



December 19, 2024

Sony Network Communications Inc.

its communications Inc.

Osaka Gas Co., Ltd.

Life Elements Inc.

Tokyu Group's iTSCOM and Daigas Group's Osaka Gas Invest in Sony Network Communications' Life Elements

From Conventional Smart Homes to Community-based, Customer-focused Smart Life

In order to realize a “Community-based, Customer-focused Smart Life” that combines IoT devices, life and infrastructure services, and energy management, its communications Inc. (iTSCOM) of the Tokyu Group and Osaka Gas Co., Ltd. (Osaka Gas) of the Daigas Group have made a capital investment in Life Elements Inc. (Life Elements), a group company of Sony Network Communications Inc. (Sony Network Communications) and a service platform provider. This investment will kickstart a business partnership among the four companies.

[Background and details of the business partnership]

Smart home services are a way to improve the convenience of everyday life. The spread of IoT devices is expected to accelerate in the Japanese market, thanks to “Matter” (*2), a new global standard for smart home devices developed primarily by global platform providers known as “GAFA” (*1).

On the other hand, in recent years, the diversification of lifestyles and the progression of an aging society have brought to light issues such as reduced time to spend on housework and childcare due to an increase in dual-income households and a growing number of elderly persons living alone. In addition, in response to the recent tightening of energy supply and demand and calls to conserve electricity, the importance of energy management—using energy efficiently and without waste by monitoring and controlling usage—is becoming increasingly significant. To address these issues, there is a need for “smart life services,” which cater to the diverse needs of customers and society and represent an evolution of conventional smart home services, which are centered on connecting IoT devices to the Internet.

In light of this situation, this partnership among the four companies will contribute to resolving these social issues by combining solutions and service platforms, such as community-based life and infrastructure services and energy management. Specifically, we aim to provide services that align with people's daily lives by organically combining advanced use of IoT devices and energy—utilizing sensing

data and power data via smartphone apps—through the collaboration of emergency services (for security and monitoring) and housekeeping services, as well as government and local services.

Utilizing the platform system development and operational know-how that Sony Network Communications has cultivated through its smart home service (MANOMA, <https://manoma.jp/>) and the life and infrastructure services and energy management know-how of iTSCOM and Osaka Gas, the services will be provided through a service platform planned and developed by Life Elements, a joint venture among the three companies. In addition to the services being rolled out by the partner companies, we aim to further expand the services by offering them to other life and infrastructure service providers.

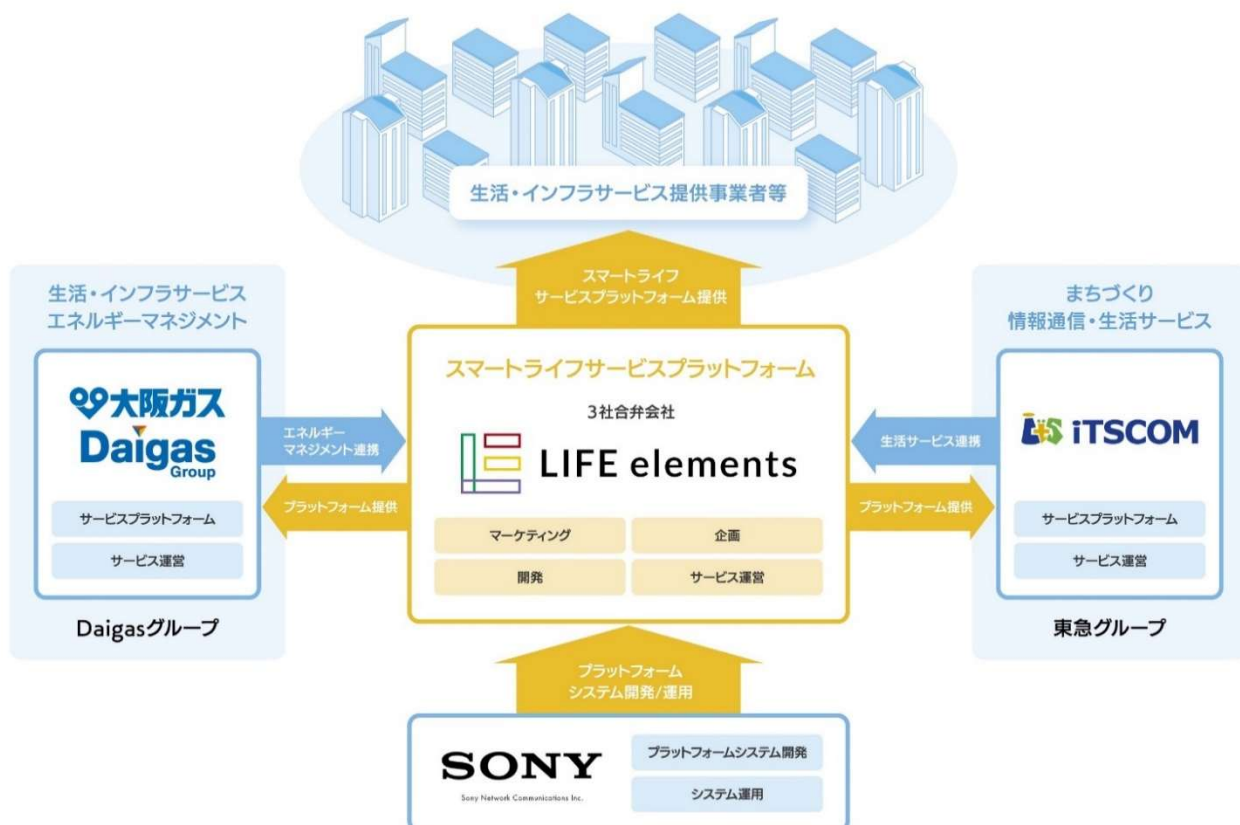
Going forward, the four companies will collaborate on leveraging their various data and services to provide an integrated customer experience, delivering a variety of values that could not be achieved with conventional device-centric approaches, to all aspects of people's lives in their local communities, cities, and homes. By striving to further improve the convenience of our customers' lives, the companies will work to realize a "Community-based, Customer-focused Smart Life."

(*1) The initials of the four major American IT companies: Google, Apple, Facebook (now Meta), and Amazon

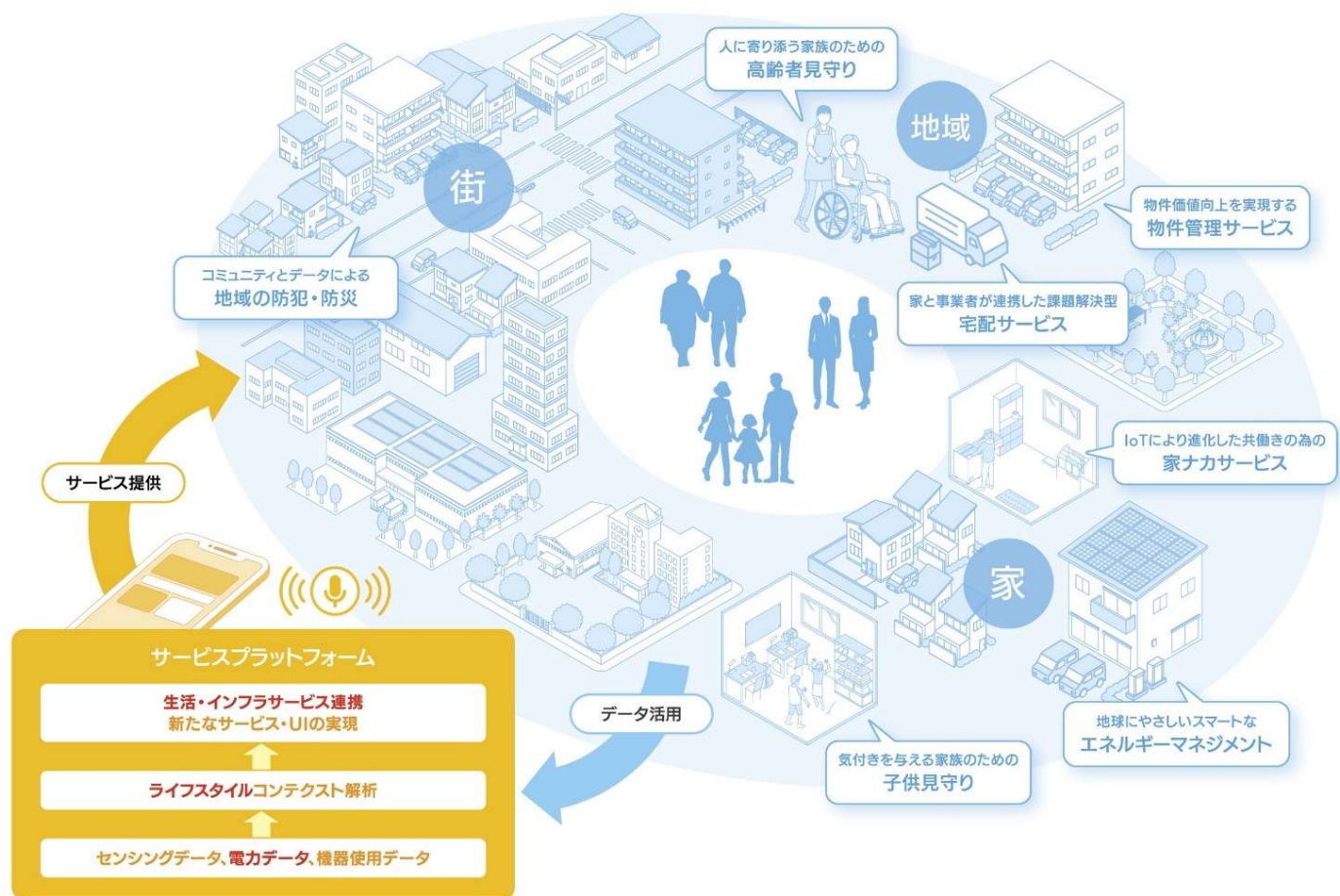
(*2) A new common standard for smart home devices established by the Connectivity Standards Alliance (CAS), including major technology companies such as Google, Amazon, and Apple. It aims to achieve interoperability between devices from different manufacturers.

[Business partnership conceptual diagram]

1. Roles of each company



2. Conceptual diagram of smart life service provision



<Attachment>

[Objectives, significance, and roles of each company in the capital participation and business partnership]

■ Sony Network Communications Inc. <https://www.sonymnetwork.co.jp/corporation/company/profile>

With iTSCOM and Osaka Gas now investing in our group company, Life Elements, we aim to create new value to solve social issues by combining the strengths of each company. Leveraging our experience in pioneering the development and operation of the B2C smart home service (MANOMA, <https://manoma.jp/>), we will continue to play a key role in providing technology such as platform development, thereby contributing to the realization of new community-based smart life services.

■ its communications Inc. <https://www.itscom.co.jp/corporate/corp/>

As a local information and communications infrastructure company connected to approximately one million households along the Tokyu Lines, we are committed to designing smart lives that truly improve the value of daily lives without relying solely on technology, in order to provide our customers with enhanced safety, security, and excitement that exceed expectations.

By providing services that combine products developed by the Sony Group company with Osaka Gas's energy management and the Tokyu Group's assets, we aim to deliver value that is essential to our lives and bring smiles to people.

■ Osaka Gas Co., Ltd. <https://www.osakagas.co.jp/>

Through this business partnership, Osaka Gas aims to create new customer value and services that are both environmentally and economically sound by combining the local community connections it has cultivated over its 119 years of business, the solutions provided by its Group companies, such as life and infrastructure services including energy management, and the technology and know-how of Sony Network Communications, iTSCOM, and Life Elements. The Daigas Group remains committed to developing technologies and services that help achieve a carbon neutral society, with the aim of becoming a corporate group that contributes to further improving its customers' daily lives and businesses.

■ Life Elements Inc. <https://life-el.com/>

As a joint venture among the three companies, we aim to plan, develop, and provide a new "community-based, customer-focused service platform." This platform will leverage Sony Network Communications' platform system development and operation know-how based on the customer perspective, cultivated through its existing B2C smart home service (MANOMA, <https://manoma.jp/>), along with iTSCOM's and Osaka Gas's expertise in providing life and infrastructure services. Our goal is to enhance and beautify people's lives, create a rich lifestyle that suits each individual's personality, and contribute to the local community and the planet.

* The names of the companies, products, and services mentioned above are trademarks or registered trademarks of the respective companies.

* The information provided here is current as of the announcement date. Please note that the information provided may differ from the information available at the time of search.