

January 26, 2022
Sinanen Holdings Co., Ltd.

Sinanen Holdings Group is creating a membership-based points mall for group customers

~Targeting a spring launch, the Group is promoting the provision of new added value services and aggressive DX through the use of its customer base~

Comprehensive energy-, housing-, and daily-life services provider Sinanen Holdings Co., Ltd. (Headquarters: Minato-ku, Tokyo, President and CEO: Masaki Yamazaki, hereinafter “Sinanen Holdings”), together with major Japanese condominium power receiving service Chuo Electric Power Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo, President and Representative Director: Hozumi Tanji, hereinafter “Chuo Electric Power”) and GMO Media Co., Ltd. (Headquarters: Shibuya-ku, Tokyo, President and Representative Director: Teruyuki Mori, hereinafter “GMO Media”), which provides a variety of web services at the GMO Internet Group, are pleased to announce that they are constructing a membership-based points mall for Sinanen Holdings group customers.

■About the points mall

The site, as part of the co-creation platform corresponding to “Aggressive DX” in the “DX (Digital Transformation) Strategy” promoted by Sinanen Holdings, is a site for direct communication with customers, focused on a membership-based points mall.

Customers who have purchased products or services after being transferred to the partner’s e-commerce site via the site will be granted proprietary points in accordance with the purchase price, etc., at the seller’s website. At a conversion rate of 1 point = 1 yen (points will expire after one year), various services will be able to be received, such as exchanging a specified number of points for cash, e-money, or gift cards.

In addition, the site will be furnished with a My Page function that will accumulate and analyze data such as customer purchase history, behavior patterns, and survey responses on the site, and which will offer promotions from participating companies that meet each customer’s preferences.

■Joint development and operation with Chuo Electric Power and GMO Media

In the construction of the site, a points mall construction and operation solution tailored to the energy industry, which was jointly developed by GMO Media and Chuo Electric Power, will be introduced.

The site will be operated jointly by three companies, us, as well as GMO Media and Chuo Electric Power, which operates the “Licolla Points Mall.”



■Aiming for one million members in the future

In the future, upon improving convenience through operations targeted at our group employees, each of the Sinanen Holdings group companies one by one will participate in the service, and will notify customers about membership from this spring onward. In addition, events and promotions that award points will be held, the value of points will be increased through expanding the usage method of points, and at the same time, the number of members will be expanded by bringing in other companies in the industry and companies that offer similar services, as well as developing attractive promotions and services; our current aim is to have one million members.

The Sinanen Holdings Group will continue to actively promote DX, will provide even more valuable services to customers, and at the same time, will contribute to the realization of a carbon-free society through its comprehensive energy-, housing-, and daily-life services business.

■About the Sinanen Holdings Group DX Strategy

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 initiatives in order to change its corporate climate, culture, and business model, and to improve corporate value.

It 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. It obtained the “Certified DX Business Operator” certification prescribed by the Ministry of Economy, Trade and Industry in December 2021.

Reference: Our website “DX Promotion”

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

■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 Businesses for consumers, Energy Solution Business for corporations, and non-energy businesses such as building management and maintenance, bicycle sharing, and other services.

[Media inquiries]

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