

Our Promises to Customers

Our Basic Policy

Based on its corporate philosophy of *Sozo* (Creation), *Hoshi* (Contribution) and *Kyoryoku* (Cooperation), the Tadano Group intends to be the global leader in customer satisfaction by providing customers with quality and services with the sincere desire to inspire a wow factor. Attaining this level of satisfaction relies on systematically listening to the many voices of our customers and effectively incorporating their advice into our products and services. Knowing this, we have developed systems to enhance everyday communication with our customers, to respond rapidly and precisely, to accurately determine what they want, and use this to improve our operational processes and product development.

R&D Initiatives

To provide our customers with the best products for their needs, Tadano's engineers go to the actual jobsite to see in person how a product is used and to hear the true voices of customers. Our desire to make products that will contribute to the world and to continue providing user convenience and sense of security compels us to take on the challenge of developing new functions.

● Tadano signs an agreement with Kyoto University for a comprehensive partnership for collaborative research

In March 2018, Tadano signed an agreement with Kyoto University with the goal of combining our technical expertise with Kyoto University's leading-edge academic knowledge in mechanical engineering, social engineering, urban engineering, and information science to promote the generation of new innovations that improve safety and productivity in construction operations.



● Establishment of a low-temperature testing facility

As Tadano's products expand their presence worldwide, unexpected issues could arise in extreme climates, including slower operating speeds. Recognizing that products must be tested in severe temperature conditions to further enhance their core value, Tadano established a temperature testing facility on the premises of the Shido Plant in 2016. A variety of tests can be conducted in temperatures ranging from -40°C to 60°C.



● Investment in a venture capital fund

Tadano made an investment of 500 million yen in total in Miyako Kyoto University Innovation Limited Partnership, operated by Miyako Capital Co., Ltd. of Kyoto. Tadano seeks to promote open innovation by developing a network with a research-based venture company with proprietary technologies.

Showcasing Future Technologies at CONEXPO 2020

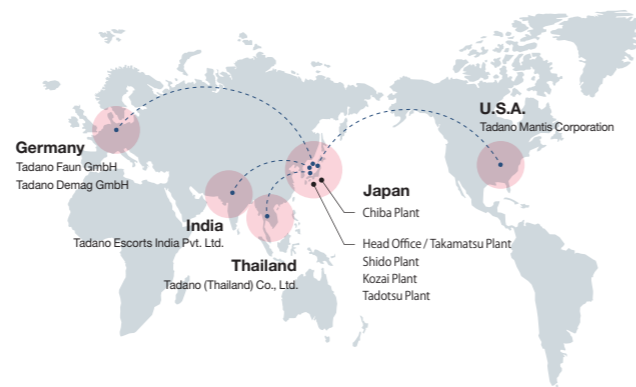
We proposed future technologies for greater safety in construction work at CONEXPO 2020, which came after our similar exhibition at bauma 2019 in Munich. Under the concept of "Make it Visible," we provided virtual reality experiences of the Lift Visualizer and Lift Compass technologies to eliminate blind spots in crane work. We also showcased Lift API for the first time in the world, a service enabling users to check the adaptability of crane performance in any time or place when planning crane operations. It can provide a visual work simulation using 3D examination tools on computers or tablets. This API makes it possible for general contractors, design consultants, and crane companies to quickly build a work plan via the Internet. Discussions with

industry insiders showed a great deal of anticipation toward its usability and future expansion. Tadano Demag GmbH joined in showcasing the Group's technologies, heightening technology synergy within the Tadano Group.



Initiatives for Global Production Network

While our core production plants are located in Japan, Tadano also manufactures products that meet a diversity of global needs at key facilities located in Germany, the United States, Thailand, and India. This integrated network results in a highly efficient and cost-competitive global production model. Sharing proven Japanese-style manufacturing technologies with our production sites outside of Japan, we aim to build products that are number one worldwide in quality and that engender even greater confidence in the Tadano brand. We achieve efficient cross-sourcing through the international supply of core components, thereby improving both quality and efficiency. In August 2019, Tadano's new Kozai Plant began its operation. The plant was constructed to enhance the company's production capacity of mobile cranes and main parts including booms and cylinders for markets outside of Japan.



Our Commitment to Quality

Complex pieces of precision machinery like cranes rely on the continuous improvements in skill and technique derived from our wealth of accumulated engineering experience. Tadano develops the skills of its workforce through both specialized skill training, which leads to quality improvements, and multi-skill development, which leads to efficient manufacturing. In 1996, Tadano received ISO 9001 certification, the international standard for quality management systems. To ensure that we can continue to deliver satisfaction to our customers, the company also overhauled its operational processes, from the initial development phase to prompt responses to post-market quality issues. Since 2007, Tadano's Production Division introduced "core value activities" at all our production sites, including the use of a management board to visualize and improve the status of quality on a daily basis (the PDCA cycle).



Safety Initiatives

● Holding training sessions

Safety training: Safety classes are held for various types of products in response to requests of customers, for their proper and safe use. Even a single mistake in operating a crane can lead to a serious accident or even disaster. The curriculum can be matched to the participants, from people using the equipment for the first time to machine administrators.

Maintenance training: Cranes must be properly serviced and parts regularly replaced so that they can continue operating safely without having to stop due to accidents. Tadano offers maintenance training sessions for various types products in response to request of customers, to a wide variety of participants from people who have no familiarity with this to those who engage in servicing at their own companies.

● Safe operation and travelling support systems

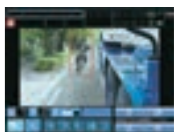
Wide Sight View (overview display device):

A large multi-function display shows a view of the vehicle as if looking down on it from above, helping to confirm safety.



Human Alert System (person detection and warning device):

The system covers the left/right side of the vehicle, which is difficult to check from the operator's seat. It triggers an alarm when it detects pedestrians or people riding bicycles.



Systems to Reflect Our Customers' Voices

The Tadano Group constantly gives feedback to our Research and Development Division and other divisions so as to incorporate opinions and requests of our customers regarding our products and services. Satisfaction questionnaires are regularly given to randomly selected customers to find out how satisfied they are with our products and services and what they hope to see from Tadano. Comments received from customers through this process are shared among our divisions to be incorporated into the planning and development of new products, to improve product functionality and services and to expand our customers' profits.

● Conducting a questionnaire surveys to customers

Each year since fiscal year 2012 we have conducted questionnaire surveys to randomly selected customers in Japan. Tadano earnestly embraces the results of these surveys in order to undertake many groupwide efforts to further improve customer satisfaction.



Initiatives to Improve Customer Satisfaction

The Tadano Group is engaged in several initiatives to ensure the safety and reassurance of our customers for their greater contentment, so that we can become the global leader in customer satisfaction.

● Hello Service 24, a 24-Hour/365-Day Customer Service

Our customer support is provided through a network of 345 Tadano authorized service contractors across Japan to ensure our products can be used in safety and with peace of mind. Hello Service 24 also serves as a contact for customers at night or on non-working days. It provides advice by phone to evade emergencies or makes an emergency visit to customers (paid service) if requested.



Our Promises Among Employees

Our Basic Policy

Employee development is what drives a company to accomplish its long-term goals. Company growth cannot be achieved without the growth and development of employees. Based on the concept that employees are our assets, Tadano emphasizes workplace building and human resources development to best leverage the skills and individuality of each person, allowing employees to give their maximum performance. We believe that the synergy generated by ensuring a proper work-life balance on a foundation of the physical and mental well-being is fundamental to raising productivity, creating added value, and "Pursuing Further Excellence."



Tadano's Health Management Initiatives

Recognizing that the physical and mental well-being of employees is essential for the professional performance and prosperous life of each and every employee, we have established the Employee Health Management Declaration.

Tadano is certified as a Health & Productivity Management Organization

Since launching its Physical and Mental Wellness Program in 1981, Tadano has been working to foster a culture of health in the workplace. Initiatives include granting company employees and families access to the Fitness Center located within the company. Since 2018 Tadano has been recognized in the Large Enterprise Category of the Certified Health & Productivity Management Organization Recognition Program of Japan's Ministry of Economy, Trade, and Industry (METI) and the Nippon Kenko Kaigi (Japan Health Council). Four of the Tadano Group's companies in Japan were also recognized in March 2020 for the Small/Medium Enterprise Category of the 2020 Certified Health & Productivity Management Organization Recognition Program.

Employee Health Management Declaration

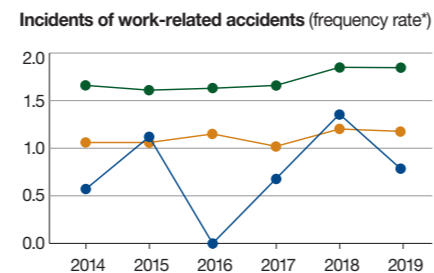
Tadano takes pride in the culture of health it has cultivated since launching its Physical and Mental Wellness Program in 1981. To maintain and further develop this culture, we hereby declare that we will value the physical and mental well-being of each and every employee and that we will make organization-wide efforts to create a positive workplace where employees can thrive.

May 2018

Koichi Tadano
President & CEO

Our Commitment to Safety in the Workplace

Tadano has significant obligations and responsibility for product safety, to protect both our customers and society. It is occupational safety at the company that supports the product safety. We believe that realizing occupational safety at the company is essential to ensuring the safety of our products. Based on this concept, we prepared the Tadano Group Safety Fundamentals Card in December 2017 with the goal of further raising awareness about workplace safety among Tadano Group employees. Prepared in seven languages (Japanese, English, German, French, Dutch, Thai and Hindi), the card is distributed to all Group employees. We also regularly communicate with safety officers at plants both in Japan and overseas, to further improve our safety management system.



*Number of occupational accidents per 1 million actual work hours. Describes the frequency of occupational accidents resulting in lost workdays. (Figures for the manufacturing sector and all sectors, excluding the general contracting sector, are taken from the Survey on Industrial Accidents by Japan's Ministry of Health, Labour and Welfare.)

Diversity and Inclusion

We accept diversity in terms of various factors, including abilities and experience, and harness it for use inside our organization will improve employee job satisfaction and productivity, helping to create added value. Driven by this belief, we are creating workplace environments where diverse employees can best utilize their talents.

Empowerment of Women (in Japan)

Aiming to increase the percentage of female employees at the company over 10% by 2026, Tadano hires women in a well-planned and proactive manner. At the same time, we are making steady progress in developing a work environment and a job rotation system to promote the advancement of women through initiatives such as providing more training opportunities for women to help them succeed as the next generation of leaders.

● Introduction of a return employment system

In May 2020, we introduced a system to rehire employees who previously left the company for reasons such as childbirth, raising children, nursing family members, or transfer of their spouse. The knowledge, experience and skills of these former employees can then once again be put to work in our company.

I changed my job because I wanted to live and work in a better environment for raising children

Currently I'm using my analytical experience and statistical processing skills honed in my previous job as a mechanical systems engineer to work in a control design department. The childcare program and understanding of my colleagues allow me to concentrate on my work while also raising my children. Use of teleworking will further increase the flexibility of my working hours, allowing me to increase the scope of my duties and gain more opportunities for growth.



Electronic Control Development Unit 1, LE Engineering Dept.
Yuko Nabae

Work-Style Reform (in Japan)

Tadano supports diverse work-styles in the belief that the synergy generated by ensuring a proper work-life balance leads to better productivity and creates added value.

● Introduction of telework (working from home, satellite offices)

In September 2020, Tadano fully adopted teleworking and satellite office work in September 2020, in combination with our already active mobile work system. Simultaneous to the introduction of these systems, we will discontinue the core times of the flexi-time system for telework, to further enhance work flexibility.

● Promoting male involvement in housework and childcare

We are encouraging male employees to take a greater part in housework and raising their children through special features on male employees talking childcare leave in our in-company magazine, and making such leave and other programs known while encouraging use of them through the newly appointed management and supervisory position training.

I took three months of childcare leave

At first, I felt extremely unsure of myself as a man taking childcare leave due to the Japanese cultural and social environment. But talking to my superior, my workplace members, and other male employees who had experience of taking childcare leave gradually reduced my doubts. The understanding and support of my colleagues allowed me a smooth return back to work. The childcare leave was a special chance that allowed me to experience the difficulties of looking after young children, and to see their growth up close. I certainly hope that more male employees take childcare leave in the future.



Human Resources Dept.
Takashi Yamasaki

Human Resources Development

Based on our belief that a company is its people and the success of a company is built on human resources development, we always place emphasis on development of human resources. In particular, Tadano actively develops human resources capable of competing on the global stage as its business domain expands globally.

● Global Leadership Skill Workshop (in Japan)

The workshop offers training for skills applicable to global business, such as presentation skills. We began offering the workshop for executives and senior managers in FY 2012. By FY 2017, the workshop was held eight times for managers, with a total of 89 participants. Starting in FY 2018, participation eligibility was changed to employees with supervisory positions, and 41 employees completed the workshop in FY 2019.



● Tadano Way Meeting 2019

Between November 2019 and March 2020, the Tadano Way Meetings were held at our international business locations. Employees were given a topic related to their jobs and discussed the implementation of our vision "Pursuing Further Excellence for the World and the Future."

Feedback from Participants

- "I feel that this is a good guideline for the work we do every day."
- "This year's topic really generated a lively discussion, compared with the topics of the past years."





Our Promises Among Partners

Our Basic Policy

Working with Our Suppliers for Mutual Benefit

Tadano's products are made of tens of thousands of parts, many of which are procured from our suppliers. To deliver even safer and higher-quality products to our customers, building strong relationships with our suppliers is essential. The Tadano Group CSR (Corporate Social Responsibility) Charter and the Tadano Group Compliance Regulations set out principles such as those described below. Tadano also promotes environmentally-friendly product development through the non-use of the four substances of concern (SOC) with the understanding and cooperation of our suppliers.

Tadano Group CSR Charter: Coexistence with Business Associates

We will strive to build strong relationships of trust with all of our business partners through cooperation, and to grow and coexist harmoniously with them.

Tadano Group Compliance Regulations: Fair Procurement Activities

Officers and employees shall fairly select business associates in conducting procurement activities for components and materials, and shall pay attention to the status of the development of suppliers compliance systems. In addition, officers and employees shall not engage in transactions unfairly, such as delaying by abusing their superior bargaining position over business associates.

Aiming for Mutual Development: the Tadano Kyoei Society

In April 1999, Tadano and its suppliers established the "Tadano Kyoei Society" with the aim of fostering an independent, solution-oriented organization with the competitive technologies and capabilities needed to survive in the 21st century. Since then up to the present time, we have developed and maintained lasting, strong relationships with our suppliers and worked with them for mutual growth and development. The organization is comprised of a total of 58 corporate members in Japan (as of April 2020). A variety of activities and events are held each year, including safety workshops, presentations on improvement initiatives, plant tours, and SVE conferences. The association also presents awards to suppliers with outstanding achievements each year.



Plant tours by members of the Tadano Kyoei Society



SVE Conference (presentation by a supplier)

Building a "Win-Win" Relationship: SVE Activities by the "Team of Four"

Since 2009, Tadano's three divisions (Research and Development, Production, Procurement) have worked with our suppliers as a "Team of Four" to promote its SVE activities, with the goal of developing and producing products with greater value. "SVE"—an original concept developed by Tadano by adding "S" (Super and Sustainable) to "VE" (Value Engineering)—embodies our determination to surpass our past VE activities and continue to move forward vigorously with our efforts.

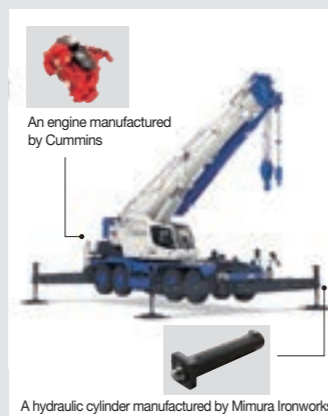
SCOOP activities

We began our SCOOP (Super Cooperation) program, a key component of our SVE activities, in 2011. We work with our suppliers on an individual basis to set themes and targets to enhance the value and functionality of products and reduce costs while leveraging strengths and qualities of both Tadano and the suppliers.

Comments from a Supplier

Eric Waters Representative Director, Cummins Japan Ltd.

The relationship between Tadano and Cummins, two world class manufacturers, is much more than customer and supplier. Tadano and Cummins share similar values and a storied history. Both companies, founded in 1919 by industrious inventors, have stood the test of time due our employees' embodiment of our companies' values; providing products that create value, constant innovation and respect for all stakeholders and business partners, including our communities, the environment and society. It is because of these values that we are confident Tadano will continue to lead the lifting equipment industry and are excited to be among their global supplier partners.



An engine manufactured by Cummins

A hydraulic cylinder manufactured by Mimura Ironworks

Isao Mimura President, Mimura Ironworks Co., Ltd.

Mimura Ironworks is a manufacturing company that constantly considers and acts according to "Creation, Passion, and Harmony," in line with its management philosophy of "To provide superior quality product that employees are proud of and that allows the society to prosper." We actively make suggestions to companies using our products to enhance the quality and performance of their products. Since our founding in 1952, as a manufacturing company for the hydraulic systems (hydraulic cylinders) that are essential to the lifting done by hydraulic mobile cranes, we have supplied large and small can parts, machined components associated with such, and sub-assembly products integrated with hydraulic equipment parts. By providing hydraulic systems essential to hydraulic mobile cranes in a stable manner, Mimura Ironworks is committed to working together with the Tadano Group as it aims to become No. 1 in the global lifting equipment industry, building a relationship of mutual growth.



Our Promises to Shareholders and Investors

Our IR Policy

In the Tadano Group CSR Charter, the company positions our shareholders and investors as key stakeholders and pledges to "improve our performance and achieve long-term, steady growth to increase the asset value of our shareholders and investors."

We pledge to all our stakeholders that we not only comply with all relevant laws and regulations, but also disclose corporate information including updates on management and business activities in a timely and appropriate fashion. Specifically, we disclose information through TDnet, a service provided by the Tokyo Stock Exchange, and send news releases or post updates on our company website depending on the content.

We hold our biannual financial results briefings for securities analysts in Tokyo, where the president personally explains the company's financial results as well as the future direction of our business. We also welcome our institutional investors for company visits and plant tours.

To prevent leaks of information on financial results and to ensure fairness,

we observe a quiet period that begins the day after the end of the fiscal period and each quarter until the announcement of financial results. We will not be responding to or commenting on inquiries regarding financial results during this period.



Financial results briefing for securities analysts (May 29, 2020)

IR calendar

| Event | FY 2020 | FY 2019 (Reference) |
|---|--------------------------------|---------------------|
| Announcement of financial results for the year ending March 2020 | April 28, 2020 | April 26, 2019 |
| Financial results briefing for securities analysts* | May 29, 2020 | May 15, 2019 |
| The 72nd Ordinary General Shareholders' Meeting | June 25, 2020 | June 25, 2019 |
| Announcement of financial results for the first quarter of the year ending March 2021 | July 31, 2020 | July 31, 2019 |
| Announcement of mid-term financial results for the year ending March 2021 | October 30, 2020 | October 30, 2019 |
| Mid-term financial results briefing for securities analysts* | November 11, 2020 | November 11, 2019 |
| Announcement of financial results for the third quarter of the year ending March 2021 | Scheduled in late-January 2021 | January 31, 2020 |

*To prevent COVID-19 infections, the FY 2020 financial results briefings were delivered online.

Opportunities for dialogue with institutional investors and analysts

| Activity | FY 2019 |
|---|-----------|
| Financial results briefing for securities analysts (in Tokyo) | Twice |
| Small meetings | 5 times |
| Individual interviews | 173 times |
| Facility tours | 22 tours |

Analyst coverage

Below is a list of securities analysts who review and make recommendations on Tadano's stock based on their analyses of the company's operating performance (as of October 1, 2020).

| Company name | Name of analyst |
|--|--------------------|
| CLSA Securities Japan Co., Ltd. | Edward Bourlet |
| JP Morgan Securities Japan Co., Ltd. | Tomohiko Sano |
| Daiwa Securities Co. Ltd. | Yusuke Miura |
| Tokai Tokyo Research Institute Co., Ltd. | Mitsuyuki Ohdaira |
| FISCO Ltd. | Naruhiko Takatsuji |
| Macquarie Capital Securities (Japan) Limited | Kunio Sakaida |
| Mitsubishi UFJ Morgan Stanley Securities Co., Ltd. | Tsubasa Sasaki |
| Morgan Stanley MUFG Securities Co., Ltd. | Yoshinao Ibara |

< Notes >

- The list includes securities analysts who were confirmed to have published reports concerning Tadano based on the information available to the company at the time of publishing the list. Please note that there is a possibility of other analysts that are not listed and that not all of the information may be up to date.
- The list is posted for the sole purpose of introducing information on the analysts belonging to a corporation or research institution that provides analyses and forecasts regarding Tadano's operating performance, and is not intended as a solicitation to purchase or sell the company's stock.
- Analysts, whether included in the list or not, periodically or irregularly prepare analyses and forecasts on performance, business, products, technologies, and other aspects of the company based on their independent judgment. Neither the company nor the company's management team is involved in the processes in any way. Investors are requested to make their final investment decision based on their own judgment.

Our Promises to Society

Our Basic Policy

Tadano established the CSR (Corporate Social Responsibility) Committee in 2005 to promote and promulgate CSR. The Tadano Group believes that a company can exist only when it is in harmony with the people around it. Therefore, we will contribute to the development of local and international societies, and promote business activities that help protect the global environment. We will also seek to maximize our corporate value in response to the expectations of all of our stakeholders. Simply stated, we will pursue further excellence for the world and the future. Based on this vision, in 2006 we established the Tadano Group CSR Charter, a code of conduct for the company, and the Tadano Group CSR Guidelines, a code of conduct for individual employees. Under our corporate philosophy of *Sozo* (Creation), *Hoshi* (Contribution), and *Kyoryoku* (Cooperation), we want to serve our communities in ways only Tadano can.

Tadano Group CSR Charter



Increasing the Business Value of Customers

We will dedicate ourselves to increasing the business value of customers by providing products, services and systems focused on safety and quality.

Striving to Create New Technologies

We will undertake the challenge of creating highly original products, services and systems, aiming to continually impress our customers by exceeding their expectations.

Sincere Business Activities

We will strive to conduct fair, transparent, sincere business activities.

Respect for Employees

We will respect each employee's individuality and dedicate ourselves to creating healthy, cheerful workplaces that bring out the best in employees.

Coexistence with Business Associates

We will strive to build strong relationships of trust with all of our business associates through cooperation, and to grow and coexist harmoniously with them.

Maintenance and Improvement of Investment Value

We will work to improve our performance and achieve long-term, steady growth to increase the asset value of our shareholders and investors.

Coexistence with Society

We will respect the laws, customs and cultures of the countries and communities where we work as a good corporate citizen, and conduct business activities that contribute to the development of their societies.

Harmony with the Global Environment

We will strive to achieve harmony with the global environment in all of our work processes.

Appropriate Communication Activities

We will disclose accurate information in a timely fashion, and by appropriate methods of communication, to all of our stakeholders, whom we see as our partners, and we will dedicate ourselves to maintaining long-term relationships of trust.

Our Commitment to the Environment

The Tadano Group works to protect the global environment and help create a sustainable society. The company obtained ISO 14001 environmental management system certification in 2008, and has implemented initiatives to minimize the burden on the environment through not only our product development, but also our business activities.

Our efforts include installing 2,000 square meters of solar panels (maximum output: 260 kw) at our Shido Plant. Going forward, we will engage in reorganization for greater efficiency in production and energy usage. At the Kozai Plant, constructed under the concept of "Next Generation Smart Plant: Harmonizing the Balance of People and Machinery, Connecting to the Next Generation of Smart Manufacturing," we adopted an energy management system (EMS), which can monitor energy use in real time. We are also considering installation of solar panels with a maximum output of over 1,000 kw. Further, barges are used to transport products at both plants, and efforts are made to conserve energy use for air conditioning and lighting at our offices and plants.



Introduction of a new barge (began operation in August 2019)

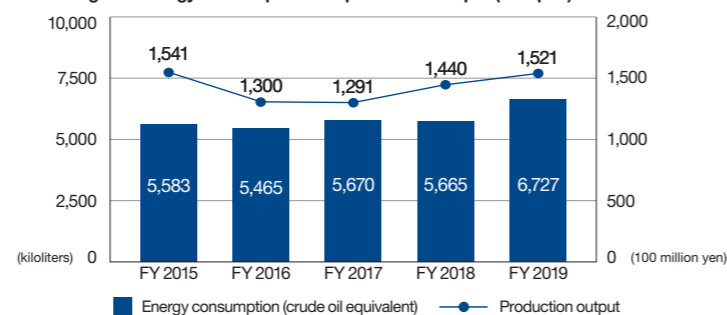


Solar panels installed at Shido Plant

In fiscal year 2019, the company had a total energy use of 6,727 kiloliters (by crude oil equivalent), an increase due to the start of operation at Kozai Plant in August 2019. Most of the energy use for our business activities is related to production activities at our plants, and therefore the level of energy use tends to be greatly affected by fluctuations in production output. Going forward, Tadano will continue to implement energy-saving measures, including improving the efficiency of our production facilities and introducing LED lighting.

Tadano's model upgrades comply with new exhaust emissions regulations and each segment has introduced eco-friendly products with features that minimize noise and other pollution. The CREVO G4 rough terrain crane series is equipped with environmentally conscious Fuel Monitoring and Eco Mode functions, while AC 45 City, a city crane, is equipped with an E-Pack allowing crane operation without starting the engine. In this way, our cranes support efficient and environmentally friendly operation such as by reducing CO2 emissions, fuel consumption, and operational noise.

Changes in energy consumption and production output (in Japan)



Cultural Restoration and Academic Support

As a manufacturer of lifting equipment, Tadano has been uniquely positioned to make contributions to the community by assisting with cultural restoration projects. In response to a message from Easter Island seeking technical assistance to return Moai to the standing position, Tadano took on the Moai Restoration Project, which lasted from 1988 to 1996. Tadano also provided technical cooperation in the disassembly of the Takamatsuzuka Tomb's stone chamber in Nara by developing a disassembly jig in 2007. In February 2018, Tadano won the Special Prize of the Minister of Economy, Trade and Industry in the Monozukuri Nippon Grand Award. In 2008, we donated three products to help in restoration work on West Prasat Top, part of the Angkor



Moai Restoration Project



Technical cooperation in the disassembly of the Takamatsuzuka Tomb's stone chamber

Thom ruins that were in a critical condition after destruction to masonry owing to long years of neglect, in part due to the civil war in Cambodia. The restoration work is expected to be completed in December 2020. In 2019, as part of our 100th anniversary project, we donated a third crane to Easter Island, Chile. In order to support the maintenance and development of the Kwasan observatory, Tadano established General Incorporated Kwasan Cultural Foundation for the Promotion of Cosmology, which has been donating 10 million yen annually over 10 years since 2019. Through this support, Tadano will make social contributions to the field of astronomy.



Equipment donated for the restoration of Angkor, Cambodia



Support for the survival of Kwasan observatory

Sponsorship and Exhibition in an Interactive Science Event

Tadano supports and takes part in an interactive science event held by local universities and other organizations to inspire children's interest in science. This event attracts over 4,000 children each year, allowing them to see the excitement and mysteriousness of science. Children had the opportunity to use experimental tools and learned from new recruits to Tadano about the three principles used in our crane: the principle of the lever, Pascal's law, and the principle of the pulley.



Summer Plant Tours for Families

Tadano holds plant tours each year to enhance children's interest and understanding in *monozukuri* (high-quality manufacturing) and technology and to give them a little help with their summer projects by providing them with a rare opportunity to visit plants and test drive our cranes. In fiscal year 2018, the tour was held at our Shido Plant in July and was joined by a total of 42 families from both inside and outside the company. (Plant tours were not held in fiscal year 2019)



Tadano Heartful Pocket (Donor Organization)

This support organization, which encourages employees' participation, was launched in 2007 as a grassroots initiative for raising donations for organizations and individuals dedicated to a variety of social causes. Employees who become members of the organization make a donation of 100 yen from their monthly salary and 500 yen from their bonus. The company devotes the amount equivalent to the sum of the contributions by employees (matching gift), and make donations twice a year. As of March 2020, we have made donations to a total of 58 organizations.



Contributing to the Local Community

In FY 2019, Tadano renewed the top sponsor agreement with Kamatamare Sanuki, a football club that belongs to the Japan Professional Football League. The club's home town is Kagawa Prefecture. As part of our efforts to support local organizations and events for regional revitalization, we also donate to Setouchi Triennale, an international art festival held on the islands of the Seto Inland Sea, and the Takamatsu International Piano Competition, which features world-class music from Takamatsu.

