

June 15, 2020

SINANEN HOLDINGS CO., LTD.

## **Shared Office Space "seesaw"**

### **Utilizing the Former Head Office Building**

#### **Officially starting from June 15th, with a website also launching**

**~ Supporting those challengers who are trying to solve the problems of the 21st century, The WEIN Challenger FUND is starting activities with "seesaw" as their base ~**

SINANEN HOLDINGS CO., LTD. (Headquarters: Minato-ku, Tokyo; President & CEO: Masaki Yamazaki; hereinafter referred to as "SINANEN HOLDINGS"), which provides global comprehensive energy services, has decided on the name of "seesaw" for our shared office space for startups that are facing the challenge and hard work of starting new businesses. It will officially start operating from June 15th, and a website will be launched at the same time.

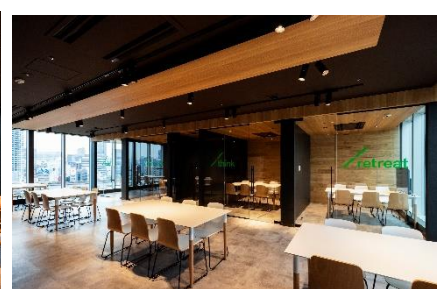
This shared office space "seesaw" is centered on young female employees selected in-house as part of a new business of SINANEN HOLDINGS. As a project that utilizes three floors of our former head office building overlooking the Kyu Shiba Rikyu Garden, we have been proceeding with the goal of opening it this spring. As for the "seesaw" name of the shared office space, at this location overlooking the sea, SINANEN HOLDINGS wants to create something that can move society with a gathering of people based on the principle of leverage like seesaws seen at playgrounds. With the etymology of the English word "seesaw" meaning "to be seen / was visible", and incorporating into the office space the differences in "viewpoint," "field of view," and "vantage point" created by the up-and-down movement of a seesaw, the theme of the 8th floor is the "past" that encourages one to introspection, the 9th floor is the "present" that encourages dialogue among colleagues, and the 10th floor is the "future" that encourages much divergence by developing ideas.



From the left, the 8th floor with the theme of the "past"



9th floor with the theme of the "present"



10th floor with the theme of the "future"

As for the "seesaw" logo, the key colors are green & brown, which is reminiscent of the Kyu Shiba Rikyu Garden that spreads out below, expressing a seesaw-like dynamic feeling and the brand concept of "playful & challenging".

"seesaw" also supports those challengers who are trying to solve problems in the 21st century in the area of well-being, and the WEIN Challenger Fund (Address: Minato-ku, Tokyo; Representative Partners & Co-Founders: Yuji Mizoguchi, Kozo Takaoka, Keisuke Honda), which is facing this challenge, has moved in and is using this space as a base. Mr. Mizoguchi, who is also the founder of FiNC Technologies, sympathizes with the concept



see / saw

of “seesaw” as a “place where challengers gather”. He said that they moved in with the following thought: “As a place where challengers gather, such as start-up companies and individuals who are trying to solve the problems of the 21st century, we want to support companies that globally spread their wings from ‘seesaw’. We want to make it a place with a high degree of enthusiasm.”

Through the operation of the shared office space “seesaw”, SINANEN HOLDINGS will continue to make various efforts with the aim of creating new businesses that can solve social issues while being stimulated by the startup companies that move in.

◆ Overview of “seesaw”

Facility Name : seesaw  
Address : 8th-10th floors, SN Building, 1-4-22 Kaigan, Minato-ku, Tokyo, Japan  
Usage : Shared office, event & co-working space  
Official Website : <https://seesaw-takeshiba.com/>

■ About SINANEN HOLDINGS CO., LTD. <https://sinanengroup.co.jp/en/>

Founded in 1927, SINANEN HOLDINGS CO., LTD. is the holding company of our comprehensive global energy service corporate Group. With our Group mission to “contribute to realizing a comfortable life for all customers in their communities through energy, home and life services”, we provide an energy wholesale and retail peripheral business for consumers, an energy solution business for corporations, and non-energy businesses (bicycle-sharing business, environmental & recycling business, system development business, antibacterial business, and building maintenance & management business, etc.)

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