

PRESS RELEASE
Thursday, 30th July 2009

Launch of Japan Climate Leaders' Partnership (Japan-CLP)

Five Japanese Companies Unite to Tackle Climate Change as Top Management Issue

Five major Japanese blue-chip companies have launched the Japan Climate Leaders' Partnership (Japan-CLP), the first Japanese business coalition holding a common goal to build a sustainable, low carbon society. Today, Japan-CLP has released "Towards a Sustainable Low Carbon Society: Our Common Vision", which lays out a sense of urgency on climate change from a business perspective, and presents a promise to tackle climate change.

Japan-CLP is comprised of five companies from various sectors such as manufacturing, retailing, and finance, that consider climate change to be one of the major management issues. Perceiving sustainable, low carbon society to be the precondition for future economic activities, Japan-CLP, with Asia as base for action, will communicate proactive messages to accelerate changes in society (please refer to next page for future activities). Japan-CLP welcomes new members that share Our Common Vision towards a sustainable low carbon society.

A brief overview of Japan-CLP is as below. The full contents of Our Common Vision, including messages from CEOs, and company commitments can be found at Japan-CLP's webpage launched today(<http://www.japan-clp.jp/en/>).

1. About Japan-CLP

The Japan Climate Leaders' Partnership (Japan-CLP) is a business coalition that regards the transition to a sustainable low carbon society to be a business opportunity.

In this year of COP15, Japan-CLP, a unique Japanese business coalition, was set up to urge the industrial community to develop a sound sense of urgency on the issue of climate change and to initiate more proactive actions. We share the common goal of building a sustainable low carbon society through communicating proactively with policy makers, industries, and the public, and will undertake a variety of activities not only in Japan but also in Asia.

<Purpose>

1. Japan-CLP regards de-carbonization to be the precondition for future economic activities, and aims to build a sustainable low carbon society.
2. We will create a shared vision towards a sustainable low-carbon society, and each member company will lay out its own commitment and lead through action.
3. With Asia as our base for action, we will communicate proactive messages to accelerate changes in society.

2. Founding Members

Founding members of Japan-CLP include a number of major companies:

AEON Co., LTD., The Bank of Tokyo-Mitsubishi UFJ, Ltd., Fujitsu Limited, Tokio Marine & Nichido Fire Insurance Co., Ltd., Ricoh Company, Ltd.

3. Towards a Sustainable Low Carbon Society: Our Common Vision (Summary)

To urge the industrial community to develop a sound sense of urgency and to initiate more proactive actions, Japan-CLP has put together principles that society must follow, and promise that Japan-CLP will carry out.

Five Principles for a Sustainable Low Carbon Society

Japan-CLP proposes the following five fundamental principles, which we believe must be observed in order to create a sustainable low-carbon society (please refer to the website for details).

- ① Pursuit of intergenerational responsibility
- ② Establishment of long-term policies to encourage early action

- ③ A society based on the principle of burden sharing
- ④ Development and deployment of low-carbon technologies
- ⑤ Improvement of the absorption capacity of ecosystems

Our Promise

Japan-CLP member companies believe that the following seven points summarize important corporate initiatives designed to achieve a sustainable low-carbon society, and we, accordingly, endeavor to take action, based on each company's individual commitments (please refer to the website for details).

- ① Acknowledgement of climate change as a management challenge
- ② Strategic implementation of climate change measures
- ③ Proactive information disclosure
- ④ Employee participation
- ⑤ Encouragement of customers
- ⑥ Collaboration with the value-chain
- ⑦ Participation in the global climate debate

The full content of "Towards a Sustainable Low Carbon Society: Our Common Vision" is available at <http://www.japan-clp.jp/en/>

4. Future Activities

We plan to carry out below activities:

1. Recommendations

Recommendations for policy makers, industries, and the public towards a sustainable, low carbon society will be compiled from a business perspective. The first recommendations are scheduled for release in FY2009.

2. Symposium in Japan

An open symposium to announce Japan-CLP's activities and recommendations to provide an opportunity to hold a dialogue with policy makers, industries, and the public will be held. The first symposium is scheduled for November, 2009.

3. International Symposium

An international symposium to discuss de-carbonization in Asia with Asian policy makers, industries, and the public will be held. The first symposium is scheduled in 2010, in a major Asian Metropolis.

4. Japan-CLP Summit

Senior executives from member companies will meet once a year to discuss issues concerning the transition to a low carbon society, and determine the direction Japan-CLP.

5. Dialogue Session for Manager Level Staff

Manager level staff from member companies will meet on a regular basis to discuss the recommendations to be made and plans for future activities.

Contact information

For more information on news release and Japan-CLP, please contact the secretariat.

Japan-CLP Secretariat (E-Square Inc.), Tomoko Fujitsu, Risa Onishi

Tel: 03-5777-6730 Fax :03-5777-6735 E-mail : jclp@e-squareinc.com

Background of the Japan-CLP

In October 2008, Japanese and British companies carried out a dialogue session regarding business leadership on climate change, joined by His Royal Highness The Prince of Wales. On this occasion, Japanese companies realized the need and value to develop a Japanese business coalition that takes the lead in tackling climate change, as The Prince of Wales' Corporate Leaders' Group on Climate Change (CLG) does. Since January 2009, companies have gathered in preparation to launch Japan-CLP and to release the common vision today.

The Prince of Wales' Corporate Leaders' Group on Climate Change (CLG)

The Corporate Leaders Group on Climate Change (CLG) brings together business leaders from major UK, EU and international companies who believe that there is an urgent need to develop new and longer-term policies for tackling climate change. Member companies include Shell, Unilever, Philips, Vodafone, etc.