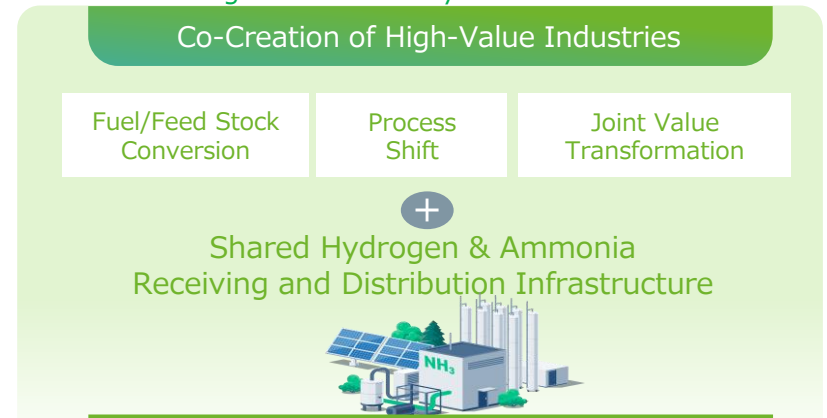
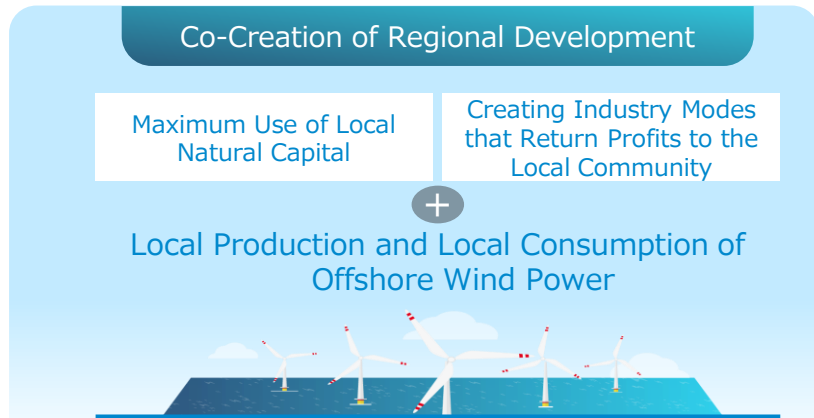
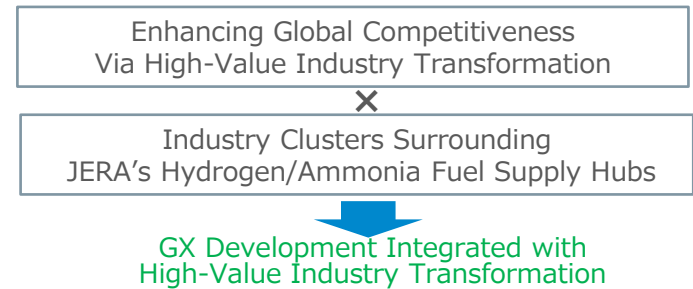
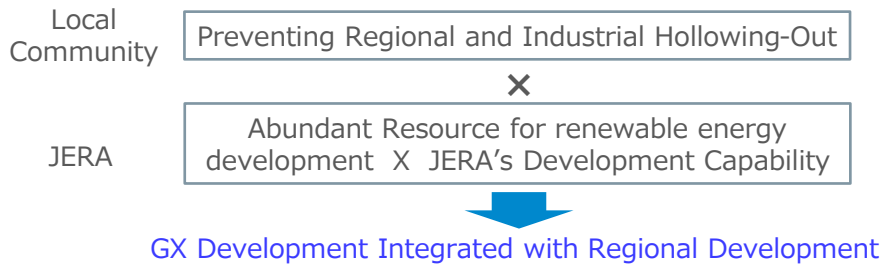


# Co-creating Decarbonization Solutions: GX Development × Regional Revitalization and New Industrial Structures

- Costs for building GX supply chains are increasing due to global inflation and rising material/equipment costs from interest rate hikes
- To embed GX across society requires promotion alongside the creation of high-value-added industries
- In rural areas, although local producers generate high-quality agricultural, fishery, and other products using abundant natural capital, due to systemic factors profits are not returned to the region, leading to regional and industrial hollowing out
- By co-creating a model that ensures profits are returned to the people who produce value, we aim to build a local production–local consumption system for clean electricity in partnership with local industries
- In industrial areas, we are promoting the transformation of industrial structures by developing shared infrastructure for receiving and distributing hydrogen, ammonia, and other clean fuels across multiple sectors
- Through a “clean industry ecosystem” – where products made from clean feed stock and fuels are passed across sectors– JERA aims to deliver highly differentiated final products to society

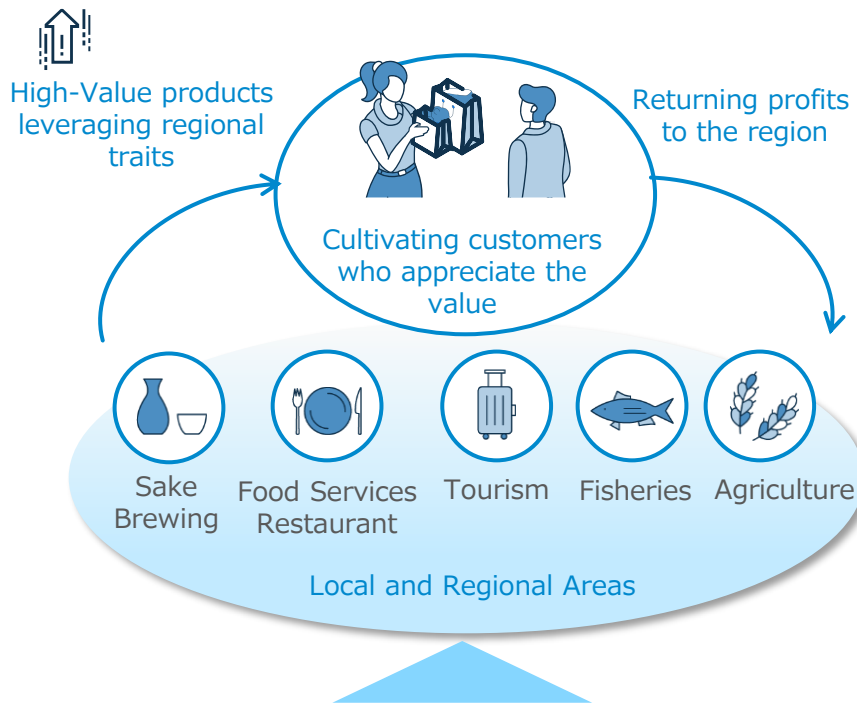


# Enhancing Regional Industries Through Local Renewable Energy Use

- Co-creating mechanisms to sell high-value-added products and services using local natural capital at fair prices

- Build a local production–local consumption model where seafood and agricultural products produced with carbon-free electricity are accepted by environmentally conscious consumers as higher-value goods

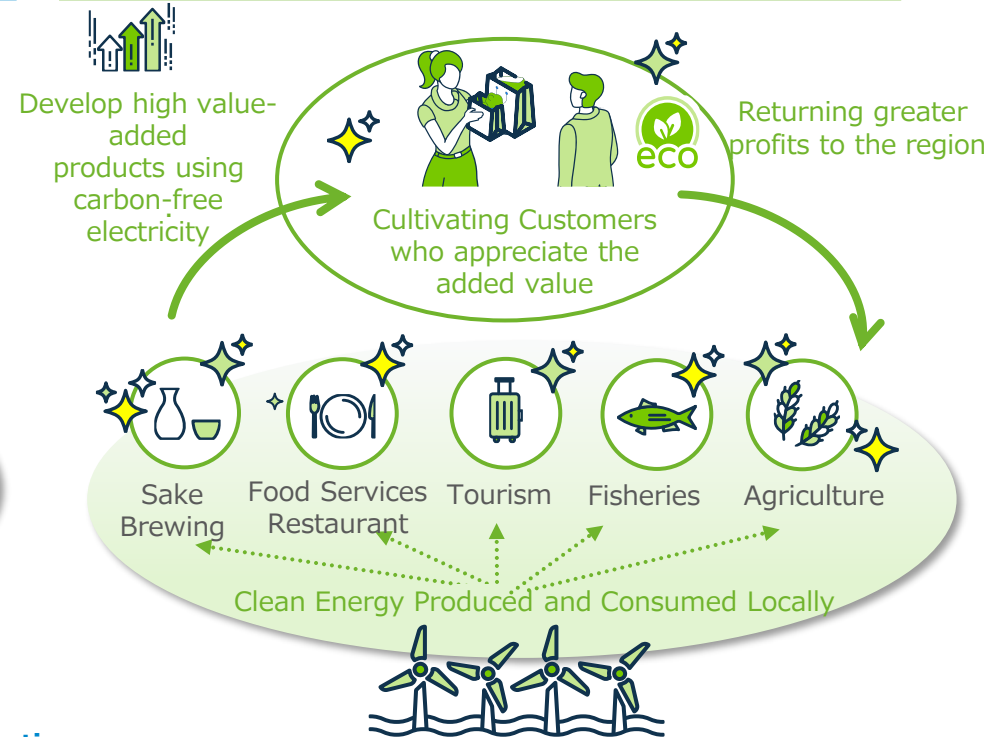
## STEP 1 Create a Mechanism to Return Profit to the Region



**JERA : Supporting New Sales Channels and New Distribution Frameworks in collaboration with Local Governments**



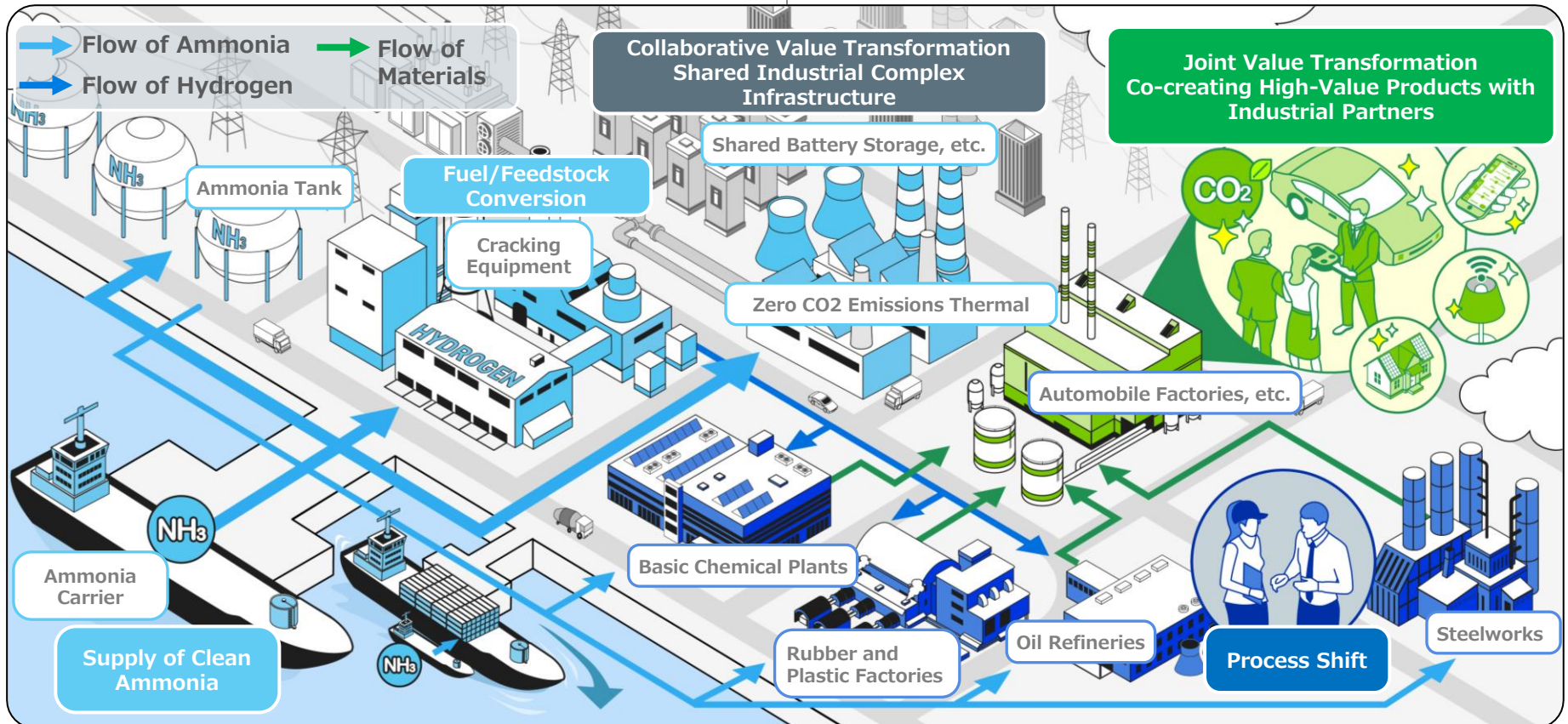
## STEP 2 Further Enhancing Added Value through Carbon-Free Electricity



**JERA : Offshore Wind Power & Energy Services**

# Creating Value through a New Industrial Linkage Model Using Clean Fuels

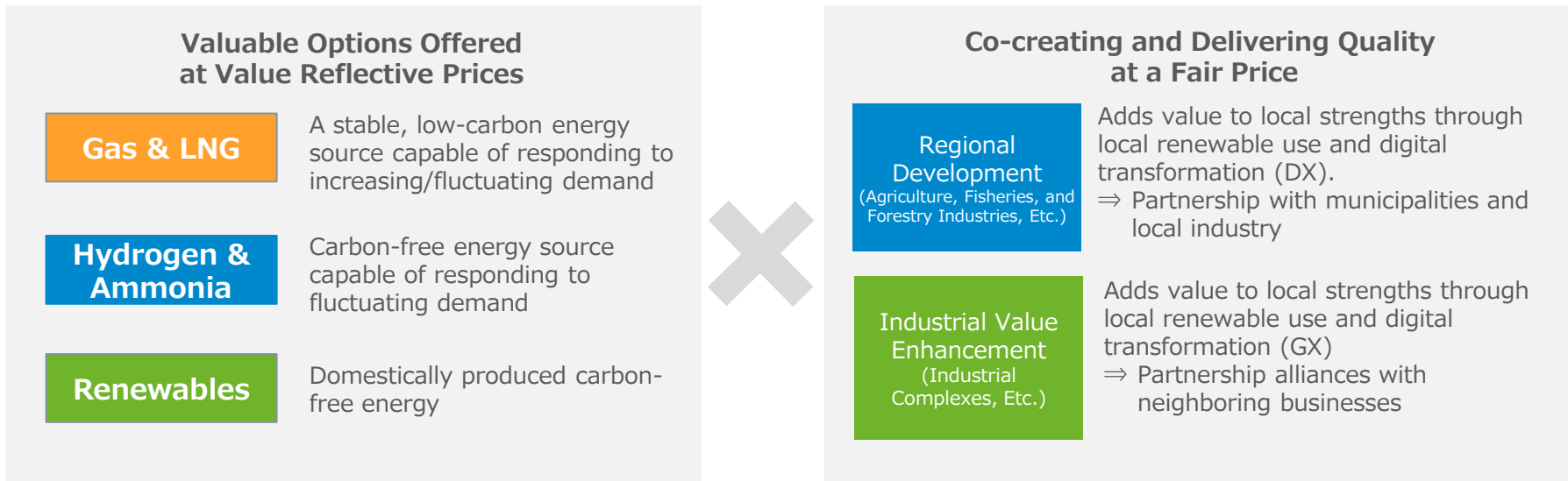
- Collaborating with customers (partners) who aim to transition to carbon-free energy (e.g., hydrogen and ammonia) by jointly utilizing shared infrastructure to enhance the overall value of entire industries clusters in the industrial complexes
- Transforming large-scale hydrogen & ammonia fuel bases for zero emissions operations at JERA thermal power plants into decarbonized heat source and feed stock supply bases for industrial complex
- Support the conversion of basic chemicals plants, rubber and plastic plants, oil refineries, etc. in adjacent industrial complexes, through process shifts and digital transformation (DX)



# Toward a Prosperous Society Rooted in the Green Transformation (GX)

- Tailored energy solutions such as gas/LNG, hydrogen/ammonia, and renewables are offered at prices that reflect their respective value and characteristics
- Developing Mechanisms to deliver energy at fair value-based prices while driving regional revitalization and industrial value creation
- Embedding GX as a meaningful and valuable part of the society

**JERA aims to realize a prosperous society where valuable offerings can be delivered and consumed at fair value**



**Realizing a society where GX is firmly embedded**

