

March 9<sup>th</sup>, 2018

Extending our deepest sympathies to the victims of the Great East Japan Earthquake  
**TASAKI launches TASAKI Online Charity Project MAGOKORO JAPAN 2018**

TASAKI (TASAKI & Co., Ltd.; Kobe Headquarter Office: 6-3-2 Minatojima Nakamachi, Chuo-ku, Kobe; Tokyo Headquarter Office: 5-7-5 Ginza, Chuo-ku, Tokyo; Board Director & CEO: Toshikazu TAJIMA) is to launch its "TASAKI Online Charity Project 'MAGOKORO JAPAN' 2018" on Sunday, March 11<sup>th</sup>, 2018.

The "TASAKI Charity Project 'MAGOKORO JAPAN'" was first initiated in 2011 to support the victims of the Great East Japan Earthquake, and 2018 will mark its eighth year. Each year, TASAKI has created special jewellery featuring multiple hearts nestled together to represent a strong love and bond, and donated all of the sales revenue to organizations that support victims of the Great East Japan Earthquake. Since 2016, we started up a new project to provide support for the reconstruction work following the 2016 Kumamoto Earthquake.

For the "TASAKI Online Charity Project 'MAGOKORO JAPAN' 2018", a bracelet with lustrous Freshwater Pearls and TASAKI's original SAKURAGOLD™ heart charm (¥18,000 tax excluded) will be available from Sunday, March 11<sup>th</sup> at the TASAKI Online Shop (<http://tasaki-shop.jp>).

The "MAGOKORO JAPAN 2018 bracelet" features two hearts nestling together as one to represent a strong love and bond. This bracelet's heart charm in TASAKI's pale pink SAKURAGOLD™ which was inspired by cherry blossoms expresses our hearts to disaster-stricken area, and set with Freshwater pearls with its tender beauty that truly nurses the soul.



"MAGOKORO JAPAN 2018 bracelet"

¥18,000 (excluding tax)

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In 2018, the total revenue generated by the sale of this bracelet will be donated to the Cultural and Sports Support Organization for the Great East Japan Earthquake Orphans (3.11 Juku). The 3.11 Juku (<http://311juku.jp/>) organization provides continuing support to children affected by the Great East Japan Earthquake, by bringing together professional organizations from various fields to help the children to achieve their own hopes and dreams.



TASAKI Charity Project  
'MAGOKORO Japan' Logo  
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3.11 Juku Logo

TASAKI is committed to helping people rebuild their lives in the aftermath of the Great East Japan Earthquake through the TASAKI Charity Project 'MAGOKORO JAPAN'.

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