

**Started “KIZUNA” walk relay to walk along roads across
Japan and hand over the sash as a memorial event in
commemoration of the 100 anniversary**

In commemoration of the 100 anniversary of establishment in September next year (2016), SENKO Co., Ltd. has a memorial project under way based on the concept “100 Years' Worth of Thanks Leading to the Next 100 Years - For the next generation -”.

The memorial project includes:

- (1) Develop a “group mindset”;
- (2) Implement an “exchange program” between domestic and foreign employees;
- (3) Produce “SENKO’s 100 years history book” to summarize the history of 100 years through texts and videos;
- (4) Hold “memorial events” to thank all its customers and involved and strengthen the group ties;
- (5) Establish “corporate venture programs” to commercialize the business idea selected through the new business competition in order to develop intrapreneurs;
- (6) Collect “savings-type collaborative contributions” by employees and the company;
- (7) Build a “children’s traffic playground” to enjoy learning about road safety; and
- (8) Hold Go tournament for women go players.

SENKO has started “KIZUNA” walk relay as one of its memorial events on July 11 (Sat.). “KIZUNA” walk relay is to walk along roads across Japan and hand over the sash to the next walker in appreciation for the road for its contribution to our business, and participating in this walk relay strengthens group ties among employees of our group companies and their branch and sales offices.

This walk relay has two routes across Japan: one beginning in Hokkaido in the north and going south (covering Hokkaido, Tohoku, Kanto and Tokai areas); and one beginning in Kyushu in the south and going north (covering Kyushu, Sanyo and Kinki areas), and members hand over the sash from one to another and walk up to the final point of the relay route, Crefeel Koto (Higashi-Omi, Shiga), SENKO’s road safety training facility.

On July 11 (Sat.), the relay members held the kick-off ceremony and prayed for safety in front of the “monument commemorating the foundation” of our company in Minamata, Kumamoto, and started.

They will try to collectively walk a total of approximately total 3,000km for a full year and finish on July 3 (Sun.), 2016.



President Fukuda (4th from the left) and first walkers in the relay



Relay members started out from the monument to get to the destination point 20km away

End