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For immediate release

Mitsui Fudosan Residential Co., Ltd.

A Housing Industry First: Promoting CO₂ Reduction in the Home, Regardless of Contracted Electricity Provider, Through Electric Power Data Utilization Significant Expansion in Service Coverage for the Sustainable Living Program (“Sus-Katsu Program”) Realizing carbon neutrality in an enjoyable manner together with 240,000 households living in Mitsui Fudosan Residential’s condominiums

Tokyo, Japan, December 19, 2024 – Mitsui Fudosan Residential Co., Ltd., a leading housing company headquartered in Tokyo, TEPCO Energy Partner, Incorporated, Familynet Japan Corporation, Tokyo Gas Co., Ltd. and Sumitomo Mitsui Banking Corporation launched the Sustainable Living Program*¹ (the “Sus-Katsu Program”) in April 2024 for the purpose of enabling residents of Mitsui Fudosan Residential’s new residential properties to enjoyably engage in sustainable CO₂ reduction initiatives while enriching their lives. Mitsui Fudosan Residential has announced that beginning today, it will start providing Sus-Katsu Program app services to residents of condominiums it has previously developed. This is the first initiative of its kind in the housing industry to offer services that promote CO₂ reductions in the home, regardless of the contracted electricity provider, through electric power data utilization.

The app visualizes CO₂ emissions and reductions for each housing unit and automatically awards points each month based on the amount reduced and participation in related events. Points accumulated through the app can be redeemed for various types of rewards, adding ease and fun to tackling the reduction of CO₂. Households using the app have been found to achieve a projected CO₂ reduction effect*² of approximately 21% when compared to ordinary households.

With the expanded availability of this service, the number of eligible households that can use it will climb to more than 240,000, including residents of new condominiums already delivered and previously developed condominiums. Going forward, app service registration will be successively increased, providing an environment that encourages people to enjoy reducing CO₂ in a sustainable manner while also enriching their lives.



App screenshot

Key Points of this Release

1. A housing industry first: Services to promote CO₂ reduction in the home, regardless of contracted electricity provider, through electric power data utilization
2. Expanded Sus-Katsu Program app services, which were launched in 2022, to previously developed condominiums. Services will be available to 240,000 households.
3. Provide a lifestyle where people can reduce CO₂ in an enjoyable manner using the app. Points accumulated through the app can be exchanged for various types of rewards.

■Service coverage to expand to 240,000 households by extending services to previously developed condominiums through electric power data utilization

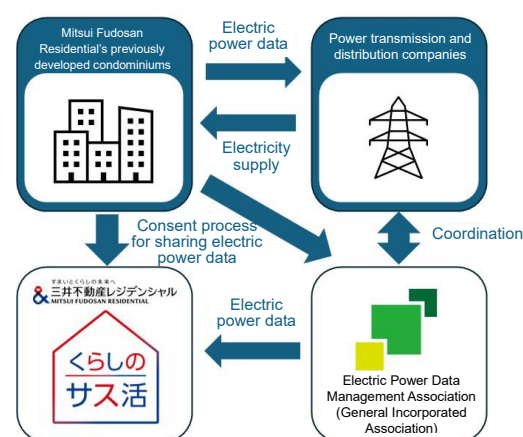
Following an amendment to the Electricity Business Act in 2020, businesses other than electricity utilities have been permitted to utilize electric power data since October 2023. With the consent of electricity customers, businesses and other entities may obtain and utilize electric power data from customers' smart meters via the Electric Power Data Management Association, a general incorporated association under Japanese law. By updating the Sus-Katsu Program app based on this amendment, residents of previously developed condominiums can now also use the app services^{*3}.

Services that promote CO₂ reduction in the home, regardless of contracted electricity provider, through electric power data utilization represent an initiative that is the first of its kind in the housing industry.

Registration methods vary for each condominium property. For specific instructions on how to download the app and complete registration, please refer to the dedicated website below.

(Link to dedicated website): <https://www.31sumai.com/kurasus/> (in Japanese)

Flow Chart for Electric Power Data Utilization



■Provide lifestyles where people can enjoy reducing CO₂ by exchanging points accumulated in the app for various types of rewards

Users can accumulate points in the app based on the amount of CO₂ reduced, and the accumulated points can be exchanged for various rewards or the opportunity to receive them. Residents can look back and compare their reduction targets with actual usage, enabling them to reduce CO₂ with a clear focus on achieving their goals. App users who began using the app in April 2024 have achieved a projected CO₂ emission reduction of approximately 21%^{*2} compared to ordinary households' projected CO₂ emissions. With updates to the app, Mitsui Fudosan Residential will provide various types of support to many more users so that they can sustainably and effectively reduce CO₂ through the use of the app.

<App screenshot>



<Various types of rewards>



Hotel stay voucher for Halekulani



FC Tokyo pitchside-seat soccer match tickets



Hotel stay voucher for Toba Kokusai Hotel



(Right) Shoulder pouch made from work uniforms of ANA maintenance technicians

(Left) Tote bag (large) made from work uniforms of ANA maintenance technicians

* The content of the rewards is subject to change.

- *1 The Sustainable Living Program (“Sus-Katsu Program”) serves as an initiative for bolstering CO₂ reduction efforts as part of people’s daily lives by urging people to take part in such efforts and making appealing rewards and other such incentives available to program participants. According to Japan’s Ministry of the Environment, the residential sector accounted for approximately 15% of the nation’s CO₂ emissions during fiscal 2021, which highlights the importance of reducing CO₂ emissions from households when it comes to achieving a low-carbon society. Meanwhile, from the perspective of residents, there are challenges such as not knowing specifically what they should do. With this situation in mind, Mitsui Fudosan Residential is engaging in the Sus-Katsu Program in hopes of helping to reduce CO₂ emissions in the residential sector by establishing a framework for bolstering CO₂ reduction initiatives enlisting efforts of Sus-Katsu Program partners, and by underpinning carbon neutrality initiatives that are personalized as well as enjoyable and capable of being sustained on an ongoing basis by offering participants special experiences and products through affiliated partners who have endorsed the program.
- *2 This metric represents the average value for registered app users from April to June 2024. The projected reduction represents the difference between the amount of CO₂ emissions expected from electricity and gas usage and a standard amount of CO₂ emissions established by Mitsui Fudosan Residential with reference to the Survey on Actual Conditions of Carbon Dioxide Emissions from Residential Sector conducted by the Ministry of the Environment and other materials.
- *3 Mitsui Fudosan Residential can only acquire data after the Electric Power Data Management Association confirms that a user member, who has established an information security management system, has obtained direct consent from the electricity customer.

(Reference)

News release on the start of providing the Sustainable Living Program (“Sus-Katsu Program”) App Service
(issued on April 26, 2024)

https://www.mitsuifudosan.co.jp/english/corporate/news/2024/0426_02/

■ Sustainability in the Mitsui Fudosan Group

Based on the meaning of its “& mark,” “to generate new value with society through cooperation, coexistence and co-creation, we forge ahead, innovating,” the Mitsui Fudosan Group views the “creation of social value” and the “creation of economic value” as two wheels of a cart. Accordingly, we believe that the creation of social value leads to the creation of economic value, and that this economic value then creates even greater social value.

Moreover, we identified six Group Materiality priority issues when formulating our new management philosophy in April 2024. These Group Materiality priority issues are (1) Contribute to industrial competitiveness, (2) Coexist with the environment, (3) Health and Vitality, (4) Safety and security, (5) Diversity and inclusion, and (6) Compliance and governance. The Mitsui Fudosan Group will work to address each of the materialities through its core business activities and contribute to the promotion of sustainability.

(References)

- Group Management Philosophy and Long-Term Vision
<https://www.mitsuifudosan.co.jp/english/corporate/innovation2030/>
- Group Materiality
https://www.mitsuifudosan.co.jp/english/esg_csr/approach/materiality/

* The initiatives outlined in this release are designed to help address the following three Sustainable Development Goals (SDGs).

