

October 20, 2021

SEGA SAMMY HOLDINGS INC.
Sumitomo Realty & Development Co., Ltd.
TEPCO Energy Partner, Inc.

SEGA SAMMY Group × Sumitomo Realty × TEPCO EP
Decarbonizing the SEGA SAMMY Group Headquarters with Raw Green Power from Newly Established Power Plants
First in Japan to adopt the “Sunlight Premium” plan for environmentally advanced companies

SEGA SAMMY HOLDINGS INC. (hereinafter “SEGA SAMMY Group”), Sumitomo Realty & Development Co., Ltd. (“Sumitomo Realty”), and TEPCO Energy Partner, Inc. (“TEPCO EP”) are pleased to announce the creation of a scheme to power the tenant areas of office buildings with raw green power*1 from newly established solar power plants, thereby making direct contribution to raising the total amount of renewable power supply in Japan. The scheme will be used to power the office areas of the SEGA SAMMY Group headquarters.

The SEGA SAMMY Group has thus far substantially reduced its energy consumption through energy-saving initiatives and the consolidation of business bases into an office building with high environmental performance. Moreover, aiming to conserve the environment and further reduce CO₂ emissions, the SEGA SAMMY Group, with the cooperation of Sumitomo Realty and TEPCO EP, has decided to become the first company in Japan to procure raw green power with additionality*2 utilizing TEPCO EP’s Sunlight Premium plan for environmentally advanced companies.

By applying non-fossil fuel energy certificates to cover the hours when solar power is unavailable, such as during the night, virtually all electricity used at the SEGA SAMMY Group headquarters will be powered with green power. The implementation of this scheme is scheduled for December 2021.

«Scheme to provide the Sunlight Premium plan»


Newly establish solar power facilities
Provide raw green power with additionality

Conclude contract and provide electricity that meet the needs of the tenants

Environmentally advanced company seeking for power supply with additionality

*1. Raw green power

➡ Refers to green power considered as being directly supplied from the power plant via general-use power grids; the generation and consumption of raw green power are matched in 30-minute units.

*2. green power with additionality

➡ Refers to green power obtained by developing new renewable power sources such as new solar power plants, and therefore directly contributing to raising Japan’s total renewable power generation capacity. In recent years, additionality has been considered a requirement for high-value renewable electricity and used by environmentally advanced companies in Europe and the US as a standard for selecting green power.

Background to introducing Sunlight Premium

In 2018, the SEGA SAMMY Group successfully reduced over 30% of its energy consumption by consolidating the business bases of 20 group companies, including SEGA SAMMY HOLDINGS, SEGA and Sammy, into the Sumitomo Fudosan Osaki Garden Tower, an office building known for its high environmental performance. At this time, the Group, which aims for sustainable management focused on the keywords of Environment, Empathy, Edge and Economics, requested Sumitomo Realty's cooperation in pursuing environmental conservation and further reducing CO₂ emissions, and discussions toward adopting the Sunlight Premium plan began.

Previously, office buildings for lease in city centers typically used non-fossil fuel energy certificates to decarbonize, and it was considered difficult to introduce raw green power with additionality to the tenant areas of these buildings and achieve high-value decarbonization that directly contributed to raising Japan's renewable power supply. In light of SEGA SAMMY Group's strong determination, however, Sumitomo Realty and TEPCO EP decided to plan and develop the means to bring in raw green power with additionality to tenant areas, leading to introduction of the Sunlight Premium plan to power the SEGA SAMMY Group headquarters, and effectively achieving 100% green power combined with the use of non-fossil fuel energy certificates.



Grand Harbor area of SEGA SAMMY
Group headquarters



SEGA SAMMY Group character statues:
ALIYAN (left) and Sonic the Hedgehog

About the Sunlight Premium plan

Companies actively working to achieve decarbonization exhibit rising needs not only to utilize existing renewable power sources but to seek additionality in which their purchase of and investments in renewable energy promote the development of new renewable power sources.

With the Sunlight Premium plan, TEPCO EP will respond to customer needs by initially building several small solar power facilities to deliver solar electricity and environmental value to its customers. By adopting the plan to cover a portion of the electricity being used, customers can reduce their CO₂ emissions and at the same time contribute to the growth of renewable energy in Japan.

Sumitomo Realty and TEPCO EP's agreement regarding projects to lead decarbonization

As companies underpinning the social infrastructure, Sumitomo Realty and TEPCO EP aspire to jointly design the scenario for social transformation toward carbon neutrality in 2050 and lead Japan and the world in this effort. To this end, they concluded a business alliance agreement on September 1, 2021 to jointly plan and implement decarbonization projects.

The adoption of raw green power with additionality at tenant leased areas of office buildings, explained herein, was planned and developed as part of this agreement.

Reference: Press release on the conclusion of agreement to lead decarbonization through joint projects

https://english.sumitomo-rd.co.jp/sites/default/files/2022-01/20210902_EN_release_SUMIFUxENEKARI_start.pdf

SDGs Initiatives

SEGA SAMMY HOLDINGS INC. (Headquarters: Shinagawa-ku, Tokyo; President and Group CEO: Haruki Satomi)

The SEGA SAMMY Group promotes CSR and SDGs activities, aiming for the SEGA SAMMY Group to "continue to be a corporate group that is trusted, needed, and respected by society." We will actively carry out our CSR activities to meet the expectations of society as a "good corporate citizen" with the aim of realizing a sustainable society, taking into account the expectations for social issues such as environmental issues and human rights issues from a global perspective, especially the SDGs (Sustainable Development Goals), which are the goals for the global sustainable society and environment.

* More on the social responsibility of the SEGA SAMMY Group (details):

<https://www.segasammy.co.jp/english/pr/commu/>

Sumitomo Realty & Development Co., Ltd. (Headquarters: Shinjuku-ku, Tokyo; President: Kojun Nishima)

The Sumitomo Realty Group is working to solve social issues through its business activities under its fundamental mission of "create even better social assets for the next generation." The company is committed to further strengthening its efforts to address environmental challenges, such as climate change, and will work toward the achievement of a sustainable society.

* More on Sumitomo Realty's initiatives on sustainability:

<https://www.sumitomo-rd.co.jp/english/sustainability/>

TEPCO Energy Partner, Inc. (Headquarters: Chuo-ku, Tokyo; President: Nobuhide Akimoto)

As a trusted partner in the promotion of decarbonization and renewable energy, TEPCO EP is committed to strongly supporting its customers' lifestyles and the growth of corporations. At the same time, it will continue to create and provide services that match the course of the times, such as the promotion of decarbonization and renewable energy, while consistently meeting the needs of its customers.

* Carbon neutral initiatives in the Fourth Comprehensive Special Business Plan (Tokyo Electric Power Company Holdings): <https://www.tepco.co.jp/press/release/2021/pdf3/210721j0303.pdf>

【Contribution to SDGs】

The initiatives related to this release contribute to the following SDG objectives:

Goal 7 AFFORDABLE AND CLEAN ENERGY

Goal 13 CLIMATE ACTION

Goal 17 PARTNERSHIPS FOR THE GOALS

SUSTAINABLE DEVELOPMENT GOALS

