

April 19, 2024
Sinanen Holdings Co., Ltd.
Melife Co., Ltd.

Sales Launch of MELIFE DENKI Carbon Neutral Electricity for Net Zero CO₂ Emissions at Melife from June 2

-Helping Our Customers to Decarbonize Their Energy Consumption-

Melife Co., Ltd. (Headquarters: Minato-ku, Tokyo, President and CEO: Fukio Tsukagoshi), which sells energy products and provides housing-related services, a subsidiary of Sinanen Holdings Co., Ltd. (Headquarters: Minato-ku, Tokyo, President and CEO: Masaki Yamazaki), a comprehensive energy, housing, and daily-life services provider, will launch the sales of MELIFE DENKI, a carbon neutral electricity product, from June 2 in Tokyo and seven prefectures in the Kanto area. This carbon neutral electricity can offset CO₂ emissions through the use of non-fossil certificates*¹ and is part of our initiatives that aim for decarbonization.



The carbon neutral MELIFE DENKI product, by adding environmental value in the form of non-fossil certificates*¹ to the electricity that Melife supplies to customers, reduces carbon dioxide (CO₂) emissions to virtually zero.

The launch of this new carbon neutral MELIFE DENKI product comes after the September 26, 2023 release of Melife carbon neutral LP gas*² and will further aid our goal of decarbonizing energy consumption for all customers in the region.

The MELIFE DENKI product comes in three varieties, allowing choice based on customers' contract needs: Type B, recommended for most households; Type C, recommended for households with many electrical products and stores using large commercial refrigerators and other heavy-duty devices; and Low-Voltage, recommended for those using commercial air conditioners, metal processing machinery, and other similar devices. MELIFE DENKI also supports customers using electricity at high voltages.

The three varieties of MELIFE DENKI listed above utilize non-fossil certificates, allowing customers to reduce their Scope 2 CO₂ emissions from purchased electricity.

In the future, with the goal of further expanding its initiatives for carbon neutrality and in conjunction with supporting the implementation of energy saving devices, the Sinanen Holdings Group will work to enable centralized resolution of issues concerning all CO₂ emissions generated at business sites and in homes that are incidental to energy consumption so as to provide the best mix of services that meet the needs of its customers.

Sinanen Holdings and Melife will continue to develop services that address diversifying lifestyles and changes in needs to contribute to the realization of a decarbonized and sustainable society.

- *1. Non-fossil certificates certify the value of electricity generated in an environmentally-friendly manner that does not emit carbon dioxide, from electricity generated by methods that do not use fossil fuels.
- *2. Press release: “Sales launch of Melife carbon neutral LP gas for net zero CO₂ emissions at Melife nationwide from September 26” (<https://sinanengroup.co.jp/en/news/hd/230926680>)

■ About Melife Co., Ltd.

<https://www.melife.co.jp/>

Melifé Co., Ltd. is a subsidiary of Sinanen Holdings Co., Ltd. With a community-based network that spans the entire Kanto area, it provides various services related to energy, home & life services, including LP gas, electricity, and kerosene sales, renovation, and house cleaning.

■ Sinanen Holdings Co., Ltd.

<https://sinanengroup.co.jp/en/>

Founded in 1927, Sinanen Holdings is the holding company of a corporate group offering comprehensive services related to energy, housing, and daily life. 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 bicycle, bicycle sharing, environmental and recycling, system development, antimicrobial, building management and maintenance, and other services. We are also strengthening efforts to develop new environmentally-friendly businesses and corporate initiatives to achieve a decarbonized society.

[Contact for inquiries about this release]

◇ Kanto area customers

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