

Itochu Enex Co., Ltd.

Itochu Enex Announces Start of e-koto denki!, an Electricity Supply Service for Households

Itochu Enex Co., Ltd. (headquartered in Minato-ku, Tokyo; Kenji Okada, Representative Director and President; “Itochu Enex” hereafter) will enter the electricity retail business in April this year in cooperation with the Itochu Enex group companies. It plans to offer an electricity supply service for households called “e-koto denki!”

The name “e-koto denki!” reflects the Itochu Enex group’s wish to realize “e-koto” (*ii koto*: good things) for society and the environment through its electricity business. It will begin retail sales of electricity in April through group companies, including those involved in sales of LP gas. Starting from April, Itochu Enex Home-life Kanto Co., Ltd. (headquartered in Minato-ku, Tokyo) and ECORE Co., Ltd. (headquartered in Fukuoka-shi, Fukuoka)¹ will sell electricity, with other group companies to follow.

The Itochu Enex group will also start the wholesale of electricity and the provision of supply/demand adjustment services to businesses that are considering selling electricity to households. It aims to create a balancing group² and expand its range of electricity retailing support services aimed at local governments and businesses from other sectors.

As an energy company with its own energy sources, including renewable sources, Itochu Enex will cover oil, gas, electricity, and other related businesses. It will continue to fulfill its role as an infrastructure provider by delivering a wide range of “e-koto” (good things).

1: ECORE Co., Ltd. will use the name “ECORE no e-denki” for its services

2: In the balancing group, the representative (in this case, Itochu Enex) of a group made up of multiple electricity retailing businesses adjusts the supply and demand within the entire group. This reduces the risk of being subject to in-balance penalty payments under the balancing system.

Overview of “e-koto denki!” and sale of electricity to households

1. Brand name e-koto denki!

2. Brand logo and concept



“koto (things)” stands for products, services, and initiatives.

The logo symbolizes a society in which “ii koto” (good things) are widely disseminated.

e = enex

e = electricity

e = energy

e = ecology

e = e-koto spreading everywhere

1. Message

The Itochu Enex group is an energy company that works in line with a corporate philosophy of striving to be “the best partner for life and society,” while at the same time seeking to provide customers with optimum services.

In coordination with the complete liberalization of the power industry in April 2016, the Itochu Enex group will standardize its electricity supply services under the name “e-koto denki!”

The group aims to realize “e-koto” (good things) for society and the environment, motivated by the slogan of “Starting e-koto together!” It intends to propose various services that will assist customers in leading a happy lifestyle.

The first series of the “e-koto project!” will start with “e-koto denki!” coming to local neighborhoods!

2. Group companies to start selling electricity to households in April 2016

- Itochu Enex Home-life Kanto Co., Ltd.

Service area: Kanto area / Tokyo (excluding remote islands), Kanagawa, Saitama, Chiba, Ibaraki, Gunma, parts of Shizuoka

- ECORE Co., Ltd. (ECORE no e-denki)

Service area: Kyushu area

*Group companies in other areas will gradually start to sell electricity from June 2016

Contact details for inquiries regarding service:

For customers considering switching their household electricity providers:

- Customers in the Kanto area

Itochu Enex Home-life Kanto Co., Ltd.

Email address for household electricity inquiries

kurashinomori_kanto_denryoku@grp.itcenex.com

- Customers in the Kyushu area

ECORE Co., Ltd.

Website “Areas served by Ecore no e-denki”

<http://www.ecoregas.jp/userguide/network/search/> (This link takes to Japanese site)

* The service is limited to customers in areas with Ecore’s LP gas services

- Customers in other areas

Preparations are underway for the provision of service.

Contact details for inquiries regarding this press release:

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