

## Itochu Enex Announces Handling of Rakuten “R-Point Card” Service

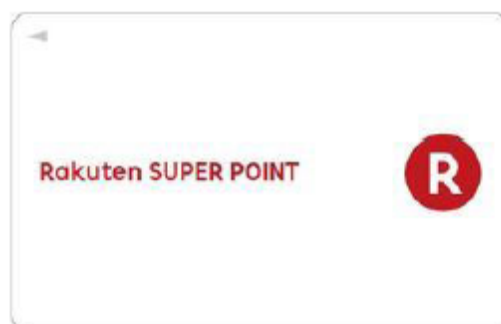
Itochu Enex Co., Ltd. (headquartered in Minato-ku, Tokyo; Kenji Okada, CEO; hereinafter “Enex”), hereby announces that it will introduce the “R-Point Card” service operated by Rakuten, Inc. (headquartered in Shinagawa-ku, Tokyo; Hiroshi Mikitani, Chairman and CEO; hereinafter “Rakuten”). The service will be made available sequentially at the Itochu Enex Group’s Car-Life Stations<sup>\*1</sup> from autumn 2015.

The “R-Point Card” is a service that enables the use of “Rakuten Super Points” at physical stores. With “Rakuten Super Points,” one of the most widely available points systems in the industry, points can be earned and used with Rakuten’s various online services and the like. The introduction of this service will newly enable holders of the “R-Point Card” to use them at eligible Car-Life Stations of the Itochu Enex Group. By presenting their cards, holders will not only be able to earn “Rakuten Super Points” when purchasing eligible products but also use their points to make payments<sup>\*2</sup>. From the introduction of the service in autumn 2015, “R-Point Cards” will also be distributed at eligible Car-Life Stations.

Looking ahead, with a view to not just providing this service in the Itochu Enex Group’s Car-Life Stations but also expanding it to the LP gas business and the power business, which are also among Enex’s business fields, Enex intends to enhance the value of its services across the whole Itochu Enex Group.

<sup>\*1</sup> Car-Life Stations are service stations providing multiple services provided by Enex.

<sup>\*2</sup> To use these points, purchasers must register as users on a dedicated web page. For details, please refer to “Guide to Using R-Point Card” (<http://point.rakuten.co.jp/rpointcard/guidance/>) (in Japanese).



\* The card shown above is the “R-Point Card” provided by Rakuten. An “R-Point Card” unique to Enex is scheduled for creation.

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