

December 3, 2021

Sinanen Holdings Co., Ltd.

We have obtained the “Certified DX Business Operator” certification prescribed by the Ministry of Economy, Trade and Industry

~Using DX promotion to accelerate business efficiency and business transformation, and to build a company foundation towards the realization of a carbon-free society~

Sinanen Holdings Co., Ltd. (Headquarters: Minato-ku, Tokyo, President and CEO: Masaki Yamazaki, hereinafter “Sinanen Holdings”), a comprehensive energy-, housing-, and daily-life services provider, takes pleasure to announce that it was certified as a “Certified DX Business Operator” on December 1, 2021, based on the DX certification system prescribed by the Ministry of Economy, Trade and Industry.



Digital Transformation Certification

■About the DX Certification System

The DX certification system is a system for the certification by the Ministry of Economy, Trade and Industry of business operators who have already formulated a vision and prepared strategies and systems, etc., and who are ready to promote DX, based on the “Act on the Partial Amendment of the Act on Facilitation of Information Processing.” As of December 2021, 221 companies, including the Company, have been certified as “Certified DX Business Operators.”

The Sinanen Holdings Group has set the “Enhancement of core systems by DX” as one of the qualitative goals of its second medium-term management plan which is to run for three years from FY 2020, and is aiming to accelerate DX (Digital Transformation) initiatives in order to change its corporate climate, culture, and business model, and to improve corporate value. Its road map, promotion system, and strategy, etc., for DX promotion has been published on the Company’s website and in its Corporate Report. These initiatives and information disclosures, etc., have been well received, and have led to certification as a “Certified DX Business Operator.”

■About the Sinanen Holdings Group’s DX Strategy

The Sinanen Holdings Group has formulated a road map in order to realize the management vision and direction of initiatives for DX, in addition, has separated the roles of governance and management, and has prepared a DX promotion system that aims to make decision making and the execution of decisions more transparent and expeditious.

In addition, the Sinanen Holdings Group has listed “(1) Digital first: Realization of paperless business, improved efficiency and standardization of business through the use of IT,” “(2) Once only: Construction of

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a one-stop group-wide platform from marketing to sales,” and “(3) No legacy: Formation of a digital platform, development of DX human resources (skill changes)” as its DX strategy policy and achievement indicators.

Based on this, the Sinanen Holdings Group will develop diversified business within the group, as well as the core systems required for the prompt acquisition of management information, and will construct a “data integration platform” for group-wide management, which will promote the standardization of customer management, product management, and management data management.

Our website “DX Promotion”

<https://sinanengroup.co.jp/en/company/management/dx-promotion/>

The Sinanen Holdings Group will continue to engage in “defensive DX” with the objective of the standardization and improved efficiency of business, and to promote the construction of a common platform in the form of “offensive DX” that has the objective of digital support for the improvement of existing business and the creation of new business, which will lead to the establishment of a competitive advantage, as well as the contribution to the realization of a carbon-free society through our comprehensive service business.

■About Sinanen Holdings Co., Ltd. <https://sinanengroup.co.jp/en/>

Sinanen Holdings Co., Ltd. is a holding company of the general energy service group founded in 1927. With the mission of the Group to contribute to realizing a comfortable life for all customers in their communities through energy and home & life services, we provide Retail/Wholesale Energy & Related Business for consumers, Energy Solution Business for corporations, and non-energy businesses such as building management and maintenance, bicycle sharing, and other services.

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