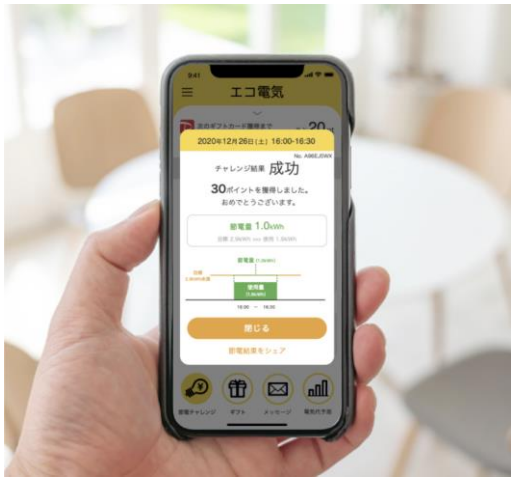
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SB Power Corp.
ENCORED JAPAN Inc.

"Eco-Denki App," an App for Saving Electricity and Money in a Game-like Way, Wins "SDGs Special Award" in MCPC award 2021

~ The electricity-saving app achieved electricity savings of 233,237kWh and CO2 emission reduction of 122 tons, promoting the SDGs ~

SB Power Corp. (Headquarters: Minato-ku, Tokyo, President & CEO: Akihiko Nakano, hereinafter "SB Power") and ENCORED JAPAN Inc. (Headquarters: Minato-ku, Tokyo, President & CEO: Akihiko Nakano, hereinafter "ENCORED") hereby announces that the "Eco-Denki App" has won the "SDGs Special Award" in the MCPC award 2021 (sponsored by the Mobile Computing Promotion Consortium). The app helps customers to save electricity and money in a fun way, like playing a game, on their smartphones.





■ About "Eco-Denki App"
"Eco-Denki App" is an app offered by SB Power that allows customers to save electricity and money, using a system built based on ENCORED's patent technology*1. The app was released in July 2020 as a value added service*2 to help customers to easily address the challenge of saving electricity and money, especially for those who felt that the electricity bills went up as they spend more time at home to prevent the spread of COVID-19. The number of users is steadily increasing, contributing to saving more electricity and reducing CO2 emissions.

■ SB Power's initiatives
SB Power offers “Eco-Denki App” to its "SoftBank-Denki"*3 customers for free. In addition, to encourage more customers to try saving electricity, SB Power has developed a user interface enabling one-tap experience for enrollment, and implemented push notifications sent at the optimal timing for each customer to help them save electricity most effectively, thus achieving the user experience unique to smartphone apps that is completely different from the traditional household electricity-saving services using email. Since its launch in July 2020, the app has been frequently updated and improved. Through this effort, electricity savings of 233,237kWh and CO2 emission reduction of 122 tons have been achieved*4.

■ ENCORED's initiatives
ENCORED, as an energy tech company, tackles the challenges of developing technologies that enable what was considered to be difficult to achieve, such as household electricity-saving services. In June 2020, ENCORED started offering DR system that could be introduced by electricity retailers

without large-scale system development, with the aim of providing solutions to the challenges faced by electricity retailers including SB Power, and satisfying the customers' needs to save electricity and money. ENCORED will also aim to develop patent technologies taking advantage of its experience in developing commercial electricity IoT products, as well as developing cloud services, thus aiming to provide energy services with unique value to electricity retailers.

SB Power and ENCORED were recognized for these efforts and were awarded the "SDGs Special Award" in the MCPC award 2021. Taking on the challenge of achieving the goal of "Carbon Neutral 2030*5" set by SoftBank Corp., SB Power and ENCORED will continue to promote the development of the most familiar and affordable energy services. The two will do this by utilizing the latest smartphone services and content of SoftBank Corp. and its group companies, and by utilizing electricity big data analysis technology based on AI (artificial intelligence).

■ About the MCPC awards

The MCPC awards have been held since 2003 to honor and award successful cases of building advanced systems by introducing mobile computing, with remarkable results in "business efficiency," "cost reduction," "sales expansion," "performance improvement" and/or "effective utilization of mobile, IoT and AI technology."

*1 A demand response core system for electricity retailers that uses a patent technology (Demand Response Management System that includes Scheduling Function, filed on July 24, 2018 and officially registered in January 2020 by the Japan Patent Office). For details, please see ENCORED JAPAN Inc.'s Press Release dated June 18, 2020.

*2 SB Power asks the subscribing customers to save electricity via a dedicated smartphone app. Customers who cooperate in saving electricity will receive PayPay bonuses according to the electricity-saving effect. PayPay bonuses can be used at the official PayPay store. Bonuses cannot be withdrawn or transferred.

*3 "Ouchi Denki," "Shizen Denki," and "Kurashi Denki" are the three applicable plans.

*4 For details, please see here.

*5 For details, please see here.

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