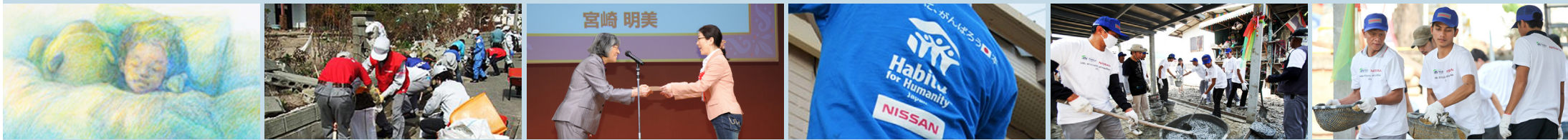


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PHILANTHROPY

Nissan believes it is as important to contribute to society as it is to deliver innovative and exciting vehicles and outstanding services to customers worldwide. Our social contribution activities focus on three areas: caring for the environment, education and humanitarian aid. As an automaker, we can draw on our expertise, technology and products in our various philanthropic activities. We work with actors in a variety of sectors to address complex social issues. With a common vision, our regional offices and affiliates also conduct activities to respond to needs everywhere we operate.



OUR PRIORITIES

KEY FIGURES

Global social contributions (FY2012)* **\$13 million**

* On a consolidated basis, including donations and monetary contributions



▶▶ GRI G3 Indicators
▶▶ EC1

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NISSAN'S APPROACH TO PHILANTHROPY

In planning and executing social contribution activities, we not only provide financial support but also pursue activities that are “distinctly Nissan,” making full use of our automotive expertise, products and facilities.

We place emphasis on working with specialized nonprofit and nongovernmental organizations that have great expertise in their fields to ensure that our social contributions make the most impact.

Nissan's local companies support employee involvement in social contribution activities by providing information on volunteer activities and opportunities to participate. Nissan also has a matching gift program in which employees can volunteer time or contribute financially to nonprofit organizations, and the company will match their contributions.

FISCAL 2012 PERFORMANCE

- Expanded partnership with Habitat for Humanity, an international NGO
- Conducted Nissan Safety Driving Forum,* a safety driving promotion program, in India
- Met with those heading social contribution activities in each regional office worldwide to strength our global structure

FUTURE MEASURES

- Implement PDCA (plan, do, check, act) cycle in ongoing activities to make them more effective
- Make improvements in newly launched global programs, listening to the voices of stakeholders
- Consider using indicators to measure results of activities
- Provide ongoing support to the areas hit by the Great East Japan Earthquake



▶▶ page_50

* Click here for more information on Nissan Safety Driving Forum.

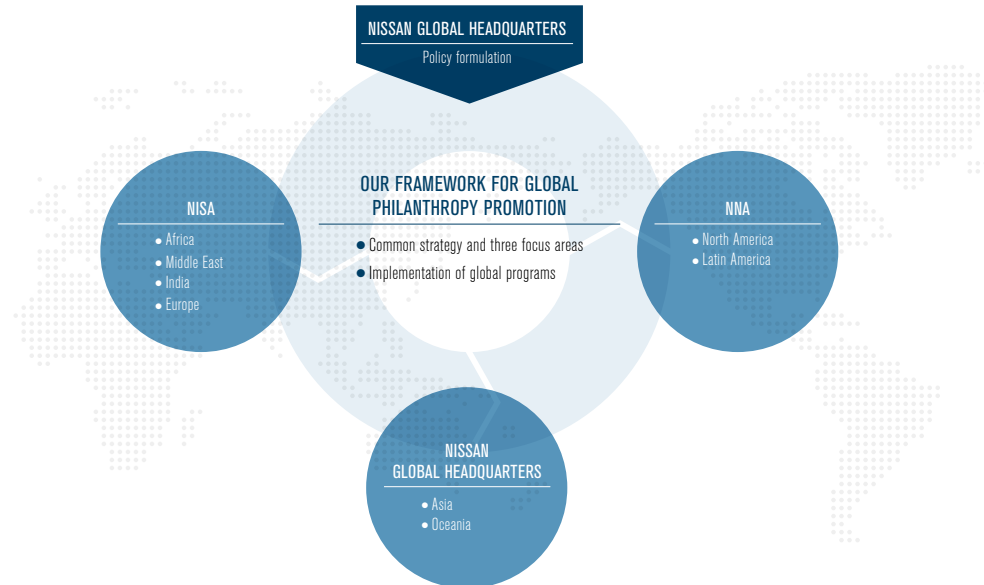
COMPANY ORGANIZATIONS FOR PHILANTHROPY

The CSR Department at Nissan's Global Headquarters in Japan formulates Nissan's policy for philanthropy. A policy discussed and decided by the Executive Committee is shared globally, and each region conducts activities based on this policy.

For organizational purposes, we divide the world into three regions: Asia and Oceania, the Americas (North and Latin America) and AMIE (Africa, the Middle East, India and Europe). Nissan's Global Headquarters is in charge of Asia and Oceania; Nissan North America Inc. (NNA), the Americas; and Nissan International SA (NISA), AMIE.

These three regional offices support social contribution activities of sales companies and consolidated subsidiaries in each region, as well as playing a central role in promoting global programs and dealing with the aftermath of natural disasters. We have a system in place for global coordination of our efforts, and we take a cross-functional, cross-regional approach to our social contribution activities as well.

Global Philanthropy Promotion Structure



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ENVIRONMENT

With our environmental philosophy of “a Symbiosis of People, Vehicles and Nature,” Nissan actively engages in reducing the environmental load on the planet. Placing a priority on the environment in our philanthropic activities as well is a natural extension, so we undertake educational programs for cultivating deeper understanding of environmental issues and promote basic research for the realization of a low carbon society.

School-Visit Programs (Japan)

Since 2007, Nissan has put its manufacturing know-how to work by carrying out three school-visit programs. The programs target older elementary school students, with instructors dispatched from Nissan.

One of them is the Nissan Waku-Waku Eco School, where students can deepen their understanding of global environmental issues. They learn about Nissan’s environmental efforts and experience the latest in environmental technology. This has included test rides in the pure electric Nissan LEAF electric vehicle and fuel-cell vehicles.

In fiscal 2012, about 5,000 students from 32 schools, mainly in Kanagawa Prefecture, attended the program. Since the launch of the Nissan Waku-Waku Eco School, a total of some 20,000 children have participated as of March 2013.

Partnership with Fleet Forum (Europe)

Nissan has partnered with Fleet Forum, an NPO headquartered in Geneva, with the goal of helping to reduce the environmental impact of vehicles used in nonprofit activities. We provide Nissan LEAF electric vehicles through Fleet Forum to five U.N.-affiliated and other organizations for fixed periods, free of charge. We will continue our support in fiscal 2013.



Nissan LEAF plays a valuable supporting role in nonprofit activities. (Photo: Rein Skullerud, WFP)

Appeal to Join Earth Hour (China)

As an environmental awareness-raising activity, Nissan (China) Investment Co., Ltd. (NCIC) appealed to its entire staff to take part in the "Earth Hour" event launched by the World Wildlife Fund (WWF), together with their families and friends.

For Earth Hour, people are asked to turn off their lights for one designated hour of one designated day every year as a symbolic way to show commitment to doing something about climate change. NCIC invited participants to upload photos to the Web showing their environmental commitment, and special gifts were given to the five persons with the most forwarded blog entries.

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EDUCATION

Nissan believes supporting children and young people is an investment in the future and generations to come. For the realization of a society where anyone can open a door to a better future, we are working on several educational programs that utilize our knowledge and technology base to provide primary school education opportunities in emerging countries.

Youth Literacy Efforts (Japan, Portugal, U.S. and other countries)

Nissan has organized the Nissan Children's Storybook and Picture Book Grand Prix each year since 1984. We have introduced a number of writers and works through this program.

Through March 2013, approximately 193,000 copies of published winning works have been donated to public libraries across Japan and kindergartens near Nissan offices. In 2012, Nissan Iberia S.A. in Portugal established a similar program in which the company identifies young talented writers in schools within the country and provides opportunities for book publication in cooperation with local government.

In the United States, Nissan North America (NNA) supports the Governor's Books from Birth Foundation literacy program to introduce children up to age five to the joy of books. In areas hit by natural disasters, including the Great Sumatra Earthquake and the Great East Japan Earthquake, we support mobile library projects organized by the Shanti Volunteer Association as part of relief efforts. Our youth literacy efforts are one unique aspect of our philanthropic activities.

Outreach to Students to Talk about *Monozukuri*

Through engaging and fun activities, we work to instill in the younger generation the importance of *monozukuri*, Japan's tradition of careful craftsmanship. For instance, the Nissan Technical Center Europe in the United Kingdom, our R&D center in Europe, conducts the Annual University Engineering Summit, inviting U.K. university students majoring in engineering to the facility. The most recent forum, held in February and March 2013, welcomed 300 students from 26 universities. They toured the site, met with Nissan engineers and participated in structured discussions.

In Japan, the message of *monozukuri* is shared through school-visit programs, the Nissan Monozukuri Caravan and the Nissan Design Waku-Waku Studio, which bring Nissan employees to visit elementary schools. Some 23,000 children take part in the programs every year.

In addition, the company donates vehicles and engines to universities and vocational schools to be used for instructional purposes in many countries, including South Africa and Indonesia. Access to real-world vehicles helps students build their skills and practical knowledge.



Students and Nissan engineers took part in discussions together.

Education Support for Children in Need (China, South Africa)

In China, where the economy continues to grow dramatically, many people migrate from rural regions to major cities in search of work. Many of them are economically challenged, and their children are in need of social support.

Nissan (China) Investment Co., Ltd. (NCIC) began a program in 2010, "Nissan Caring for Migrant Children," to address the challenges of a rapidly migrating population. In fiscal 2012, Dongfeng Nissan Passenger Vehicle Company (DFL-PV) and Zhengzhou Nissan Automobile Co., Ltd. (ZNA) also joined the program. They donated computers and musical instruments to schools attended by children from economically challenged households. An event built around the donation was attended by Nissan employees, car owners and local Nissan dealership representatives.

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Elementary schoolers in a ceremony to welcome Nissan employees

In 2012, Nissan South Africa (NSA) provided a mobile eye clinic that screened 11,482 schoolchildren and dispensed 597 pairs of prescription eyeglasses. The mobile team referred 650 students requiring more advanced eye screening to specialist clinics. This is part of the Nissan Mobile Child Eye Health Project, which has been running for the past three years. This activity helps children from disadvantaged backgrounds to get access to eye-care, thus increasing their ability to learn effectively.

Academic Efforts

Nissan Global Foundation (Japan)

We recognize that creating a sustainable society on a global basis is a necessity. The Nissan Global Foundation nurtures individuals who understand the issues and challenges facing the planet and who can lead sustainable development efforts. The Foundation provides financial support for scientific research that leads to far-reaching solutions to the many issues humankind faces.

One way the Foundation nurtures childhood development is by providing financial support to science education that develops critical thinking in youth and by extending internships with the Renault Foundation. The Nissan Global Foundation also provides support for basic research in various fields for the realization of a low-carbon society.

In fiscal 2012, the Foundation contributed approximately ¥40 million to 34 projects. Since the establishment of the Foundation in 1974 through the end of March 2013, a total of ¥6.92 billion has been provided to approximately 2,500 projects.

Nissan Institute of Japanese Studies, Oxford (U.K.)

Founded at the University of Oxford through donations from the company, the Nissan Institute of Japanese Studies is a well-known center for the research of modern Japan in Europe that contributes to the promotion of mutual understanding between Japan and Europe.

HUMANITARIAN SUPPORT

Nissan has provided assistance around the world to people who have been affected by large-scale natural disasters. We understand the needs of customers making use of our worldwide network of business offices and group companies, and provide relief assistance quickly and effectively. In fiscal 2012, we expanded our humanitarian efforts to include a new global partnership with Habitat for Humanity.

Partnership with Habitat for Humanity

Nissan started collaborating with Habitat for Humanity in the wake of Hurricane Katrina, which struck the American South in 2005. Habitat for Humanity carries out its activities around the globe, building or repairing houses to aid people without safe, clean housing.

We fully endorse the vision behind these activities, which is in accordance with our own vision of Enriching People's Lives, and decided to expand the partnership. In Japan, Thailand, India, Indonesia, Vietnam and the Philippines, we started the construction of houses and other related activities with our regional companies and their employees, who contributed their time to volunteer.

» website

Click here for more information on the Nissan Global Foundation.

» website

Click here for more information on the Nissan Institute.

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North American Employees Offer Reconstruction Assistance in Haiti

Nissan North America (NNA) launched a project with Habitat for Humanity to send volunteers to Haiti. Employees in North America were invited to apply, and five were selected from many applicants, based on essay submissions. Employees joined volunteers from all over the world and participated in a large-scale construction project from November 21 to December 1, 2012.



NNA employees participated in Haiti reconstruction.

Employees in Japan Volunteer After Great East Japan Earthquake

Working with Habitat for Humanity Japan, Nissan engaged in reconstruction support activities in the tsunami-stricken city of Ofunato, Iwate Prefecture, with the help of volunteer employees. About 90 employees visited the site four times, helping to make temporary housing complexes more comfortable for the occupants.

Addressing Natural Disasters

Relief Activities in China's Yunnan Province

On September 7, 2012, a 5.5 magnitude earthquake hit Yunnan Province in China. Houses were severely damaged, transportation was disrupted and there were continuous landslides. While immediate relief is always a necessity in such a crisis, there was an even greater sense of urgency as the earthquake hit right before the start of winter.

Facing the major disaster, Nissan (China) Investment Co., Ltd. (NCIC) and Zhengzhou Nissan Automobile Co., Ltd. (ZNA) immediately initiated relief efforts. They donated winter clothing and other needed items collected through their employees. At the same time, ZNA sent two vehicles to the disaster area to support volunteers in transporting relief materials. In addition, the companies provided financial support for the volunteers on the front lines.

Relief Activities in Quake-impacted Northern Italy

Nissan made a contribution of €100,000 to the Italian Red Cross to give aid to Northern Italy, which suffered from two earthquakes in May 2012. The company also donated a 4x4 Nissan Navara Pickup to the Regional Protection Agency in Emilia Romagna to assist with recovery operations.

The Navara is perfectly suited to difficult travel conditions, and thus helped the agency and other volunteer organizations in their essential rescue efforts and wider relief work.

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CONTRIBUTIONS TO COMMUNITIES WHERE NISSAN CONDUCTS BUSINESS

Nissan aspires to be a good corporate citizen, recognized in local communities in every region where it does business. We contribute locally in a variety of ways by supporting community events, sponsoring neighborhood cleanups and hosting fun and informational activities, among other forms of contributions. Many of our employees actively participate as volunteers.

Putting Our Expertise to Work for Society

The Nissan Technical Center (NTC) and Nissan Advanced Technology Center (NATC), in the city of Atsugi, Kanagawa Prefecture, contribute to the local community by promoting "Nice Wave" activities, which include neighborhood cleanups and cooperation with local events. In fiscal 2011, 11,000 people—nearly 100% of employees working in these offices—participated in the activities.

In fiscal 2012, we expanded these activities and launched a new program for community contributions, the Nissan Technical Center Chiiki Fureai (contact with the local community) School. The purpose is to link the expertise of NTC and NATC, our *monozukuri* bases, to the community. We visit schools and deliver lectures on a variety of topics, including product planning, design and environmental technology in response to requests from local schools and governments.

Messages from Our Stakeholders

A Valued, Compassionate Partner

Since 2006, Nissan has donated nearly \$1.1 million to help families around the world experience the blessings of safe and decent housing. By partnering with Habitat for Humanity and taking an active role in building homes, communities and hope, Nissan has become a crucial element in weaving a strong social fabric.

In 2012, Nissan's donation of nearly \$3 million supported a variety of Habitat initiatives in the United States and Asia, including affordable housing, energy efficient upgrades, sustainability grants and sanitation projects. The donation of vehicles is also helping local Habitat groups carry on their work of building and rebuilding communities.

Just as Nissan responded to the needs of those affected by hurricanes along the U.S. Gulf Coast in 2005, that compassionate response has expanded to recovery efforts following the Great East Japan Earthquake, the flooding in the Philippines and Thailand, and Superstorm Sandy along the U.S. East Coast.

We are extremely grateful for Nissan's faithful commitment to affordable housing and community development, and we look forward to continuing this partnership as together we envision a world where everyone has a decent place to live.



Jonathan T. M. Reckford
Chief Executive Officer
Habitat for Humanity
International