own employee survey also reflected positive feedback, with high favourability ratings on motivation, work environment and other key metrics.

EMPLOYEE FAVOURABILITY



FLEXIBLE WORK: PUTTING EMPLOYEES IN THE DRIVER’S SEAT

As we emerged from a period of necessary remote work during the pandemic, it was essential to create a shared vision for what working at Mazda Canada will look like in the years to come. Empowering employee choice and well-being were at the heart of our planning and decision-making.

In collaboration with our employees, we created the **Mazda Flexible Work policy**, a best-in-class hybrid work model designed to support all team members regardless of how or where they work. The goal was to ensure that our future workplace model supports our strong internal culture and earns the feelings of “CAIT” (connect, appreciate, inspire and trust) across the organization.

To develop the policy, we solicited direct feedback from employees and leaders through a series of surveys and discussions. This approach ensured that the new model would be authentically Mazda and meet the needs of our team members, no matter where they work.

Today, 90% of employees are now considered hybrid, with the flexibility to work from a Mazda Canada office or from home. We also provided employees with a one-time stipend toward the purchase of ergonomic equipment for their home office, demonstrating our commitment to supporting their well-being.



This new model has not only been successful and well received internally, but it offers Mazda Canada a competitive advantage for talent recruitment and retention. By empowering our team members with the flexibility to work in a way that suits them best, we have created a workplace culture that fosters collaboration, innovation, and success.

- Krista Kelly-Gombocz, Director, People and Culture



MAKING WELL-BEING A PRIORITY

Our team members' well-being is essential to their success and happiness both inside and outside of work. That's why we recently underwent a process to evaluate providers and ensure they have the tools, resources, and support to provide a modern experience for employees. We noticed that a top ask was to enhance benefits for mental health support (coverage for Psychologists, Counselling, etc.).

So, as part of our commitment to providing comprehensive and competitive benefit coverage, we promptly **switched insurance providers for the first time in 30 years** to increase coverage for mental health services.

We also increased the amount of our annual Wellness Fund for each employee, which employees and their dependents can use toward activities that support their wellness, including physical activity costs, meditation or art classes, or a mental health app subscription.

Furthering our commitment to wellness, we also introduced **summer Fridays** this year, with all employees working only a half day every Friday from June to September. This initiative allows our team members to enjoy more time with their families, pursue their hobbies, or hop in their Mazda and hit the road early. Ultimately, we want to ensure the health and well-being of our staff and give them more time for work-life balance and self-care.



These initiatives help employees reach their full potential. It allows them to have the conditions in place to be productive, motivated, innovative, creative, and to flourish.

- Amy Fleming, Senior Director, Chief Operating Officer



FOSTERING DIVERSITY, EQUITY AND INCLUSION

We believe that our people are our greatest asset. Each individual brings unique perspectives, experiences, and talents to the table, and we are committed to creating a workplace where everyone feels valued, respected, and empowered.

That's why we first established our internal **Diversity, Equity and Inclusion Committee** in 2019 and continue to prioritize these important values in all aspects of our business throughout 2022.

Our vision is to intentionally foster a culture that embraces diversity, seeks unity, is genuine and sincere with our people and each other, and has a courteous regard for the feelings and opinions of others to enable everyone at Mazda Canada to be the best versions of themselves. We believe that by

embracing these principles, we can create a more inclusive and equitable workplace that benefits everyone at Mazda Canada.

Among our committee's milestones in 2022 was creating a **partnership with the Canadian Centre for Diversity and Inclusion (CCDI)**, which regularly provides DE&I-related resources such as webinars, articles and communications to employees.

Under the committee's leadership, Mazda Canada also marked several key moments throughout the year to celebrate diversity, educate one another and build a shared understanding that supports an inclusive culture.



KEY MOMENTS IN 2022

- **June 2022:** Pride Month
- **September 2022:** National Day for Truth and Reconciliation
- **December 2022:** International Day of Persons with Disabilities
- **February 2023:** Black History Month
- **March 2023:** International Women's Day

INDUSTRY COLLABORATION



While fostering diversity, inclusion and equity within our own walls is vital, we also take our leadership responsibility within our broader industry seriously. For this reason, we are a proud member of the **Global Automakers of Canada Association (GAC) Diversity, Equity and Inclusion committee.**

With a mandate to “...create opportunities for all while removing barriers that exist for some,” this 15-member committee held its first bi-monthly meeting in November 2022. Initial priorities included understanding current challenges and barriers to entry in the industry, exploring ways to diversify the talent pool in the automotive industry, and researching ways to better track and monitor diversity within the industry.

Through this collaboration with our peers, we are sharing learnings and best practices to create a culture of ongoing awareness, understanding, and acceptance in the automotive industry that will lead to a real impact in the lives of industry employees, resulting in lasting change.

DIVERSIFYING RECRUITMENT METHODS

In 2022, we considered how we can better ensure our talent pipeline is diverse, create meaningful career opportunities, and strengthen our culture of inclusion and belonging.

To **support more inclusive talent recruitment efforts**, we partnered with Equitek Employment Solutions in December



2022 to expand candidate outreach and make employment opportunities available to qualified job seekers from underrepresented demographics.

Equitek is not focused on one particular group and instead works with many qualified job seekers from underrepresented groups. Through this partnership, our goal is to generate a steady flow of applicants who see Mazda Canada as a place to build an outstanding career.

STRENGTHENING LEARNING AND DEVELOPMENT

Supporting people to unleash their full potential is a key part of our overall sustainability framework. As Mazda Canada continues to grow and evolve, we continuously evaluate how we can invest in our employees to further develop as people and professionals.

With that in mind, our employees now have access to a **full suite of online training content from LinkedIn Learning**, in addition to in-house training, online training and paid internships. We are also happy to help cover up to \$10,000 in tuition subsidies for job-related courses per year.

4 SOCIETY



Our responsibility to society extends far beyond the cars we make. That's why in 2022, we brought new initiatives to life to connect people with their communities and with nature – essential to creating a sustainable future.

One of the ways we've encouraged this connection is by continuing to support local charitable organizations. We're proud to say that our team has been actively involved in giving back to the community, whether it's through volunteering or making donations. We believe that by working together and supporting each other, we can create a better world for everyone.

CX-50 MINUTE CHALLENGE: CONNECTING CANADIANS TO THE OUTDOORS

This year, we teamed up with ParticipACTION, a national non-profit organization that inspires and supports people living in Canada to make physical activity a vital part of their everyday life, on an exciting program.

The CX-50 Minute Challenge, launched in August 2022, encouraged Canadians to spend 50 minutes of active time in nature at least three times a week to enhance their well-being. Every 50 active minutes tracked in the ParticipACTION app gave Canadians a chance to win from more than \$30,000 in available prizes.



Our research showed that Canadians overwhelmingly agreed that spending time in nature is good for your mental and physical health, but that many underestimated the amount of time needed to reap the benefits. Our program with ParticipACTION was designed to get people outside longer, a natural fit with the launch of the CX-50, a purpose-built vehicle designed for active and outdoor lifestyles.

The program was an incredible success, with more than 14,000 participants, including employees at Mazda Canada's head office, who logged 220,000 active minutes (the most of any group registered).



As a Japanese company, the well-being that nature brings has a long history. Shinrin-yoku, or Forest Bathing, is based on ancient Shinto and Buddhist practices with a belief that immersion in nature is not only good for our souls, but good for our bodies. At Mazda, we couldn't agree more.

- David Klan, President and CEO



ACHIEVING A SAFE AND ACCIDENT-FREE SOCIETY

At a global level, one of our primary goals is to achieve a **safe and accident-free society**.

To that end, we're developing more advanced safety technologies under Mazda Proactive Safety: Mazda's Safety Philosophy. We continuously evolve basic safety technologies, such as the ideal driving position and pedal layout, excellent visibility, and a focus on the human machine interface.

For example, we offer a range of i-Activsense technologies which help to prevent or reduce the damage resulting from an accident. One example is a collision damage reduction brake, to suppress acceleration when a driver uses the wrong pedal.

Another is the Front Cross Traffic Alert (FCTA), which helps alert the driver if it detects a vehicle approaching from the right or left front blind spot at an intersection. Driver Monitoring estimates the degree of the driver's fatigue and sleepiness and warns the driver to take a break with a display or sound. Cruising & Traffic Support (CTS) helps reduce the driver's fatigue when driving on a congested expressway.

LOCAL COMMUNITY LEGENDS: GIVING BACK TO COMMUNITY LEADERS

Building a better world starts with building up those around us. This year, we were thrilled to launch the Local Community Legends program, celebrating individuals who go above and beyond to give back to their communities.

Through our retail partners, we pledged up to \$600,000 to support these Local Community Legends. In total, the program provided donations to 183 outstanding citizens across Canada who gave back to their communities through volunteerism, mentorship or community organizing to help them further their causes.

Some recipients of the 2022 Local Community Legends program included:



Mrs. Descent of Sept-Iles, Quebec

who uses her training as a psychologist to help Indigenous youth, women and elders reconnect to their culture, language and ancestral grounds



Rosemarie Biggs from Sherwood Park, Alberta

who hand-knits toques and donates them to women's and homeless shelters



Manock Lual of Ottawa, Ontario

who uses his life experience and sports prowess to empower youth on and off the basketball court

The Local Community Legends program built on the success of our Local Legends initiative in 2021, where we pledged over

\$1 million to help support small businesses that were struggling amid pandemic lockdowns. Mazda Canada saw an opportunity to help support these businesses and restore community spirit, giving financial grants to more than 200 small businesses.

By once again partnering with our retailers across Canada, we strengthened our commitment to the communities in which we live and work.

SOCIAL CONTRIBUTIONS

Along with key programs like the Local Community Legends initiative, we're proud to have made significant donations to support a variety of charitable organizations and causes in the past year. Empowering our employees to achieve the sustainable development of both society and Mazda Canada itself is an important part of our social purpose. With that in mind, we continued to match 100% of employee charitable donations, with more than half of employees making donations.

Notable donations in 2022 included:

- **Toronto Wildlife Centre:** Provided and maintain two Mazda vehicles to be used in their animal rescue missions and as required to support the centre
- **360Kids:** \$22,598.75 and support for the Gifts that Matter initiative (2022)
- **Kids Create Ukraine:** \$1,939.50 and donated art supplies (2022)
- **Campfire Circle:** \$12,625.12
- **Sporting Life 10K:** Covered employee participant registration

Each of these organizations plays a role in building stronger communities and we're proud to contribute to their work. By giving back, we are not only supporting short-term initiatives, but are building lasting relationships with our employees, customers and communities.

MAZDA CANADA SUMMER SCHOLARSHIPS TO JAPAN

Mazda Canada has sponsored the Youth For Understanding (YFU) Student Exchange Program in Japan for several years. After a break due to the pandemic, the program returned in late 2022, opening up the opportunity to send two Canadian high school students – who are the children of Mazda in Canada employees – to Japan in the summer of 2023. The program offers students the chance to improve their communication and language skills, increase their self-confidence and expand their knowledge at the international level by being immersed in a new culture and living with a host family.

It was a wonderful opportunity to go beyond my limits and become a more mature, open-minded and empowered person.

- Alice Lavoie, Mazda Canada YFU Alumnus, 2017

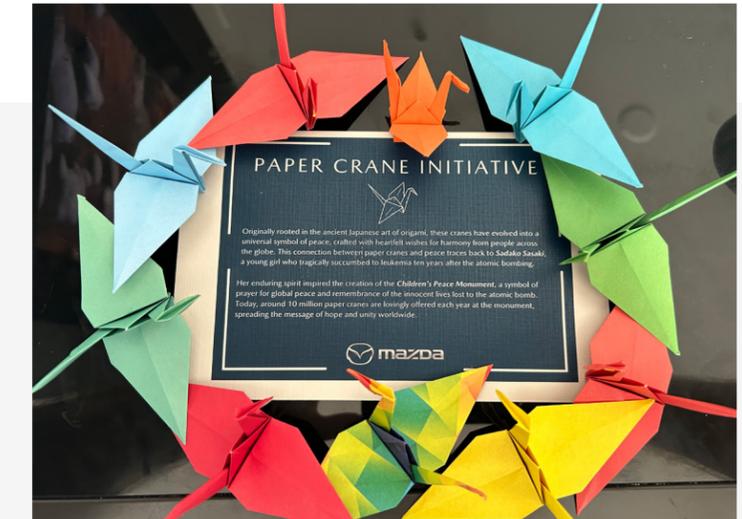


THE PAPER CRANE INITIATIVE

In the aftermath of the atomic bombing of Hiroshima, a young girl named Sadako Sasaki folded paper cranes in the hope of recovering from her radiation sickness. Her story inspired a movement of people around the world to fold paper cranes as a symbol of peace and hope for a better future.

Mazda Canada began participating in this initiative during the COVID-19 pandemic. Now, we gather together to fold paper cranes each year and send them to the Hiroshima Peace Memorial Park in Japan.

This year, our amazing staff folded over 2,000 origami paper cranes for the project. The Peace Cranes serve as a poignant reminder of the importance of coming together to build a more peaceful and compassionate world.



This is our cry, This is our prayer, Peace in the world.

- Engraved on Sadako's statue in Hiroshima Peace Park



MAZDA.CA

