

March 10, 2023

To the media and press

Tokyu Land Corporation

The second initiative in a project geared towards
“facilities chosen for their environmental friendliness:”

Tokyu Land recycles “used clear plastic folders” collected at office buildings into rental umbrellas

About 1 t of used clear plastic folders has been collected in a year’s time
and recycled into 2,400 rental umbrellas

Tokyu Land Corporation (Headquarters: Shibuya-ku, Tokyo; President and CEO: Masashi Okada; “Tokyu Land” below), in cooperation with Ca et la Co., Ltd. (Headquarters: Minato-ku, Tokyo; Representative Director and President: Takeshi Yamamoto; “Ca et la” below), has engaged in a resource circulation project in which used clear plastic folders recovered from tenant businesses at 26 Tokyu Land office building properties are recycled into umbrella handles, with rental umbrellas utilizing those handles used by workers at said businesses (“Project” below).

For the collection of and resource recovery from used clear plastic folders, the “ASKUL Resource Circulation Platform”^{*1} (“Resource Circulation Platform” below) operated by ASKUL Corporation (Head Office: Koto-ku, Tokyo; President & CEO: Akira Yoshioka; “ASKUL” below) was utilized.

In the one-year period between February 2022 and July 2023, 1,014 kg of clear plastic folders (equivalent to roughly 50,000 such folders) were collected, out of which 250 kg was utilized as recycled materials (recycled pellets) for umbrella handles. The remaining 764 kg were recycled and utilized as recycled plastics for “Matakul,” a new private brand series under ASKUL.

In addition to recycling plastic folders that have been used and no longer needed into umbrellas without discarding them as simple waste and returning them in the form of a service that provides rental umbrellas to office workers at tenant businesses^{*2}, the Project also attempts to facilitate awareness regarding the separation of trash.

Additionally, the Project constitutes the second initiative under a “project geared towards commercial facilities and office buildings chosen for their environmental friendliness” following the first such initiative, which was the “establishment of a collaborative framework geared towards the reduction and reuse of construction waste.” Going forward, Tokyu Land will continue accelerating its initiatives geared towards resolving environmental issues through co-creation with its stakeholders based on a three-pronged focus of a decarbonized society, a recycling-oriented society and biodiversity for the purpose of elevating the environmental brand espoused in its medium-term management plan.

^{*1}: ASKUL Resource Circulation Platform <https://www.askul.co.jp/kaisya/shigen/> (Japanese language only)

^{*2}: Excludes certain office buildings



The umbrella's handle contains used clear plastic folders.

The fabric is made with 100% recycled plastic bottle materials.

■ Project overview

Based on its slogan of “building the smiles of working people,” Tokyu Land operates and manages office buildings so that it can provide office workers with safe, secure, and comfortable space. As part of that endeavor, the company has offered its “rental umbrella service” since 2015.

Moreover, with an examination of the possibility of providing people and cities with value-added using resources emitted from office buildings as the starting point, Tokyu Land paired the aforementioned service with ASKUL’s mechanism for collecting used clear plastic folders and recycling them into materials (recycled pellets) and Ca et la’s umbrella manufacturing technology to bring forth the idea of recycling clear plastic folders used in office buildings into rental umbrellas.

While the clear plastic folders utilized in the Project are routinely used in work duties, they simultaneously constitute plastic products that are frequently discarded after multiple uses. The idea of recycling the folders into umbrellas that facility users can casually take advantage of rather than discarding them is supported by tenant businesses in Tokyu Land’s office buildings, resulting in the collection of numerous clear plastic folders. These folders were then recycled into materials (recycled pellets) by ASKUL through its Resource Circulation Platform and used by Ca et la to manufacture 2,400 handles for rental umbrellas to be used by workers in tenant businesses in Tokyu Land’s office buildings. Starting Monday, March 13, 2023, these umbrellas will be rented to office workers at 25 properties.

■ Features of umbrellas realized as products of recycled materials

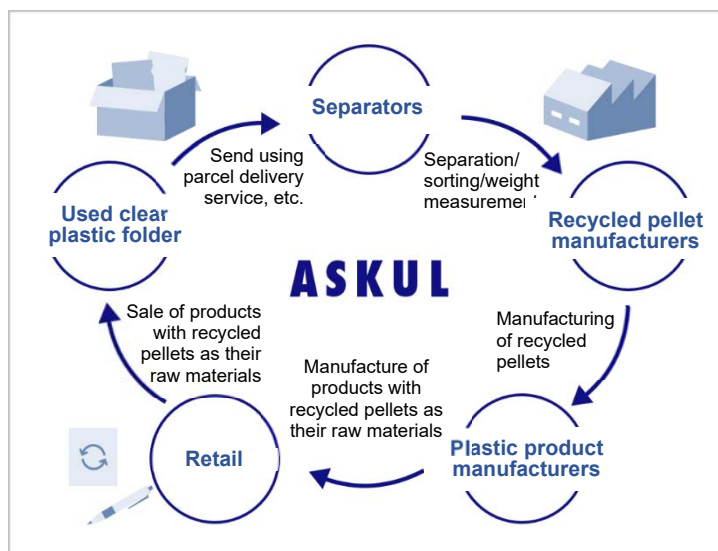
The handle component of the umbrellas is manufactured with materials containing used clear plastic folders. The fabric component contains 100% plastic bottle materials. Both help mitigate the environmental footprint of the umbrellas. Furthermore, by virtue of containing reinforced plastic that boasts superior elasticity and durability and is difficult to break, the frame component does not easily snap even when subject to strong winds. In addition, all the materials that went into the umbrellas are plastics, and they can be decomposed. For that reason, even should the umbrellas break, their parts can be individually replaced so that they can keep on being used for a long time.



Moreover, the handles of the umbrellas are manufactured after the conversion of clear plastic folders to recycled materials (recycled pellets) with a 100% mixture ratio.

[Reference] About the ASKUL Resource Circulation Platform

- (1) Sending of used clear plastic folders
- (2) Separation and sorting of and weight measurement for used clear plastic folders
- (3) Manufacture of recycled raw materials (recycled pellets)
- (4) Sale of recycled raw materials (recycled pellets)
- (5) Manufacture of products that utilize recycled raw materials (recycled pellets)



■ Overview of project partner companies

<Ca et la Co., Ltd.>

Ca et la has been dealing in umbrellas for over 30 years since being founded in 1991. In 2006, it developed and released “Evereon,” a plastic umbrella with high durability. In 2017, the company developed “+TIC,” a new “all-plastic” umbrella. While appearing similar to conventional plastic umbrellas that are prone to being discarded after use, +TIC could not be more different in that it is not easily broken, does not rust, contains no metals whatsoever, and can be used for a long time. Alongside the popularization of +TIC plastic umbrellas, Ca et la is working towards the expansion of ethical consumption as a recycling-oriented umbrella manufacturer that is both people- and environment-friendly.

Associations with Ca et la as a participating member: Japan Ethical Initiative (JEI), Climate Emergency Network (CEN), Japan Clean Ocean Material Alliance (CLOMA)

<ASKUL Corporation>

ASKUL initiated its “ASKUL” mail catalog service for offices in 1993 and its “LOHACO” e-commerce (EC) service for individuals in 2012. The company successfully makes same-day and next-day deliveries to locations nationwide from its ten in-house EC logistic centers placed across Japan. In its value chain that handles everything from product development to “last one mile” logistics, the company is promoting the realization of “ethical EC” that strikes a balance between business and the resolution of social issues through co-creation efforts with manufacturers and its partners. ASKUL aims to continue being a component of social infrastructure that realizes its purpose of “Continuously Bringing Delight to Our Workplace, Life, the Planet and Tomorrow.”

■ Other initiatives to facilitate awareness of trash separation at tenant enterprises

In cooperation with Kirin Beverage Co., Ltd. (“Kirin” below), Tokyu Land tackled the production of two kinds of recycling boxes (one for plastic bottles that allows them to be separated into labels, caps and bottles and another for cans and glass bottles) to be placed in common areas with plastic bottle caps used as the raw materials for the boxes. Over the five-month period between November 2022 and March 2023, the two companies collected approximately 234 kg of plastic bottle caps (equivalent to roughly 117,000 such caps), fashioned them into 76 recycling boxes, and placed them in five properties (Shin-Meguro Tokyu Building, Shibuya Minami Tokyu Building, Nihombashi Front, Shinagawa Tokyu Building and Ebisu Business Tower) in March 2023.

Additionally, in cooperation with Toshi Kankyo Engineering Co., Ltd. and SHOEI CORPORATION, Tokyu Land produced trash bags for use in common areas using plant-derived raw materials. Made with 100% biomass materials*3, these trash bags allow for CO2 emission reductions of approximately 70% over conventional trash bags, and have been used for combustible waste at two properties (Shibuya Solasta and Shin-Meguro Tokyu Building) since December 2022.

*3: Excludes color pigments



Recycling boxes (image representation)

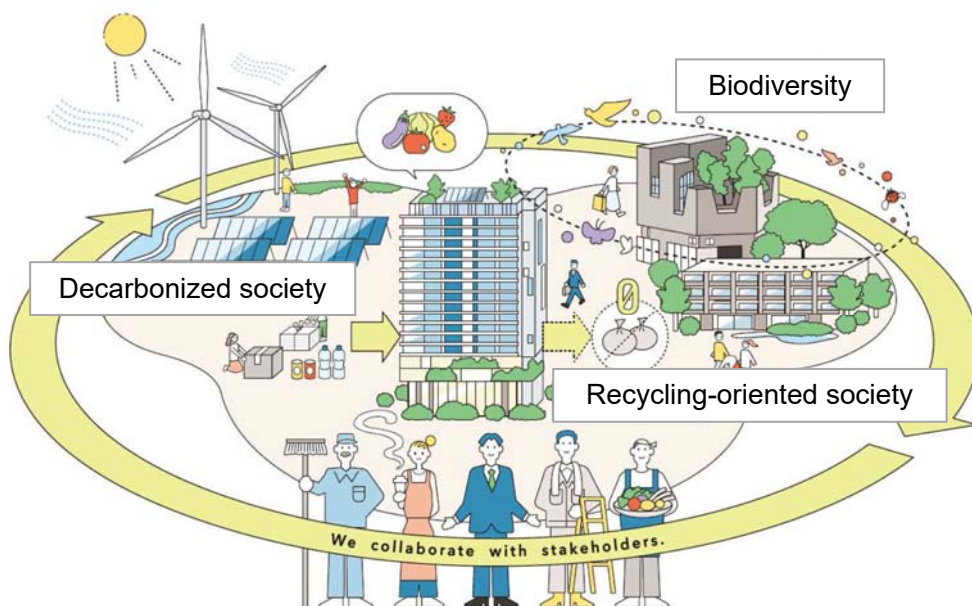


Trash bags made with 100% biomass materials

■ Project geared towards “facilities chosen based on their environmental friendliness”

Aiming to realize “facilities chosen based on their environmental friendliness” at the office buildings and commercial facilities that it develops under its Urban Development business. Tokyu Land engages in a myriad of projects alongside its tenant businesses and other stakeholders. As the first such project, the company established a “Zero Emissions Club” and formed a collaborative framework with fourteen of its partner enterprises in January 2023 in order to reduce waste emitted from repair and improvement work and other endeavors at its office buildings and commercial facilities.

Going forward, while collaborating with its various stakeholders, Tokyu Land will promote the reduction and reuse of waste at its office buildings, the conversion of its existing facilities into Net Zero Energy Buildings (ZEB), the further greening of the greater Shibuya area, and other initiatives aimed at resolving environmental issues as it endeavors to expand upon business opportunities through co-creation.



■ **Initiatives for environmental management and DX that Tokyu Fudosan Holdings is striving for under its GROUP VISION 2030 long-term vision**

Tokyu Fudosan Holdings announced its long-term vision in 2021. With “WE ARE GREEN” as its slogan, the company aims to become a corporate group that realizes a future where everyone can be themselves and shine vigorously and continues to create value.

Additionally, having formulated its medium-term management plan 2025 in May 2022, the company will continue working towards unique value-creation through environmental management and DX.

<<SDGs Contributed To>>



Tokyu Fudosan Holdings' GROUP VISION 2030

<https://www.tokyu-fudosan-hd.co.jp/english/group-vision-2030/>

Tokyu Fudosan Holdings' Medium-Term Management Plan 2025

<https://www.tokyu-fudosan-hd.co.jp/english/ir/mgtpolicy/mid-term-plan/>