This is our group journal to connect the DYNAM Japan Holdings and our trusted partners.

Group Journal Vol.11 2018

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Greetings

The DYNAM Japan Holdings Group has set ourselves the goal to reform pachinko into a “daily form of amusement” that anyone can enjoy freely.

To that end, we are working to expand our share in the industry by opening new halls supported by customers. We opened six new halls with low playing cost machines, including new style halls, between April and December 2017. Our group now has 450 halls.

In addition, to reform to hall-led product development that can meet the needs of our customers, we announced and introduced two models in our Goraku private brand series of pachinko machines in January 2018 and are developing an environment where it is possible to play with ease. We will endeavour to build halls that continue to be loved and supported by our customers in communities in the future. Therefore, I ask for your continued support and encouragement.

We have published this booklet to keep you updated about developments in our group over the past half-year. I will be very pleased if you could read it and learn more about us.

Best Regards, July 2018

Kohei Sato
Chairman of the Board and
Chief Executive Officer of DYNAM JAPAN HOLDINGS Co., Ltd.
Chairman and Director of DYNAM Co., Ltd.
Exploring DYNAM Towns

Visiting the Big Three Nebuta Festivals

The Nebuta Festival is a summer tradition in Aomori. You can find many Nebuta where regional customs remain strong in various parts of Aomori. In this issue, we visit the leading Big Three Nebuta Festivals to showcase the Nebuta culture of Aomori that is deeply rooted in the community from neighbouring DYNAM halls!

The Nebuta Festival is a summer tradition in Aomori. You can find many Nebuta where regional customs remain strong in various parts of Aomori. In this issue, we visit the leading Big Three Nebuta Festivals to showcase the Nebuta culture of Aomori that is deeply rooted in the community from neighbouring DYNAM halls!

<table>
<thead>
<tr>
<th>Festival Float Features</th>
<th>Height</th>
<th>Festival Yell</th>
<th>Highlights</th>
<th>Participating Organisations</th>
<th>General Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amori Nebuta Festival</td>
<td>Fan shape</td>
<td>Approx. 5 m</td>
<td>Horosaka</td>
<td>Impressive Nebuta and enthusiastic gestures</td>
<td>It is possible to participate either on a Nebuta float (festivals required) or as a general volunteer.</td>
</tr>
<tr>
<td>Hirosaki Neputa Festival</td>
<td>Vertical three-dimensional doll shape</td>
<td>Approx. 25 m</td>
<td>Tachineputa</td>
<td>Year council and enthusiastic gestures</td>
<td>Organizations are free to participate and application required ( xenonocal mandate).</td>
</tr>
<tr>
<td>Goshogawara Tachineputa Festival</td>
<td>Fan shape</td>
<td>Under the trim</td>
<td>Yareno-an</td>
<td>Large pictures depicting on both sides of the Nebuta</td>
<td>Not possible to participate on a general rule.</td>
</tr>
<tr>
<td>Goshogawara Tachineputa Festival</td>
<td>Vertical three-dimensional doll shape</td>
<td>Approx. 23 m</td>
<td>Yattemare</td>
<td>Overwhelming feeling of scale at the huge Tachineputa</td>
<td></td>
</tr>
</tbody>
</table>

Goshogawara Tachineputa Festival

The Tachineputa Festival in Goshogawara has been attracting attention in recent years for having the “greatest impressiveness.” Its attraction is its huge Tachineputa with a height equivalent to that of a seven-story building. The Neputa had decreased in size due to the widespread use of power cables poles since the Taisho period (1912 to 1926) and disappeared as the blueprint had been destroyed by fire. However, this custom was magnificently revived at the hands of civic volunteers in 1998. This has brought back liveliness to the town.

Hirosaki Neputa Festival

Hirosaki is a town of Neputa. Our employees also proactively participate in the festival together with our customers. We are pursuing the essence of DYNAM Hirosaki Hall with the aim of being a cozy hall that our customers want to visit again! Our customers tell me about the wonderfulness of Hirosaki every day.

Aomori Nebuta Festival

This is the leading summer festival in Japan that attracts a total of 3 million visitors while it is being held. The origins of the Nebuta lie with the transformation and increase in size of the hanging lanterns floated ceremonially down the river for the Tanabata Festival. In addition to the impressiveness of the Nebuta, the dynamic haneto and lively music are the highlights of the festival. It is also worth seeing them being operated on the sea on the final day.

I want to know more about community traditions!

Tachineputa NO YAKATA, Journal of Our Visit

Tachineputa NO YAKATA, where three giant Tachineputa – the specialty of the festival – are housed, is both a sightseeing spot and a place that inherits traditions where production is performed throughout the year. Tadashi Kikuchi, the Director of Tachineputa NO YAKATA, guided us on our visit. We also took on the challenge of affixing paper to the Tachineputa.

The Tachineputa Festival is a topic of conversation shared by the community. My eldest son, a sixth-year primary school student, pulls the festival floats and I have been trying to find out about the festival. We also value our relationship with the community on an everyday basis. For example, we pick up rubbish around our hall and take part as volunteers in special child care institutions.

Our Guide

Tadashi Kikuchi
Director of TACHINEPUTA NO YAKATA

Tadashi played a key role in reviving the Tachineputa after 80 years as a central member of the civic volunteer association. He now tells everyone about this valuable experience as a storyteller of traditional culture.

We did not use to have any form of entertainment in Goshogawara in the past. The fact we discovered photographs of Tachineputa from the olden days and decided to revive the Tachineputa was actually due to the momentum of drinking (LOL). Nevertheless, it was tough when we actually tried to do it, so we only intended to do it once. However, the mayor called us up and asked us to do it again. When we told him that it would not be possible because of the power cable poles, he told us that the city would bury them in the ground (LOL). Nevertheless, everyone was pleased when we had finished, so we were really happy.

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Hirosaki Neputa Festival

The fan-shaped Neputa, which are the symbol of this festival, have a distinctive structure with the surface called the “agame” depicting brave warriors and the rear side called the “mokure” depicting beautiful women acting in contrast. Together with the doll-shaped Kuminenuta, 80 Neputa – the greatest number in the prefecture – operate. This creates a majestic and fantastic atmosphere like that of a castle town.

DYNAM Hirosaki Hall

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Yuii Suzuki, Hall Manager of Tsurugai Kashiwa Hall, Experienced the Tachineputa Production Site!

Tachineputa exhibits three entertainment sites for adults, 630 yen for high school students and 300 yen for primary school students. The festival dates every year regardless of the day of the week.

Hirosaki Neputa Festival

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We found it very easy to carry the power cables, as Mr. Kikuchi told us that the city would bury them in the ground (LOL). Nevertheless, everyone was pleased when we had finished, so we were really happy.

At the experience session, we receive a certificate showing that we participated in the festival.
Aomori, which is blessed with nature, is a treasure trove of good flavour ingredients from the mountains and sea. There is a unique food culture here nurtured by the wisdom of living distinctive to a snow country. In this issue, we will introduce delicious foods distinctive of Aomori that you can eat in the neighbourhood from three DYNAM halls in the prefecture.

**Aomori: Wonderland of Noodles**

Aomori is the unashamed number one prefecture in Japan* for the monetary amount of yakitori (chicken pieces grilled on a skewer) purchased. The people of Aomori really love noodles. The leading noodle dish of Aomori is the Tsugaru ramen that is accented by dried sardine soup stock. However, you can eat a wide variety of noodles throughout the prefecture. The taste of these noodles differs, but they all share the keyword of “richness” that reflects the character traits of the people in this prefecture that loves rich flavours.

They all provide a meal with outstanding substantiality.

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1. **Nagao Chinese Noodles: Nishi Bypass Honten**
   - 2-3-5 Miyoshi, Aomori-shi
   - This is a leading popular restaurant of Tsugaru ramen. It also has a pioneering existence that really love noodles. The leading noodle dish of Aomori is the Tsugaru ramen that is accented by dried sardine ramen. It also has a pioneering existence that really love noodles. The leading noodle dish of Aomori is the Tsugaru ramen that is accented by dried sardine ramen.

2. **Joppari Shokudo**
   - 112-2 Kashiwaminekawa-hanasaki, Tsugaru-shi
   - “Joppari” refers to someone who is stubborn in the local Tsugaru dialect. The commitment to the taste of the Showa period (1926 to 1989) is very popular with men and women of all ages. This restaurant is always bustling. There are many other dishes available on the menu in addition to noodles with the restaurant having a reputation for providing deliciousness no matter what you eat.

3. **Noodle Restaurant: Ban Hirosaki Outlet**
   - 2-13-2 Takasaki, Hirosaki-shi
   - The popular tsukemen (cold noodles accompanied by dipping soup), for which you can choose the amount of noodles you want, has a committed taste blended with soup cooked with chicken, pork and vegetables and seafood (e.g., dried sardine soup). You will not be able to put down your chopsticks despite its ultra-richness. The ajitama (soft boiled egg marinated in soy and miso) is also popular.

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**Sacred Place for Sweets**

Aomori is a sacred place for sweets. The fragrant sweets made with the local specialty apples and the traditional tastes passed down in each region really come together here. There is a wonderful range of sweets that you can only eat if you come here, so we also recommend a “sweets pilgrimage.”

4. **Apple Pie of “Le Castle Factory”**
   - 121-5 Kamiyashibashi, Hisoraki-shi
   - This is a restaurant under the direct management of the hotel on the first floor of “HOTEL NEW CASTLE HIROSAKI.” The restaurant’s delightful apple pies, which have existed alongside the history of the hotel, are sweets of commitment finished by cooking Fuji apples that have a strong sweet taste produced in Aomori in apple juice. The stunning harmony with the homemade pie that has a buttery scent could even be called artistic.

5. **Apple Pie of “Le Castle Factory”**
   - 116-2 Kashiwa-shimokokawa-hanasaki, Tsugaru-shi
   - This small restaurant attracts your attention with a banner proclaiming it the “Agetai-no Mise” near to TACHINPEFUTA NO YAKATA. The condensed sweetness of “Agetai,” which covers the Tsugaru fish-shaped pancake filled with bean jam) in sugar before being fried, appears to be habit-forming. It is no wonder that these sweets are loved by those in the community.

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**Unknown Yakitori Kingdom**

When we talk about delicious foods from Aomori, we tend to think of the abundant and fresh seafood there. However, Aomori is also the number one prefecture in Japan* for the monetary amount of yakitori (chicken pieces grilled on a skewer) purchased. The Aomori shamrock chicken breed is also famous. Local staple yakitori is not only served as an accompaniment to alcohol, there are also many who request it as a side dish for their meals with takeout. This is the “taste of the people” that everyone wants to eat every day.

Of course, yakitori is best eaten with sauce!

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*Source: Suji-de Yomu Aomori 2017 (Aomori Prefectural Government Office)
DYNAM’s New PB Goraku Pachinko Machine

Customer Experience Event

We invited members of halls in Tokyo to the DYNAM Head Office (Arakawa, Tokyo) on 27 January and held an announcement for a new private brand (PB) pachinko machine called “Goraku” and a PB pachinko machine experience event. In addition to letting our customers know about PB machines, we spoke to the customers who participated together with President Tatsuji Fujimoto, sales department officers and those in charge of development to utilise their unvarnished comments in future product development.

Members of staff selected from the halls of DYNAM stuck constantly close to the customers when they played these machines and explained about how to enjoy gaming machines and about the differences with existing pachinko machines.

Halls, which are closest to our customers standpoint, took charge of planning and we announced a new brand utilizing the gaming data of more than 400 halls on the milestone of our 50th anniversary. We will halve the price of gaming machines to create a “daily form of amusement” that allows pachinko to be played even more casually and inexpensively. This is precisely the amusement that allows pachinko to be played even easier to play so that even more people can enjoy pachinko as a form of “goraku education of the current and past hall managers. However, I felt that the magnificent nature of President Fujimoto is also one of the reasons for that. I could learn about the policy of DYNAM at this event. Furthermore, I was glad to be able to hear that the young directors of DYNAM are not satisfied with the status quo and are thinking of various things about pachinko.

We received impressions of the experience event from customers who took part on the day.

I understand that the new brand will cultivate trust and dreams in pachinko as a form of “goraku amusement.” The halls of DYNAM are comfortable, so I have continued to visit for decades. However, I only go to DYNAM, so conversely, I did not know about PB machines. After these years, I could truly understand that the reason I have enjoyed playing every day over many years is probably because of these ingenious models.

I admire the friendliness and great teamwork of the members of staff at the Ayase Higashiguchi Hall! I use the Ayase Higashiguchi Hall! I use. President Fujimoto is also one of the reasons for that. I could learn about the policy of DYNAM at this event. Furthermore, I was glad to be able to hear that the young directors of DYNAM are not satisfied with the status quo and are thinking of various things about pachinko.

Thank you for my invitation to this event. After playing, I spoke with President Fujimoto for about 10 minutes. I was able to convey proposals and requests for the vision of the future of pachinko that is a form of amusement. The product value of pachinko is “fun.” In other words, we have entered an era to enjoy pachinko as a “game” rather than as “gambling.” In that sense, I feel that the 1/100 type of PB machines from DYNAM are machines that hint at the future appearance of pachinko.

A total of 17 media companies (e.g., industry magazines and sports newspapers) visited to cover the event on the day. The experience event and new PB announcement news were introduced in more than 30 media.

What is a PB [private brand]?

This is a process in which retail stores and wholesalers participate in product development from the planning stage and then sell these products exclusively. This can create products that are more suitable for the needs of customers and enables low cost production. Therefore, it is possible to provide customers with products at low cost. The ideal is to create a win-win-win relationship between customers, manufacturers and stores.

First step toward the ideal vision of DYNAM

Presentation of entertainment that can be played casually and inexpensively with the Goraku series

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Tatsuji Fujimoto
Representative Director

Kimiharu Sato
Director

“Why we want more customers to enjoy pachinko” Reasons why pachinko halls make PB machines

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DYNAM has repeatedly debated what customers truly need down to the finest details from joint development with manufacturers and we have researched how to reduce the price while maintaining quality. In addition, we are working on the development of machines that are even easier to play so that even more people can experience striking a jackpot. We will utilise the opinions we gained from the experience event in future PB machine development.

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**Financial Information for the Period Ended 31 March 2018**

The financial results of DYNAM JAPAN HOLDINGS for the period ended 31 March 2018 (1 April 2017 to 31 March 2018) are reported below. In conformity with the listing rules of the Hong Kong Stock Exchange, our financial reports are based on the International Financial Reporting Standards (IFRS).

**Consolidated Statement of Income (IFRS)**

<table>
<thead>
<tr>
<th>(Unit: Million yen)</th>
<th>This Period (End of 31 March 2018)</th>
<th>Previous Period (End of 31 March 2017)</th>
<th>Increase/ (Decrease)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>152,092</td>
<td>156,869</td>
<td>(4,777)</td>
</tr>
<tr>
<td>Vending machine revenue</td>
<td>4,672</td>
<td>4,758</td>
<td>(86)</td>
</tr>
<tr>
<td>Operating expenses</td>
<td>141,776</td>
<td>147,764</td>
<td>(5,988)</td>
</tr>
<tr>
<td>Other income</td>
<td>4,786</td>
<td>4,466</td>
<td>320</td>
</tr>
<tr>
<td>Other operating expenses</td>
<td>2,425</td>
<td>2,430</td>
<td>(5)</td>
</tr>
<tr>
<td>Operating profit</td>
<td>17,349</td>
<td>15,889</td>
<td>1,450</td>
</tr>
<tr>
<td>Finance income</td>
<td>236</td>
<td>233</td>
<td>3</td>
</tr>
<tr>
<td>Finance expenses</td>
<td>781</td>
<td>1,307</td>
<td>(526)</td>
</tr>
<tr>
<td>Profit before income tax</td>
<td>16,804</td>
<td>14,825</td>
<td>1,979</td>
</tr>
<tr>
<td>Net profit</td>
<td>10,925</td>
<td>9,305</td>
<td>1,620</td>
</tr>
<tr>
<td>EBITDA</td>
<td>29,524</td>
<td>28,469</td>
<td>1,055</td>
</tr>
</tbody>
</table>

Supplementary Explanation

- halls with high playing cost machines (5,637)
- halls with low playing cost machines (1,140)
- Machine expenses (2,319)
- (Main breakdown) Loss on disposal of fixed assets and reduction in hall losses, etc.
- 109.1% compared to the previous period
- (Main breakdown) Dividend revenue etc.
- 113.3% compared to the previous period
- 117.4% compared to the previous period
- Tangible fixed assets 49,794
- Cash and deposits 40,533
- Deferred tax assets 10,694
- Stock 5,894
- Prizes 4,114
- Interest-bearing liabilities 8,572
- Arrears and accrued expenses 19,220
- Asset retirement obligations 5,461
- Consolidated capital-to-asset ratio 74.3%

**Interest-bearing liabilities**

<table>
<thead>
<tr>
<th>(Unit: Million yen)</th>
<th>End of This Period (End of 31 March 2018)</th>
<th>Percentage</th>
<th>End of the Previous Period (End of 31 March 2017)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and deposits</td>
<td>40,533</td>
<td>21.9%</td>
<td>48,499</td>
<td>23.6%</td>
</tr>
<tr>
<td>Interest-bearing liabilities</td>
<td>8,572</td>
<td>4.6%</td>
<td>30,049</td>
<td>14.6%</td>
</tr>
<tr>
<td>Total liabilities</td>
<td>184,971</td>
<td>100.0%</td>
<td>205,115</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

**Equity Ratio**

<table>
<thead>
<tr>
<th>(Unit: Million yen)</th>
<th>End of This Period (End of 31 March 2018)</th>
<th>Percentage</th>
<th>End of the Previous Period (End of 31 March 2017)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share capital</td>
<td>15,000</td>
<td>8.1%</td>
<td>15,000</td>
<td>7.3%</td>
</tr>
<tr>
<td>Reserves etc.</td>
<td>122,515</td>
<td>66.2%</td>
<td>121,881</td>
<td>59.4%</td>
</tr>
<tr>
<td>Total equity</td>
<td>137,515</td>
<td>74.3%</td>
<td>136,881</td>
<td>66.7%</td>
</tr>
<tr>
<td>Total assets</td>
<td>184,971</td>
<td>100.0%</td>
<td>205,115</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

**Dividends**

Our policy is to continue paying a stable dividend to enhance shareholder value and ensure our group continues to grow.

**Financial Results**

In the consolidated results for the period ended 31 March 2018 in DYNAM JAPAN HOLDINGS, our revenue decreased while our profit increased. Revenue was 159,092 million yen (down 3.0% year on year) while profit before income tax was 16,804 million yen and net profit was 10,925 million yen (up 17.4% year on year). The net profit increased in this period.

The pachinko hall industry that forms the core business of our group continues to face a difficult business environment, where the population is aging and the number of young people has decreased. This means that we now have 450 halls as of the end of the current consolidated fiscal year with 180 halls with high playing cost machines and reviewing our business areas.

machines called "Ooraku" in January 2018 and then started introducing these models into our halls in February to develop an environment in which customers can play casually. In addition, we have set the creation of a new model called "Goraku" in January 2018 and then started introducing these models into our halls in February to develop an environment in which customers can play casually.
We reformed work styles from April

January

**26 Jan.**

**DYJH Group Developments**

This is an introduction to the efforts by the DYJH Group from January to May 2018.

**27 Jan.**

**DYJH Group Developments**

We opened a special new private brand site

**Jan. to Feb.**

**DYJH Group Developments**

We conducted a PB machine user questionnaire with 87% saying that they “would like to play again”

February

**5 and 19 Feb.**

**DYJH Group Developments**

We introduced the first two models in our Goraku series that we jointly developed with JB Co., Ltd.
- CR Fever Powerful 2018 DS (5 Feb)
- CR Fever Queen 2018 DS (19 Feb)
(1,000 machines of each)

**23 to 24 Feb.**

**Business Partner**

The Asahi employment support office held accommodation training for the first time in DYNAM's Tenrei 301 training centre

**27 Feb.**

**DYJH Group Developments**

We invited other companies that are working to promote the success of women and held the DYNAM Nadeshiko Summit 2018

March

**1 to 2 Mar.**

**DYJH Group Developments**

We exhibited at Shukatsu Kaimaku LIVE Tokyo to promote new business developments with PB machines to job-seeking students

April

**1 Apr.**

**DYJH Group Developments**

We reformed work styles from April
- Made approximately 700 non-permanent work location limited employees into permanent employees (as of 1 June)
- We extended the retirement age of permanent employees to 65 (up to the age of 70)
- We enacted a health management declaration to become a company where it is possible to work actively by proceeding with work style reform

**2 Apr.**

**DYJH Group Developments**

We held the FY2018 new employee welcoming ceremony (Tenrei 301 training centre, Shizuoka)
91 people (69 men and 22 women) joined our company

**6 Apr.**

**DYJH Group Developments**

The professional squash player Chinatsu Matsui, who is supported by DYNAM, gave encouragement to our new employees

**29 Apr.**

**DYJH Group Developments**

The 3rd Toyohashi Mayoral Cup Surfing Competition supported by YUMEYA was held

May

**14 May**

**DYJH Group Developments**

We announced the first new rule machine called "PA SUPER Denyaku Nanashi DXII88GO" in our Goraku series
We will introduce 1,000 machines from mid-June

**23 May**

**DYJH Group Developments**

Female success promotion members held a pachinko experience event in a nursing care facility

February

**26 Jan.**

**DYJH Group Developments**

We opened a special new private brand site

**27 Jan.**

**DYJH Group Developments**

We announced our new private brand called “Goraku”
*See P08-09 for details

**Jan. to Feb.**

**DYJH Group Developments**

We held “self-discovery” internships for university students to be able to acquire business skills

**23 to 24 Feb.**

**Business Partner**

The Asahi employment support office held accommodation training for the first time in DYNAM’s Tenrei 301 training centre

**27 Feb.**

**DYJH Group Developments**

Our female success promotion members held a pachinko experience event in a nursing care facility

**24 Feb. to 24 Mar.**

**DYJH Group Developments**

We invited other companies that are working to promote the success of women and held the DYNAM Nadeshiko Summit 2018

**1 Apr.**

**DYJH Group Developments**

We reformed work styles from April

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**Efforts Rooted in the Community**

Social contribution is one of the five management policies of the DYJH Group. We carried out 283 activities between December 2017 and May 2018. We introduce here the activities of the DYJH Group that contribute to the development of regional communities with the aim of cooperating and collaborating with regional communities.

**We held a pachinko experience event at a retirement home**

DYNAM Fukuoka Fukutsu Hall, DYNAM Fukuoka Kama Hall and Fukuoka Sales Management Office held a Torepachi! experience at the Suiko Matsukaze residential fee style retirement home in Fukuoka.

**DYNAM attended the All City Clean-up Operation**

DYNAM Mizusawa Hall from DYNAM Hitachi Hall and DYNAM Ibaraki Hitachi-kita Hall to Hitachi City Social Welfare Council.

**DYNAM donated toys and everyday goods**

DYNAM Gunma Oogo Hall from DYNAM Gunma Takasaki Misato Hall and Takasaki Sales Management Office to Takasaki City Council of Social Welfare.

**DYNAM supported reconstruction from the Great East Japan Earthquake**

DYNAM Fukuoka Keisen Hall donated 13 million yen as support for reconstruction from the Kumamoto earthquake.

**DYNAM visited Rikuzentakata and donated 2.5 million yen**

DYNAM donated 2.5 million yen as support for reconstruction from the Great East Japan Earthquake.

**DYNAM attended the JR Sanuki-shioya Station Clean-up Operation**

We helped by preparing wet towels and changing sheets. We also helped with cleaning for clothes hanger recycling.

**DYNAM participated in the 56th Ehime Marathon**

DYNAM once again this year participated in the Sakura Line 311 spring tree planting activity.

**DYNAM helped with cleaning for clothes hanger recycling**

We helped by preparing wet towels and changing sheets.

**DYNAM held a pachinko experience event at a retirement home**

DYNAM Takefu Hall visited the Fu Clair employment support office and made cookies with people who have disabilities.

**DYNAM held a clean-up of the Tottori Dunes**

DYNAM Tottori Yasunaga Hall participated in a clean-up of the Tottori Dunes.

**We held a pachinko experience event at a retirement home**

DYNAM Akita Hall, DYNAM Akita Gojome Hall, Akita Sales Management Office and Akita Distribution Centre held a Torepachi! experience event at the Cognitive Impairment Café Kissa Niku-Niku in Imamura Kinen Clinic.

**DYNAM supported reconstruction from the Great East Japan Earthquake**

DYNAM donated 2.5 million yen as support for reconstruction from the Kumamoto earthquake.

**DYNAM held a clean-up event at a retirement home**

DYNAM Tsuruoka Hall and Takasaki Sales Management Office to Takasaki City Council of Social Welfare.

**DYNAM donated to the Keisen Social Welfare Council**

DYNAM once again this year participated in the Sakura Line 311 spring tree planting activity.

**DYNAM supported reconstruction from the Kumamoto earthquake**

DYNAM donated 13 million yen as support for reconstruction from the Kumamoto earthquake.

**DYNAM held a clean-up event at a retirement home**

DYNAM Tsuruoka Hall and Takasaki Sales Management Office to Takasaki City Council of Social Welfare.
We spoke with seven new employees currently undergoing training at DYNAM Ibaraki Tsuchiura Hall about what they have learned in the new employee training that is the first step in their careers.

—First, how was the introductory training you underwent soon after joining the company?

Tsujimura: Asser liveliness is sought from all employees through training. We arrived at an atmosphere in the end in which everyone works on their own initiative without being told to do so.

Horii: It was eight days in which we changed our way of thinking from that of students to that of working adults.

Ueno: Initially, I approached things in a careless manner as though still a student. However, while we were being taught various things and actually putting them into practice, I started to develop self-awareness that I bear responsibility as a figurehead of the company with responsibility for each one of my actions.

Sato: I was not able to fully understand DYNAM’s chain store theory at that point, but I have now come to be able to fully understand the concept that has been passed down in the company.

Fujita: Furthermore, I was able to express my true intentions with those in the same room in addition to the same hall. It was great to be able to make connections widely with those joining the company at the same time as me.

—What do you think of the teaching method of your trainer? Watanabe?

Horii: There are many terms those with no experience of packages will not know. Nevertheless, he explains carefully each time we don’t understand. That is a big help. He also tells us to make sure to report, contact and consult, so I would like to continue making sure to do that in the future.

—What is there about your training course that you have enjoyed?

Ogawa: I could not imagine how I would spend my days off once I became a working adult. However, we get two consecutive days off and I enjoy eating meals with those who joined the company at the same time as me and thoroughly doing my housework. It is a happy gap.

Sato: I am not a morning person. Nevertheless, I have surprised myself at the fact that I have become able to wake up perfectly and work at full-speed from the morning since becoming a working adult.

Abe: My impression of him is that he is easy to understand when studying in the classroom. He is a fun person when he drinks. [LOL]

Ueno: His explanations mixed with concrete examples are easy to understand with consideration for both users and non-users. We might be going at a relaxed pace, but he takes the time according to our level of understanding. I really feel that we are progressing while understanding deeply.

Sato: He often uses the word “balance.” I would like to be conscious of fully resting or having fun on my days off and then working with a focused mind on weekdays.

—Is there a gap between your impression of DYNAM from your student days and your life as a working adult?

Tsujimura: In any case, our time management when going to and leaving work is precise. We have to finish by 5 p.m. precisely.

Horii: Overtime of even 5 or 10 minutes is strictly prohibited. I feel this is a workplace where this is observed.

Ogawa: I could not imagine how I would spend my days off once I became a working adult. However, we get two consecutive days off and I enjoy eating meals with those who joined the company at the same time as me and thoroughly doing my housework. It is a happy gap.

Sato: I am not a morning person. Nevertheless, I have surprised myself at the fact that I have become able to wake up perfectly and work at full-speed from the morning since becoming a working adult.

—How do you feel about having left the family nest?

Ogawa: My parents sent me a package stuffed with food again yesterday, so I feel that they are worried about me. I think about this every day.

Horii: Nevertheless, I have surprised myself at the fact that I have become able to wake up perfectly and work at full-speed from the morning since becoming a working adult.

Abe: I lived by myself when I was a student, so I feel familiar with it. Nevertheless, I felt that I had to work really hard when my parent’s financial assistance stopped and I became completely independent. Also, of course, my mother’s cooking is delicious.

Ogawa: My parents sent me a package stuffed with food again yesterday, so I feel that they are worried about me. I think about this every day.
We have started distributing movies under the theme of coexistence with the community on the official DYNAM channel on the YouTube video sharing service. Each hall does everything from original production to shooting as a project with the participation of all our 405 halls to introduce community topics and contents that they want to share with people. Please check out these videos of topics that can be enjoyed by men and women of all ages. We introduce some of them here.

**[Tokyo]**

**Musashi-sakai Hall**

**DYNAM’s Trip in Musashino-shi**

*Highlights*

This hall visits famous stores in Musashi-sakai under the motif of the popular trip destination decided by darts feature on a TV program. The viewer will feel at ease with the rapport and conversation between two members of staff and locals.

**[Tochigi]**

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**[Tochigi]**

**Kuroiso Hall**

**Treasure Hunter**

*Highlights*

The members of staff take on the challenge of searching for jewels that can be enjoyed by children and adults! They search for the key of legend that is difficult to find and discover it at the bottom of a river. What will be the result of their discovery?

If you want to watch these videos...

Access the official DYNAM channel
http://www.youtube.com/user/dynamjp/