

[Provisional Translation Only]

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February 1, 2021

Issuer

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Ichigo Joins RE100

Ichigo Hotel has made sustainability a key management priority and actively engages in ESG (Environmental, Social, and Governance) initiatives.

Ichigo Hotel’s sponsor is Ichigo (2337), a Japanese sustainable infrastructure company. Ichigo’s Clean Energy business makes productive use of idle land to produce renewable energy, and its Sustainable Real Estate business preserves and improves real estate, lengthening buildings’ useful lives beyond 100 years.

In line with Ichigo’s mission to contribute to a more sustainable society, Ichigo has joined RE100, a global initiative to accelerate the transition of electricity used by businesses to 100% renewable energy.

**Ichigo RE100 Target:
Sourcing 100% Renewable Electricity Across Its Operations by 2040**

Ichigo is committed to sourcing 100% renewable energy across all Ichigo, Ichigo Hotel, and Ichigo Office (8975) assets by 2040.



In its Sustainable Real Estate business, Ichigo is working to end wasteful demolition in the Japanese real estate industry. While the average life of buildings in the US and Europe is c. 100 years, the prevailing model in Japan has been to tear buildings down within 30 years, generating significant waste and wasteful demand for raw materials and energy in the construction process.

Ichigo and Ichigo Hotel believe it is our social responsibility to pursue these initiatives, and protect the environment for future generations. Ichigo Hotel is working with Ichigo to realize a Net Zero Carbon society by sustainably repurposing and reusing real estate while minimizing our environmental impacts, contributing to local communities, and growing long-term shareholder value.

Message from Mike Peirce, Corporate Partnerships Director at the Climate Group

By joining RE100 and transitioning to 100% renewable electricity, Ichigo is leading on climate action. It's fantastic to see growing corporate demand for clean energy. Now we need the Government to play its part by setting a more ambitious renewable electricity target – this will increase supply and help many more companies to follow in Ichigo's footsteps.

About RE100

[RE100](#) is a global initiative bringing together the world's most influential businesses committed to 100% renewable power. Led by the [Climate Group](#) in partnership with [CDP](#), the group have a total revenue of over USD 6.6 trillion and operate in a diverse range of sectors. Together, they send a powerful signal to policymakers and investors to accelerate the transition to a clean economy.