



# UNIVERSAL STUDIOS JAPAN

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## Community Relations Report 2020





CEO  
**J.L. Bonnier**

## Message from Our CEO

USJ LLC is committed to providing guests with world-class experiences at Universal Studios Japan. These are extraordinary, immersive experiences that free our guests from the routines of daily life and help re-energize them for tomorrow. As a leading company in global entertainment, we offer non-stop thrills and excitement. At the same time, we work hard to support our community and local economy.

But beyond that, we understand that our business is supported by the local community. This is why one of our core principles is "Value Our Community." We see it as our mission to help the local community grow and overcome challenges. Therefore, we are dedicated to giving back through programs in a variety of areas, such as welfare, education, culture, employment, and the environment. We strive to ensure that we are a good neighbor, one that the community values, and aim to create a society that empowers people everyday. To this end, we will continue to utilize our strength in entertainment, cooperating with local leaders and a diverse range of communities, to foster programs that give back to society.

This report outlines our social contribution programs and our thoughts behind each one. I hope you enjoy taking a look at how we implemented each program to date.

# OUR PHILOSOPHY



External Affairs Team



Aerial view of Universal Studios Japan and Konohana-ku, Osaka

## How We Aim to Give Back

To achieve our goals, USJ LLC has established specific values for our employees. These values act as a compass to our course of action and ensure that everyone moves in the same direction. The first of these is "Value Our Community."

Our business is supported by the local community. Growth at Universal Studios Japan means growth for Osaka, and growth in Osaka leads to growth at Universal Studios Japan. This in turn leads to growth for Japan and Asia as a whole, and is why cooperation with the local

community is indispensable. Therefore, we strive to give back to the community and seek to understand its most pressing issues. With that, we intend to give back in a way that takes advantage of our strengths.

We focus especially on initiatives that help children. Such initiatives intend to support kids in developing proactive mindsets both in their studies and health & wellness so that they can achieve their dreams.

### Our Values

VALUE OUR COMMUNITY

SAFETY FIRST

TEAM PLAYERS

DO THE RIGHT THING

INNOVATORS

DRIVE RESULTS

MAKE AN IMPACT

HAVE FUN!



# Helping Create a Bright Future

One of the social contribution activities carried out by USJ LLC is the Osaka Prefecture Scholarship Foundation USJ Scholarship System. Under this system, we award a grant-in-aid scholarship to high school students who need financial support for going on to universities and colleges. Since this system was established in 2011,

120 students have so far become USJ scholarship students. (For details of this initiative, please see page 8)

We are pleased to see that such USJ scholarship students are progressing toward their dreams as students or members of society.

**My first step toward the future was when I decided to apply for the scholarship. I aim to give back to Osaka as a lawyer.**

**Omone Tanaka** (The First term of USJ scholarship student)



**【Profile】** Omone is one of the first students of the Osaka Prefecture Scholarship Foundation USJ Scholarship System. He graduated from the faculty of law at a national university and is completing his studies at the Supreme Court's Legal Research and Training Institute. He will join a law firm this spring, starting as a lawyer.

When I was in high school, my mother read a newspaper article about the USJ Scholarship System and told me about it. I became eager to take on the challenge. The time until the selection was a great opportunity for me to think deeply about my dream of becoming a lawyer, which I had vaguely thought about until then. It was a very meaningful experience for me.

After I successfully became a scholarship student, while studying law, I was able to set my goal of becoming a generalist lawyer, who works in a wide range of fields. This became possible because I seriously thought about my future when I was a high school student. Experiencing the Scholarship System undoubtedly helped me to find a clear direction.

Since I am one of the first scholarship students, I have

had opportunities to participate in award ceremonies for younger scholarship students. The ability to build relationships with other scholarship students is one of the excellent features of this system. Last year, a scholarship student three years younger than me became a student of the law school that I went to and we had an opportunity to speak about studying and careers. I was really glad to have met a fellow scholarship student who had the same dream as me. It is great that the USJ Scholarship System provides opportunities for us to make connections like this.

I plan to work hard at a law firm in Osaka starting this spring. The firm deals mainly with corporate legal affairs, and I am excited to work with companies in various fields. By learning from extensive cases with curiosity and committing myself to supporting companies, I hope to eventually give back to my hometown of Osaka.

If you have interest in the USJ Scholarship System, please take on the challenge without hesitation. Don't give up! Please value the opportunity to deeply think about your dream. I believe that a sincere effort will lead you to a bright future.



1st Annual Scholarship Award Ceremony in 2011

**I got to learn for my future and met other like-minded students! I can't wait to create new entertainment.**

**Haruki Minami** (The 7th term of USJ scholarship student)



**【Profile】** Haruki started learning music through a specialized music course in high school and applied for the Osaka Prefecture Scholarship Foundation USJ Scholarship. Now, he is studying hard at a music university in order to become a professional performing musician while receiving a scholarship.

I learned about the USJ Scholarship System through a guidebook distributed at my high school. I strive to become a percussionist and intend to continue studying music in college. "If I receive a scholarship, I can obtain the economic resources to devote myself to studying." Since this led to my future dream, I prepared for the review even though I had a limited amount of time. As a result, I successfully became a scholarship student.

I can use the scholarship to pay my tuition as well as various costs, including those for lessons, contests, drum sticks, and other tools, which is very helpful. Contests, in particular, are essential to my career development, so I am truly happy that I can take part in contests without hesitation.

The scholarship system not only opened a bright future for me but also provided an opportunity to meet invaluable

fellow scholarship students, who are in the same environment as me. This is significantly important to me. In fact, words and actions of fellow scholarship students who are pursuing different dreams have influenced me a lot. Since scholarship students are invited to the scholarship award ceremony held annually at Universal Studios Japan, I can see and learn from them.

All scholarship students pursue their dreams seriously and work hard while thinking that they do not want to abandon their dreams due to a lack of funds. This is an environment where everyone can speak about his or her dream in his or her own words and improve each other. I am so happy not only to have received this scholarship but also to have met like-minded students. We all help each other work toward the future, even if we are physically far away from each other.

In the future, based on the experience I gained through this scholarship, I will acquire more techniques and knowledge to become a percussionist who can deliver a satisfying performance while paying meticulous attention to every single note to make the best sound. Although opportunities to play music are currently restricted due to the coronavirus pandemic, I intend to communicate the beauty of music in a new form.



7th Annual Scholarship Award Ceremony in 2017

There are more things that we can do to give back to the community. For example, we are considering providing to more children learning opportunities and experiences that only USJ LLC can offer. We believe we can help in developing human resources for the tourism industry in

the Kansai Osaka area, where tourism services are needed. We will work further on such social contribution activities that are well suited to us and tourism in Osaka in order to help create a bright future.



# OUR ACTIVITIES

## Initiatives for Kids

- Osaka Prefecture Scholarship Foundation USJ Scholarship System
- USJ Wonder Kids Program for fostering career awareness
- Support for English education in elementary schools, etc.
- Support for human resources development

## Initiatives for Local Communities

- Support for children with intractable diseases
- Support of activities for children with disabilities
- Donation of Universal Studios Japan's original merchandise
- Recycle lecture event for developing awareness of plastic recycling

## Activities in the Coronavirus Pandemic

- Donation from partial proceeds from online store and restaurants
- Donation ride ponchos
- Dance video made in cooperation with the Osaka Prefectural Board of Education Secretariat
- Support for Children's cafeterias



## Our Social Contribution Activities

Every day, Universal Studios Japan crew members welcome our guests with the desire that our guests will recharge both mentally and physically and take home a dose of positive energy that will stay with them even after leaving the park.

Beyond the park, we strive to deliver this positive energy to our neighbors, especially children, who will play a central role in future society. Please see the next page to read about our past social contribution activities.

### Our Approach

#### ① Initiatives for Kids

We organize support programs for children of all ages. These programs include educational activities for children, as well as the Osaka Prefecture Scholarship Foundation USJ Scholarship System, and tourism classes at universities.



#### ② Initiatives for Local Communities

In 2020, our social activities were significantly restricted due to the coronavirus pandemic. In order to give back to our neighbors under such circumstances, we provided support to healthcare workers through the Osaka Prefecture Corona Mutual Aid Fund. And to cheer up children who spend all day in after-school care centers due to closure of schools, we donated popular original merchandise.



USJ LLC has been promoting a social contribution project named "USJ Dream Weavers" since 2006, which is also centered on giving back to our neighbors and offering support to those who need it.



## A History of Supporting our Community Supporting Future Leaders and Bringing Smiles to Local Children

### USJ Wonder Kids Program



Opening ceremony



Crew members working as volunteers



Children taking part in the program

Once a year, we organize a program for fostering career awareness, targeting children living away from their family at nursing homes. The program teaches kids about the different types of jobs at Universal Studios Japan and seeks to give the kids

a clear picture of what work is like in entertainment. Also, the program intends to make children aware that they can become independent by working to build a life for themselves.

### Osaka Prefecture Scholarship Foundation USJ Scholarship System



Scholarship award ceremony

We have a scholarship system targeting high school students who need financial support for going on to universities and colleges.

Using proceeds of the Charity Dinner Show as a source of funds, we award a grant-in-aid scholarship of one million yen per person through the Osaka Prefecture Scholarship Foundation. So far, more than 120 people have moved toward their dream as USJ scholarship students. Every year, we hold a scholarship award ceremony at the park, where students can interact with others who were awarded the scholarship that year or previously. We provide opportunities for them to form connections and work hard together.

\*The scholarship award ceremony was canceled in 2020 to prevent the spread of COVID-19.

## A History of Supporting our Community Our Other Initiatives for Local Communities

### Support for Children with Intractable Diseases



Hospital visit

#### Community programs

Park friends and entertainers visit children who have difficulty coming to the park due to intractable diseases or severe disabilities. Everyone sings songs and dances together.



Everyone taking part in the program

#### Kiitos, a special program for those with intractable diseases

In cooperation with doctors and nurses at the Osaka City General Hospital and volunteer students, we invite children suffering from intractable diseases and their family members to the park twice a year.



Renovated playroom

We help renovate hospital rooms and playrooms for children.

### Support of Activities for Children with Disabilities



We donate learning-support devices to special-needs schools.



We donate pickup vehicles to welfare facilities.

### Donation of Merchandise



Donated merchandise

We donate Universal Studios Japan's original merchandise to children's nursing homes, shelters for mothers and their children, etc. in Osaka Prefecture.

### Support for People with Disabilities



Sale of goods made at welfare workshops

We regularly sell goods made at welfare workshops at the company cafeteria.



## A History of Supporting our Community Partnering to Strengthen Osaka

### Charity Dinner Show



Since 2007, with help from our main partner companies, we have organized an annual Charity Dinner Show to provide support to those who need it the local community.

At the Dinner Show, a charity auction is also held, where rare items, including concept art by the designer of the Minions and an autographed pin

flag of professional golfer Rory McIlroy, have been auctioned before.

The proceeds go toward the grant-in-aid USJ Scholarship, renovations of hospital rooms and playrooms for children fighting against intractable diseases, vehicle donations to welfare facilities, and learning-support devices for special-needs schools.

\*The event was canceled in 2020 to prevent the spread of COVID-19.

### Universal Studios Japan and Coca-Cola Recycle lecture event



Together with Universal Studios Japan's Official Marketing Partners, Coca-Cola (Japan) Co., Ltd. and Coca-Cola Bottlers Japan Inc. (hereinafter "Coca-Cola"), USJ LLC held an event for developing awareness of plastic recycling in September 2020. The event was titled "Universal Studios Japan and Coca-Cola Recycle lecture event," and featured original eco-bags that were made by recycling Coca-Cola's PET bottles collected at the park. The bags were distributed to elementary school students and their families in Osaka Prefecture with the help of Osaka Prefecture and Osaka City. Furthermore, with the help of the Ministry of the

Environment, we organized a lecture delivered by Dr. Kouichi Goka of the National Institute for Environmental Studies. The event aimed to be an opportunity for people to deepen their understanding of environmental issues, including recycling.

In recognition of these efforts, we received The Special Award for being an excellent supporter of efforts at the "Plastic-bag Reduce Challenge" campaign organized by the Ministry of Environment. Recognized in particular was our unique way of utilizing the power of entertainment to raise awareness among a wide spectrum of people.

## A History of Supporting our Community Collaboration with Osaka Prefecture

### Comprehensive Collaboration Agreement with Osaka Prefecture



### Creating a bright future for Osaka through the power of entertainment!

USJ LLC entered a comprehensive collaboration agreement with Osaka Prefecture in November 2020. The agreement enables further collaboration with Osaka prefecture for beneficial activities that empower Osaka to bring smiles to people across Japan.

### New Fields Covered in the Agreement

#### Children/Education

- Support for English education in elementary schools, junior high schools, etc.
- Programs for fostering a willingness to work with Osaka Prefectural special-needs students
- Support for human resources development in cooperation with University Public Corporation Osaka
- Support for children through foundations

#### Programs for tourism and communities

- Cooperation in creating an international tourism city
- Cooperation in holding the 2025 World Exposition

#### Environment

- Promotions to reduce plastic waste

#### Welfare/Health

- Support for children suffering from disabilities and intractable diseases
- Cooperation in selling Kosaetan products (products made by those with disabilities)
- Cooperation in locating parking lots for disabled people, etc. established by the Osaka Prefectural Government

#### Women empowerment and reform of working practices

- Promotions for healthy management, etc. by participating in the Well-Being OSAKA Lab

#### Safety and Security

- Participating in the Osaka 8.8 Million Drill
- Providing disaster relief support

#### Public relations for prefectural administration

- Using the public relations network of Universal Studios Japan



## A History of Supporting our Community Activities for Healthcare Workers in the Coronavirus Pandemic

### With Guests



Message card sent to guests

#### Partial proceeds from online store's sweets assortment donated to relief efforts

Partial proceeds from a Universal Studios Japan original sweets assortment on our official online store were donated to the Osaka Prefecture Corona Mutual Aid Fund.



Universal Charity Menu

#### Donations from partial proceeds of restaurants at Universal Studios Japan

We donated part of the proceeds from popular menu items at Universal Studios Japan to the Osaka Prefecture Corona Mutual Aid Fund.

### Together with Employees

#### Giving a donation when purchasing a meal at the company cafeteria

We made a system in which employees can give a donation by presenting the Universal Charity Card at the cash register to add a donation to the cost of their meal. The collected donations were given to the Osaka Prefecture Corona Mutual Aid Fund.



### As a Company



#### Ride ponchos to relieve shortages of protective gear in medical settings

To relieve shortages of protective gear in medical settings in Osaka City, citizens were asked to donate ponchos. Responding to this request, we donated several thousands of ride ponchos that could be sent.



#### Lighting up the Universal Globe in blue

By illuminating the Universal Globe with blue light and beams, we showed gratitude and support to healthcare workers on the front line against COVID-19.

## A History of Supporting our Community Activities for Local Children in the Coronavirus Pandemic



Scene from dance video

#### Dance video made in cooperation with the Osaka Prefectural Board of Education Secretariat

To help elementary school and junior high school students, who spent more time at their homes during the closure of schools, we made a dance video that encouraged them to enjoy physical exercise even at home. With the supervision of the Osaka Prefectural Board of Education Secretariat, we distributed the video online.



#### Original DVDs of Universal Studios Japan's popular characters

We made character greeting DVDs and sent them to children fighting diseases at hospitals and other facilities. Since visitation hours are restricted, these kids cannot see their families often, and the videos were made to help give the kids a laugh.



Christmas cake for children

#### Original lunch boxes and cakes sent to children's cafeterias

Due to the coronavirus pandemic, many children's cafeterias, which are important places to go for kids of various backgrounds, were closed. Aiming to help cheer such kids up, we provided Universal Studios Japan's original lunch boxes and cakes to a children's cafeteria in Konohana Ward.



Children wearing donated caps

#### Merchandise donated to an after-school care center in Osaka City

To cheer up children who spend time at an after-school care center due to closure of schools, we donated popular original merchandise.



# Awards and Recognition

August 2016	<b>Company Best Award</b> Support for children suffering from intractable diseases
July 2018	<b>Dark-blue Ribbon Medal</b> Donation of scholarship funds for the Osaka Prefecture Scholarship Foundation
December 2019	<b>Kiwanis Club of Kobe Social Welfare Award</b> Contribution to child welfare administration
May 2020	<b>Dark-blue Ribbon Medal</b> Donation of scholarship funds for the Osaka Prefecture Scholarship Foundation
December 2020	<b>The Special Award of the “Plastic-bag Reduce Challenge” campaign organized by the Ministry of Environment</b> Activities for raising environmental awareness through entertainment

## Letters of Appreciation

Osaka Prefecture	<ul style="list-style-type: none"><li>• Osaka Prefecture Scholarship Foundation USJ Scholarship</li><li>• Wonder Kids Program Invitation</li></ul>
Osaka City	<ul style="list-style-type: none"><li>• Donation of vehicles to welfare facilities</li><li>• Wonder Kids Program Invitation</li><li>• Donation of merchandise</li></ul>
Sakai City	<ul style="list-style-type: none"><li>• Donation of vehicles to welfare facilities</li><li>• Wonder Kids Program Invitation</li><li>• Donation of merchandise</li></ul>
Osaka Prefecture Scholarship Society	<ul style="list-style-type: none"><li>• Letter of appreciation for the Osaka Prefecture Scholarship Foundation USJ Scholarship</li></ul>
Tokyo Council of Social Welfare	<ul style="list-style-type: none"><li>• Donation of merchandise</li></ul>

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