News Release

FOR IMMEDIATE RELEASE

April 7th, 2025

Rezil Inc.

Rezil Launches Operational Support for Tohoku Electric Power's Kurashi Service

Rezil supports Tohoku Electric Power's new business with cultivated know-how through Rezil BPaaS*1

TOKYO, April 7th, 2025 — Rezil Inc. ("Rezil"), with its mission to make decarbonization effortless, is excited to announce the commencement of its operational support for the Kurashi Service. This service, launched by Tohoku Electric Power Co., Inc. ("Tohoku Electric Power"), is rapidly evolving as a new venture for consumers.

Background of this Initiative

Rezil launched its Digital Transformation Service business in 2021, utilizing the infrastructure and operational expertise gained from its condominium bulk power purchasing and electricity retail services for corporations. This initiative aims to support the digital transformation of companies in the energy sector. Through the provision of Rezil BPaaS, Rezil seeks to enhance operational efficiency and profitability across the energy industry, facilitating decarbonization efforts that transcend individual company boundaries. This approach is designed to enable energy-related companies to tackle significant business environment changes, thereby creating additional capacity for investment in future initiatives.

Rezil BPaaS provides an extensive array of services, including business analysis and improvement consulting, system construction and operation, as well as business process outsourcing (BPO), all customized to fit client requirements. Since launching nearly four years ago, this service has gained the trust of over 14 client companies and serves more than 452,000 end-users[*2]. Remarkably, one client achieved a 40% reduction in business costs while simultaneously increasing end-user satisfaction by 16 percentage points.

Meanwhile, Tohoku Electric Power, with over 70 years of history, embodies its group slogan, *Yori, Sou, Chikara* (The Strength to Work Alongside), by supporting the lives of people in the region as a reliable electric power company. In response to substantial changes in the social environment surrounding the electric power industry, the company started lifestyle-related services in 2018. This move aimed to extend beyond electricity and deliver high added value to consumers. In 2022, these services were rebranded as Tohoku Electric Power's Kurashi Service, further propelling its growth as a new business committed to ensuring the safety and security of daily lives.

In March 2022, Rezil and Tohoku Electric Power formed a capital and business alliance, leading to ongoing discussions about amplifying business potential. Through these discussions, it was recognized that leveraging the operational systems and improvement expertise developed during the establishment of Rezil BPaaS, which encompasses various service operation tasks for consumers, could create business synergies for the growth and expansion of Tohoku Electric Power's new business, ultimately leading to this initiative.

Comments from Hozumi Tanji, Representative Director and President of Rezil

From birth in Iwaki, Fukushima prefecture, until my preparatory school days in Sendai, Miyagi prefecture, I lived in the Tohoku region with the electricity of Tohoku Electric Power. Through my journey in the energy sector and my role in our company's management, I have understood the immense efforts Tohoku Electric Power has made behind the scenes to ensure a consistent electricity supply. My gratitude for their hard work has only grown deeper. I have been deeply engaged in discussions and preparations for this Rezil BPaaS provision, hoping to somehow demonstrate my appreciation for the service I once took for granted.

Rezil BPaaS has been developed by a talented team with experience in digital

transformation at industry leaders such as Misumi, Amazon, and Rakuten. This initiative has been further refined in collaboration with over 14 companies related to energy. By utilizing our expertise in digital transformation operations, our aim is to enhance service quality at Tohoku Electric Power, which is dedicated to introducing new services that enrich people's lives beyond merely providing electricity.

Our company's purpose is to become "a unifying force, persistently tackling social challenges." We will continue to collaborate with various firms in the energy sector to move towards achieving a better quality of life for all.

Notes to Editors

*1 Business Process as a Service

*2 As of the end of December 2024.

About Rezil Inc.

To be "a unifying force, persistently tackling social challenges," Rezil aims to realize a decarbonized society by leveraging its 30 years of power industry experience and integrating cutting-edge technology to optimize energy use.

Rezil's mission, "We make decarbonization effortless," has led it to establish three key business areas: Distributed energy, Green energy, and Digital transformation support. By offering convenient and reliable services, Rezil empowers companies, individuals, and local governments to contribute to decarbonization effortlessly in their daily lives, thus accelerating the transition to a carbon-neutral society.

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Company information

Company Name: Rezil Inc. (Securities Code: 176A)

Representative: Hozumi Tanji, Representative Director and President

Date of Establishment: November 21, 1994

Capital: JPY390 mil (as of 31 December, 2024)

Company Website: https://rezil.co.jp

Business Overview:

- Distributed energy: Power supply to collective housing and development of

distributed power generation.

- Green energy: Power supply to corporations primarily using renewable energy.
- Digital transformation support: Digital transformation support for energy companies through the provision of BPO and SaaS.