

January 24, 2022

Sinanen Mobility Plus Co., Ltd.

AEON TOWN Co., Ltd.

AEON TOWN's first bicycle sharing service "DAICHARI" to be introduced to store premises from February 1 (Tuesday)

To be provided to shoppers as an environmentally friendly means of transportation

Sinanen Mobility Plus Co., Ltd. (Headquarters: Minato-ku, Tokyo, President and Representative Director: Miwa Mitsuhashi, hereinafter "Mobility Plus"), the operator of the bicycle sharing service "DAICHARI," and AEON Group's AEON TOWN Co., Ltd. (Headquarters: Chiba-shi, Chiba Prefecture, President: Kyusei Kato, hereinafter "AEON TOWN") are pleased to announce that a bicycle sharing service "DAICHARI" station will be installed at "AEON TOWN Fujimino," and will be available for use from February 1, 2022 (Tuesday). This will be the first bicycle sharing service to be introduced by AEON TOWN.

Provision of station site



AEON TOWN

Bicycle sharing service operation



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■ Overview

Mobility Plus, which operates the bicycle sharing service "DAICHARI," with a focus on the Tokyo Metropolitan Area and Osaka, containing approximately 2,100 stations which serve as places to borrow and return bicycles, as well as approximately 8,200 electrically assisted bicycles, is Japan's largest bicycle sharing business. It offers its bicycle sharing service as a means of transport for the last one mile in partnership with various companies. They have concluded the "Basic Agreement Concerning the Fujimino City Bicycle Sharing Field Tests" with Fujimino City on April 13, 2021, and has been conducting such field tests for the bicycle sharing business since May 2021.

At this time, in order to improve convenience for bicycle sharing users, a new "DAICHARI" station will be installed on February 1 at "AEON TOWN Fujimino," a new landmark of Fujimino City opened in 2020, in partnership with AEON TOWN.

“AEON TOWN Fujimino” is a shopping mall developed with the aim of contributing to the prosperity of the region by staying close to a healthy and abundant life, under the concept of “Well-being Community.” The installation of bicycle sharing stations in Fujimino City and the surrounding areas will allow shoppers to easily access “AEON TOWN Fujimino,” and will also make possible a flexible shopping experience with situations such as “I came into town to visit a shopping mall, then walked around and picked up a few things, which weren't easy to carry, so went home on a shared bicycle” in mind.

In addition, Mobility Plus will be gradually opening “Eco Bases,” which serve as maintenance bases, from February 2022, and furthermore, such bases are expected to utilize substantially 100% renewable energy *1, which means that the power used for maintenance and battery charging will also come with zero CO2 emissions. It is expected that this will lead to “AEON TOWN Fujimino” shoppers also selecting “DAICHARI” as a more environmentally friendly means of transportation.

Mobility Plus will continue to introduce “DAICHARI” at AEON TOWNs, will create an environment where bicycle sharing users can comfortably and conveniently use “DAICHARI,” and furthermore, through the development of shared bicycles, which is a form of environmentally friendly infrastructure, will contribute to the SDG Goal 11 “Sustainable cities and communities,” Goal 13 “Climate action,” and Goal 17 “Partnerships for the goals.”

*1 The combination of the supplied electricity with a renewable energy designated non-fossil fuel certificate which adds attribute information such as power source type and power plant location will substantially realize a 100% supply of renewable energy electricity for which the value of its non-fossil origin can be recognized.

■ Image of the station and map of nearby stations



The station being installed on this occasion
“AEON TOWN Fujimino” 2-1-6, Fukuoka, Fujimino-shi, Saitama Prefecture



Station image

(Photo for illustration purposes only. It is not a photo of the station that will be installed.)

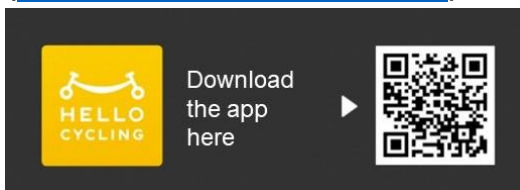
■ Using “DAICHARI”

Users need to download the “HELLO CYCLING”* app in order to use “DAICHARI.” After downloading the app, users can easily search for a bike station, reserve a bike, and make payments with a smartphone or tablet.

70 yen per 15 minutes, maximum price 1,000 yen (Up to 12 hours. 70 yen per 15 minutes is then added after this)

- Fees are subject to change depending on the kind of bike and rental area. Please confirm details prior to renting.
- For instructions on use, please refer to the app or the DAICHARI website.

(<https://daichari.hellocycling.jp/>)



Download and register for free

■ The DAICHARI bicycle sharing service



DAICHARI provides a fun and comfortable way to get around. Users can easily access it anytime, anywhere via the smartphone app. The “Eco Base” maintenance bases utilize

substantially 100% renewable energy, which means that the power used for maintenance and battery charging has zero CO2 emissions, thus making the service an environmentally friendly means of transport. In addition, the power consumption of 0.01 yen per Kwh will help efforts to support environmental conservation activities, and users will be able to contribute to the conservation of the environment by using "DAICHARI."* 2

Highlight #1: Great value at just 70 yen for 15 minutes, so users only pay for how long they use the bike.

Highlight #2: Users can rent and return a bike anywhere there is a bike station*2, offering more options for getting around.

Highlight #3: The 26-inch electric bikes let users move around the city and tourist spots with ease.

Highlight #4: The realization and use of zero CO2 emissions through the use of bicycle sharing makes it possible to contribute to environmental conservation activities

*2 All electricity used for maintenance and battery charging is scheduled to be switched to substantially 100% renewable energy during 2022.

■ **About AEONTOWN Co., Ltd. :** <https://www.aeontown.co.jp/>

AEONTOWN Co., Ltd. is in charge of the developer business at the AEON Group, and is involved in the development and operation of shopping centers (SC). The SCs it develop are called NSCs (Neighborhood Shopping Centers), a form of neighborhood SC furnished with the functions required for day to day life. 148 (as of May 31, 2021) of these SCs have been opened across Japan.

■ **About Sinanen Mobility Plus Co., Ltd. :** <https://www.sinanen-mplus.com/>

Sinanen Mobility Plus Co., Ltd. is a company that is engaged in the mobility business of the Sinanen Holdings Group. It has developed the bicycle sharing service "DAICHARI," which operates approximately 2,100 stations and approximately 8,200 bicycles (as of the end of December 2021), mainly in the Tokyo Metropolitan Area and Osaka Prefecture, and offers a user-only bicycle sharing service. Through the development of shared bicycles, which is a form of environmentally friendly infrastructure, the company will contribute to the SDG Goal 11 "Sustainable cities and communities," Goal 13 "Climate action," and Goal 17 "Partnerships for the goals."

* "HELLO CYCLING" is a bicycle sharing platform provided by Open Street Inc.

*2 Stations are limited in the number of bikes that can be parked at them.

Company names and the names of products and services mentioned in this press release are registered trademarks or trademarks of their respective companies.

[Contact for inquiries about the bicycle sharing service]

For more information about introducing the DAICHARI bicycle sharing service or adding stations, please contact us via the link below.

<https://www.sinanen-mplus.com/contact/>

[Contact for inquiries about this release]

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