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ENEOS Renewable Energy Corporation

ENEOS Renewable Energy and Isetan Mitsukoshi Launch

Collaborative Initiative

—ERE Becomes First Renewable Energy Partner in

Local Product Development—

ENEOS Renewable Energy Corporation (headquarters: Minato-ku, Tokyo; President, CEO, and Representative Director: Kazuhiro Takeuchi; hereinafter “ERE”) has signed an agreement with Isetan Mitsukoshi Ltd. (headquarters: Shinjuku-ku, Tokyo; President and CEO: Toshiyuki Hosoya; hereinafter “Isetan Mitsukoshi”) to launch a regional revitalization initiative with a focus on local products. Based on the agreement, Isetan Mitsukoshi’s online store will feature products from areas where ERE develops and operates power plants. The effort, which has already begun developing its initial wave of products, marks the first time that Isetan Mitsukoshi has collaborated with a renewable energy company to develop local products in a joint arrangement.

Combining ERE’s regional network with Isetan Mitsukoshi’s robust customer base and sales capabilities, the two companies will offer products from regions with ERE power plants on MOO:D MARK by ISETAN (hereinafter “MOO:D MARK”), Isetan Mitsukoshi’s online store for casual gifts. The initial phase will involve a collaboration with Shinokuni Akita Trading Co.,Ltd.(headquarters: Akita-shi, Akita; President and Representative Director: Shinko Ito; hereinafter “Shinokuni Akita”), a regional trading company in Akita, where ERE plans to construct an offshore wind farm. Local specialties from Shinokuni Akita’s lineup will be available on MOO:D MARK. The initiative will also enhance items on the online platform via new product development, redesigned product packaging, and rebranding of select items under Isetan Mitsukoshi’s direction. Through these efforts, alongside similar projects and close cooperation with local partner businesses, the regional revitalization initiative aims to boost the appeal of local products and expand their market reach.

The first featured products on the site will be a lineup of shiitake mushrooms grown and

marketed by Rentinus Ouu Ise Co., Ltd. (headquarters: Happo-cho, Akita; Representative Director: Hayato Ise; hereinafter “Rentinus”). Cultivated using spring water from the Shirakami-Sanchi World Heritage Site and unique growing techniques, Rentinus mushrooms have a reputation for exceptional quality. As part of their collaboration, Isetan Mitsukoshi will redesign the product packaging, develop new sets that pair the mushrooms with different seasonings, and then make the results available on MOO:D MARK, which will give Rentinus’s offerings even more sales opportunities.

Through its renewable-energy efforts, ERE will continue to showcase the unique identities of regional communities and support local revitalization initiatives, working alongside communities to help bring a sustainable society to fruition.

MOO:D MARK by ISETAN

An online gift site operated by the Isetan Mitsukoshi department store group, MOO:D MARK gives customers access to a lineup of select, high-quality items, personalized wrapping options in a variety of elegant styles, gift ideas for different seasons and settings, and nationwide delivery.
<https://isetan.mistore.jp/moodmark> (Japanese only)



Shinokuni Akita Trading Co.,Ltd.

Shinokuni Akita, a regional trading company affiliated with Akita Bank, showcases Akita’s unique charms by developing, branding, and promoting products that highlight the prefecture’s strengths in areas like agriculture, food, and traditional crafts.
<https://shinokuni-akita.co.jp> (Japanese only)



詩の国 商店

SHINOKUNI STORE

The company’s online store

Rentinus Ouu Ise Co., Ltd.

Based in Happo-cho, Akita, Rentinus Ouu Ise has been cultivating shiitake mushrooms for over 40 years. The company uses spring water from Shirakami-Sanchi for its in-house mushroom beds, which produce rare, high-quality “kuro-shiitake” (black shiitake) and a variety of other mushrooms.
<https://www.renchinasu.jp> (Japanese only)



Kuro-shiitake (as currently packaged)