

SIEW2019
IEEEJ Roundtable C
Digitalisation, an Enabler of the Energy Transformation

October 31th, 2019



TOKYU POWER SUPPLY CO.,LTD

- 02 : Company profile
- 03 : The progress of Japan's electricity market liberalization
- 05 : The Progress of Customer Acquisition and Market Presence
- 07 : Tokyu Group
- 09 : Our case studies for proposing the living experiences of prosumers
- 14 : Concept of "City as a Service"

Company Profile

TOKYU POWER SUPPLY CO.,LTD

President and CEO : Kenji Murai
 Address : Setagaya Business Square Tower 14F,
 4-10-1, Yoga, Setagaya-ku, Tokyo
 Established : Oct, 1st,2015
 Business Activities : Electricity & Gas Retailing
 Capital : 2,350 million JPY
 URL : <https://www.tokyu-ps.jp/>

Service Start : Apr 1st,2016
 Service target : Mainly households

Service Area : Tokyo, Kanagawa,
 Ibaraki, Tochigi, Gunma, Chiba,
 Yamanashi, Shizuoka (Eastern side
 of Fuji River)

※Except for remote islands

Service Mark symbol
 ~Light of Innovation~

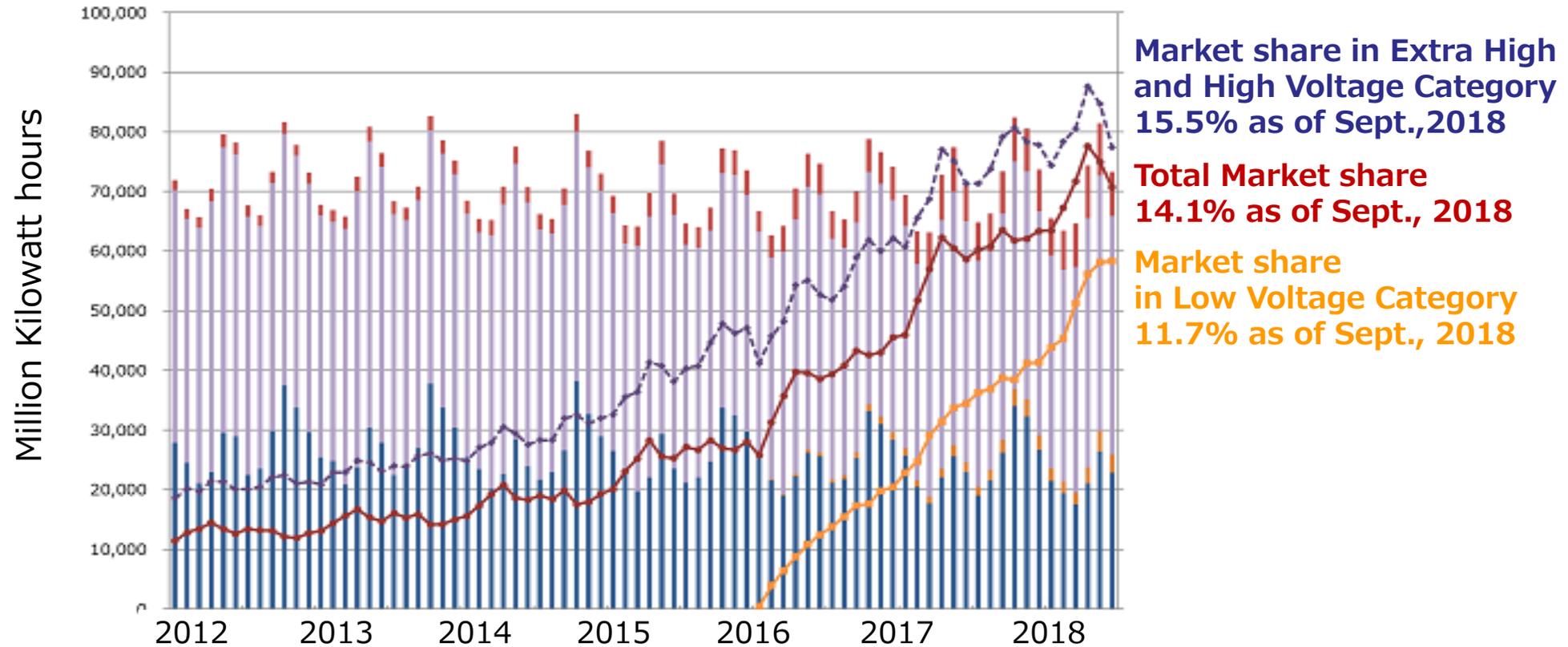


- 1918 ◀ Established Den-en-toshi Company, for the development of Denentoshi and Senzoku town
- 1922 ◀ Started electricity transmission and supply services in Senzoku and Tamagawa area
- 1938 ◀ Merged Den-en-toshi Company into Tamagawadenki-Corp
- 1941 ◀ Merged Tamagawadenki-Corp into Tokyo-Yokohama Electric Railway Corp Supplied over 530 thousand residents with electricity
- 1944 ◀ Under power distribution law, Denentoshi-Corp transferred its electricity transmission and supply business to Kanto-haiden
- 2000 ◀ Introduced deregulated partial High Voltage energy (over 2,000kW)
- 2004 ◀ Full deregulation of retail energy competition (over 50kW)
- 2005
- 2015 ◀ **Established Tokyu Power Supply CO.,LTD**

The progress of Japan's electricity market liberalization

- Liberalization of the electricity market has expanded from large factories in 2000 to households in 2016.

Market Share of new Power Producer & Supplier based on the amount of electricity supplied as of Sept., 2018

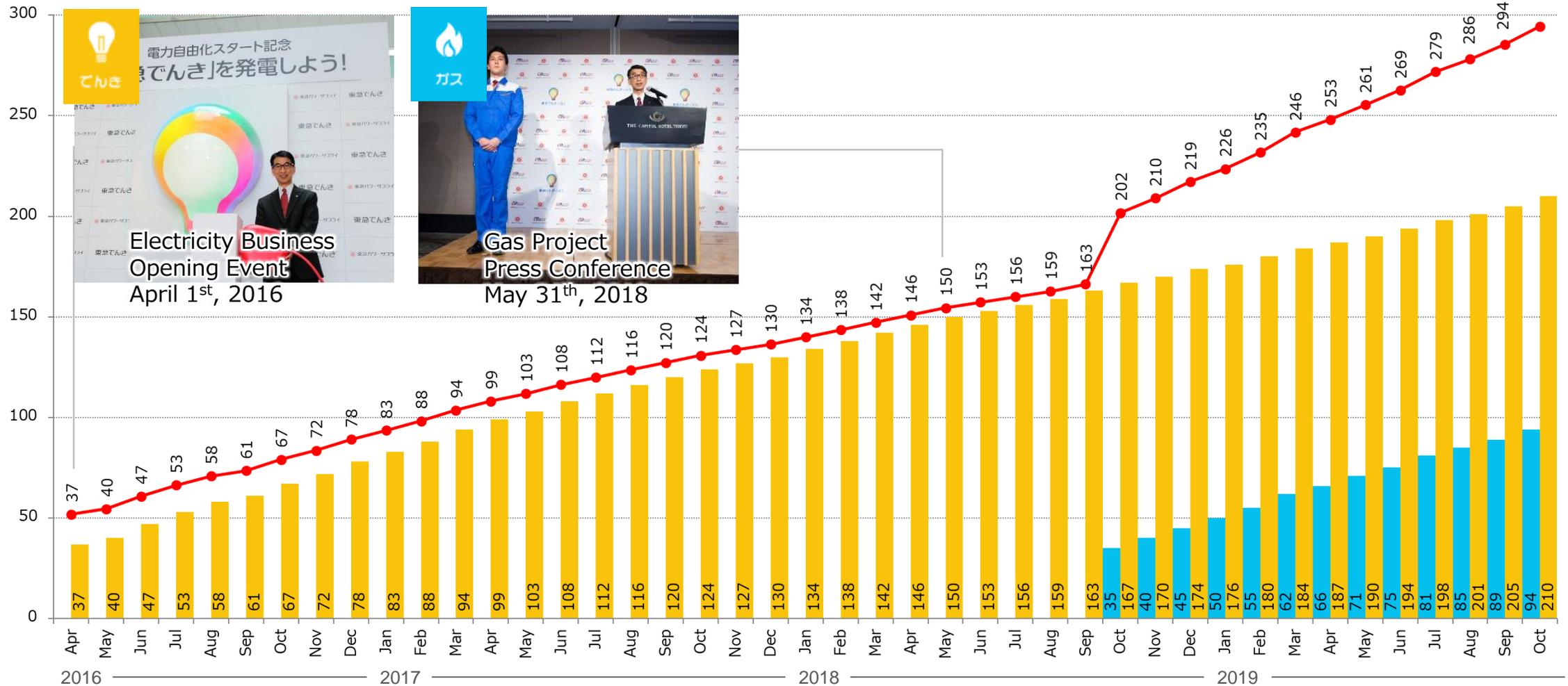


Source: Agency of Natural Resources and Energy, The Electricity Supply / Demand Report
<https://www.meti.go.jp/press/2018/12/20181214004/20181214004.html>

The Progress of Customer Acquisition

■ Tokyu-denki has been growing customer acquisition at a steady rate.

Total application number as of Oct 31st, 2019 **▶ 304** thousand



Market Presence

- Tokyu power supply is ranked as 6th based on the amount of electricity supplied for households in Kanto-area.
- Over 20% of the total households in Aoba-ku, Yokohama city has transitioned to Tokyu-denki.

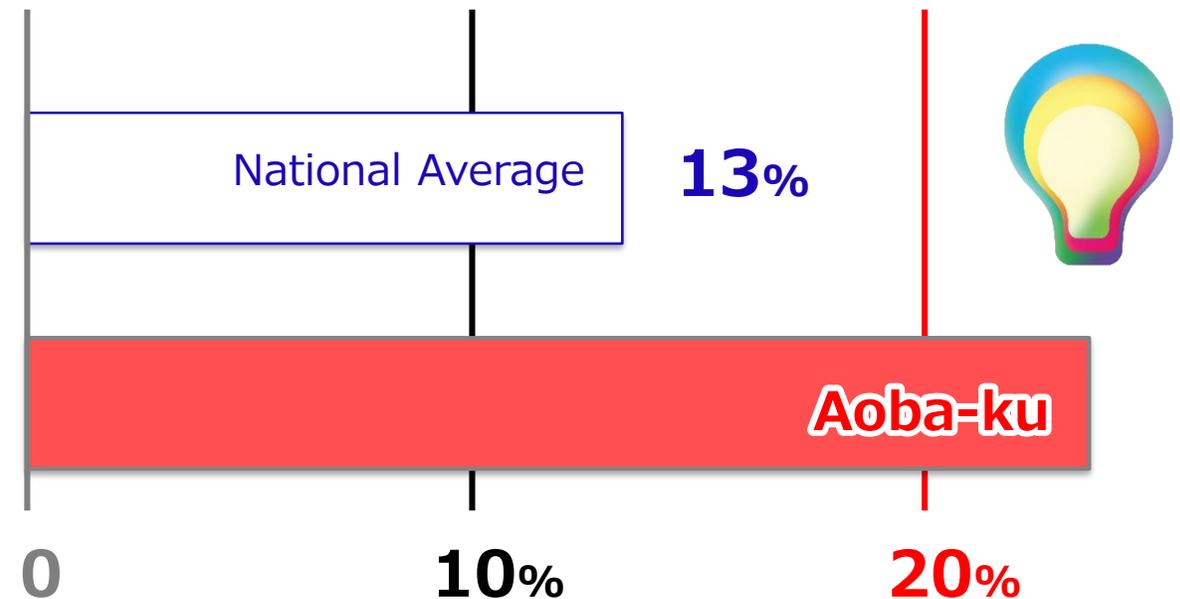
The retailer's rank based on the amount of electricity supplied as of June., 2018

6th

The rates of the total numbers of residents switching to new suppliers as of Sept., 2019

Over **20%**

Rank	TEPCO's region
1	TEPCO
2	TOKYO GAS
3	KDDI
4	ENEOSでんき
5	Chubu Electric Power
6	東急でんき & ガス



Source: METI Ministry of Economy, Trade and Industry June 2018 Based on the Electricity Supply / Demand Report and converted value from public data

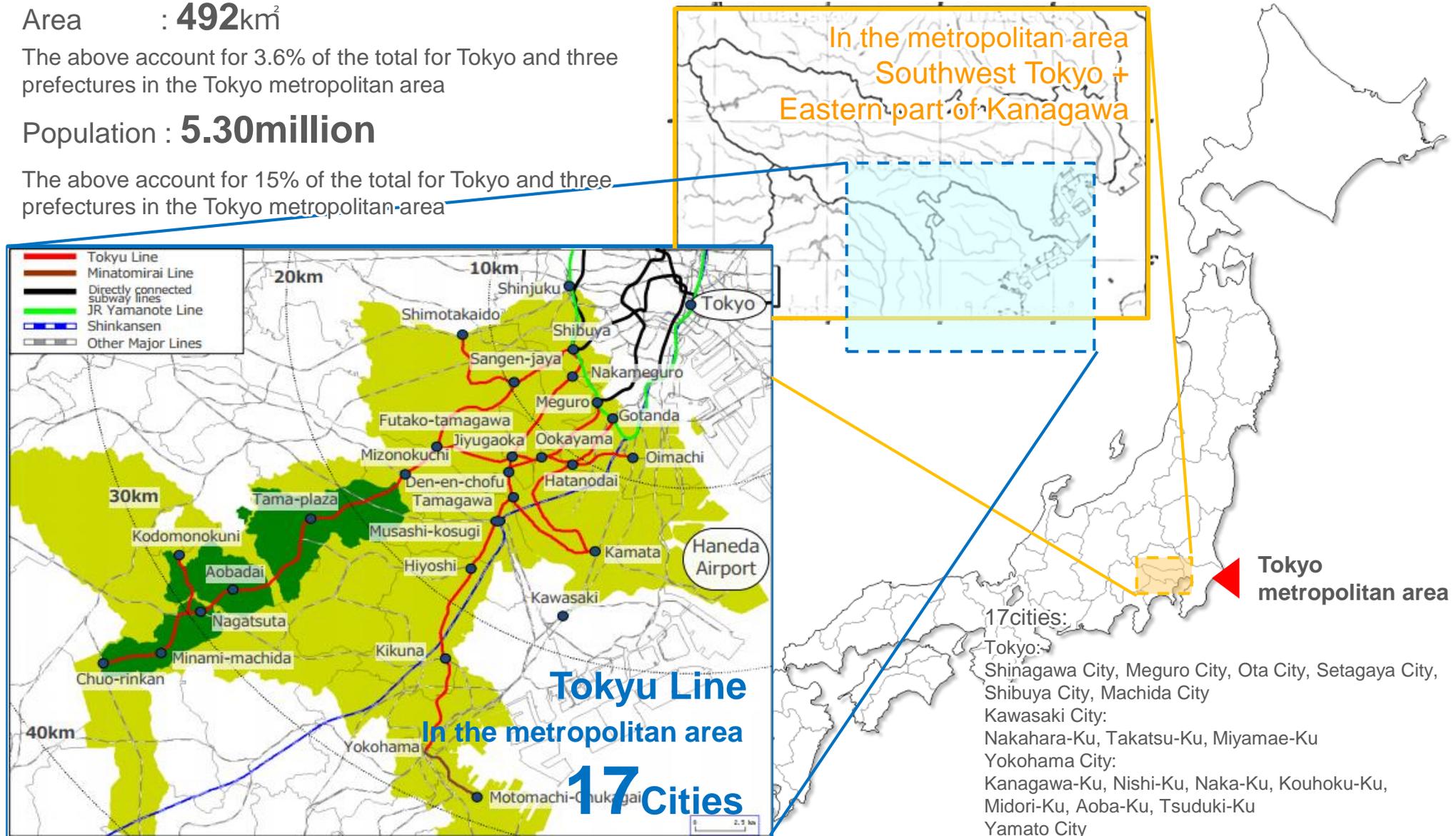
Population along the Tokyu Lines

Area : **492km²**

The above account for 3.6% of the total for Tokyo and three prefectures in the Tokyo metropolitan area

Population : **5.30million**

The above account for 15% of the total for Tokyo and three prefectures in the Tokyo metropolitan-area



Tokyu Group's business segments

■ Tokyu Group comprises 220 and core businesses including transportation, real estate, lifestyle and services, hotels and resorts, and business support services.



TOKYU GROUP

Operating revenue

1,157 billion yen

FY2018

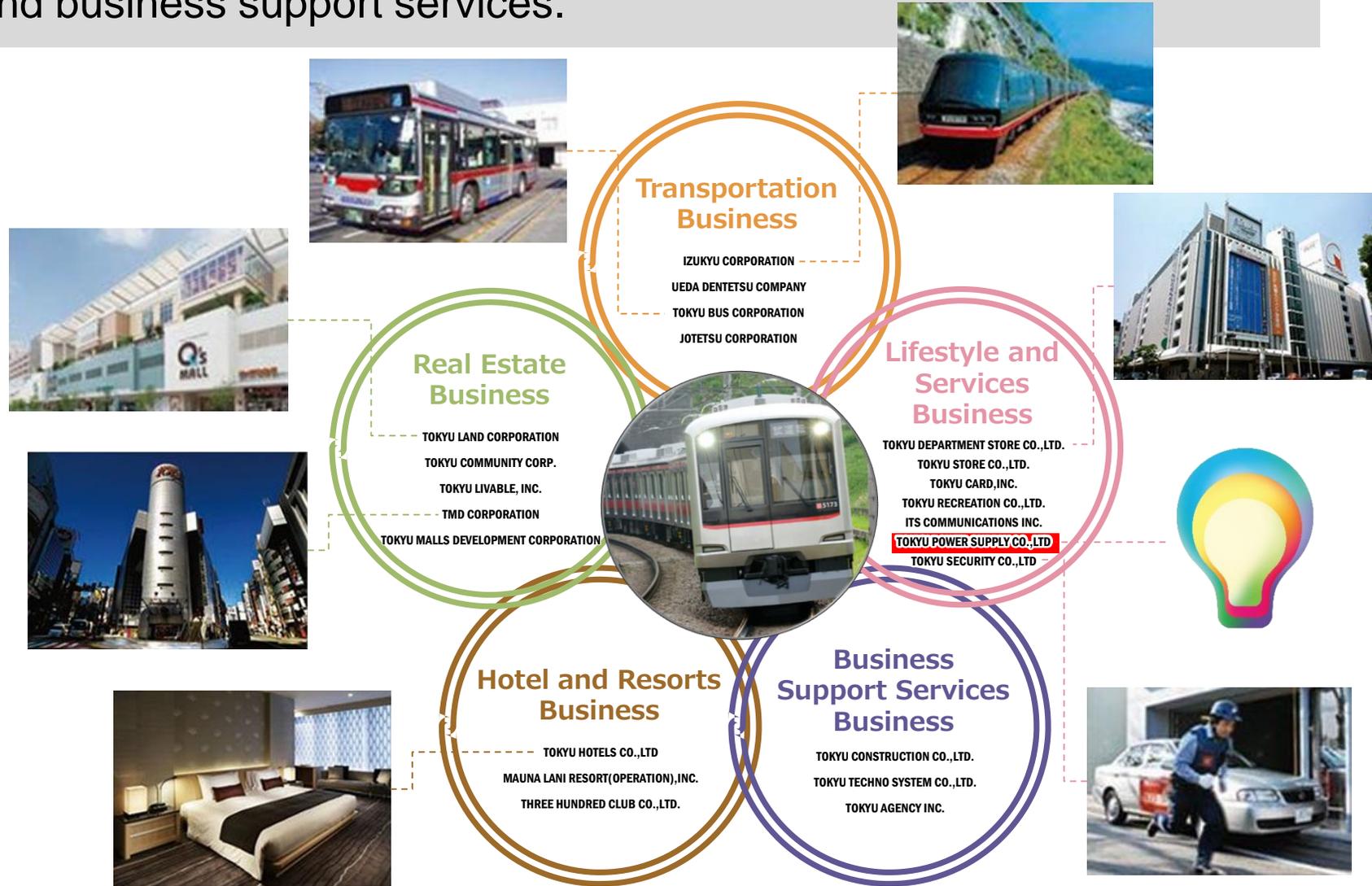
Operating profit

81 billion yen

FY2018

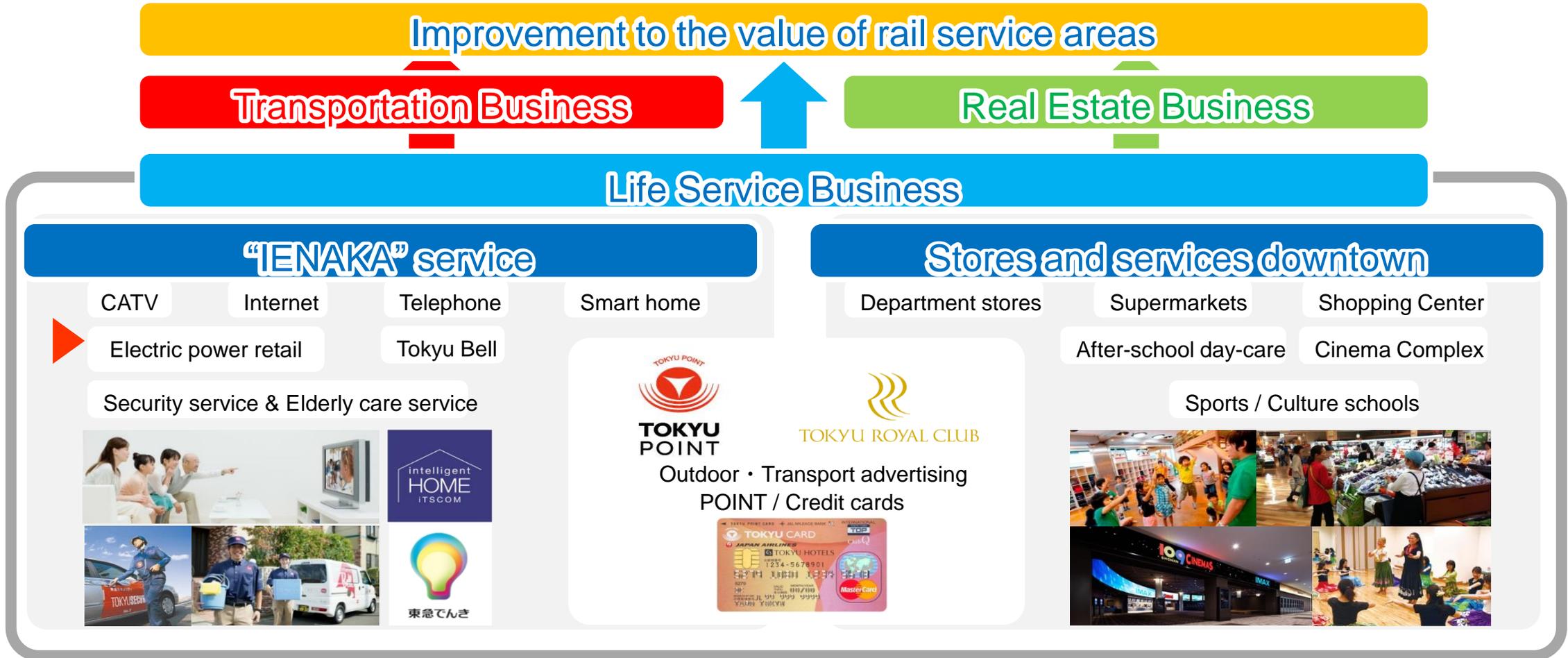
220 billion yen

and 8 other incorporated bodies
(six companies listed on the stock exchange as of March., 2014.).



Concept Behind the Life Service Business

- In order to achieve our goal “Improvement of the value of rail service areas”, Tokyu Corporation entered the electric power retail business and founded Tokyu power supply.
- We have been providing more convenient and economical electricity services by bundling CATV, security and other businesses that are managed by the Group.



Our case studies for proposing the living experiences of prosumers

- Based on our brand statement, Tokyu Power Supply has challenged to focus on designing customer experience and creating attractive benefits for the next generation.

Introducing new everyday living experience along with energy.

It's crucial for us at Tokyu Power Supply to constantly view things from the customer's perspective in creating new connections between energy and everyday life.

As a member of the Tokyu Group and a company intimately acquainted with the lives of our customers, we're uniquely qualified for this task.

"Excellent value, more convenient and more abundant" is our goal.

In addition to creating energy plans hand-in-hand with the various services of the Tokyu Group, We'll be teaming up with communities along the Tokyu Lines to initiate environment friendly efforts and realize more pleasant lives.

We're Tokyu Power Supply.



東急でんき

Our Case Studies

1. Peak shift campaign with the railway business

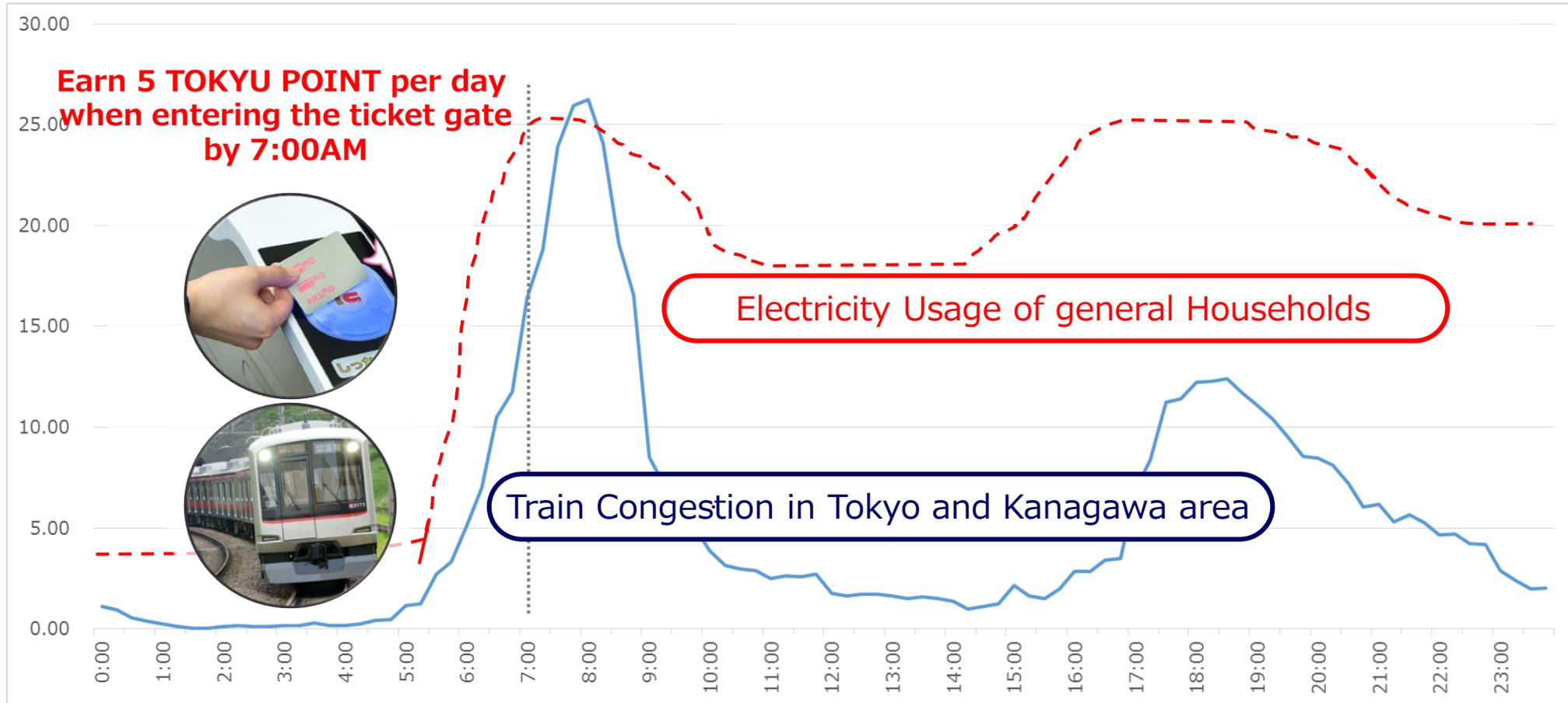
2. Cool Share Campaign

3. The first urban train powered by 100% Renewable energy

4. Purchasing Post-FIT electricity from Homeowners

1. Peak shift campaign with the railway business

- Collaborating with TOKYU railway business, Tokyu-denki promoted customers to enjoy an early bird lifestyle in order to mitigate the peak of train congestion and electricity demand in the morning



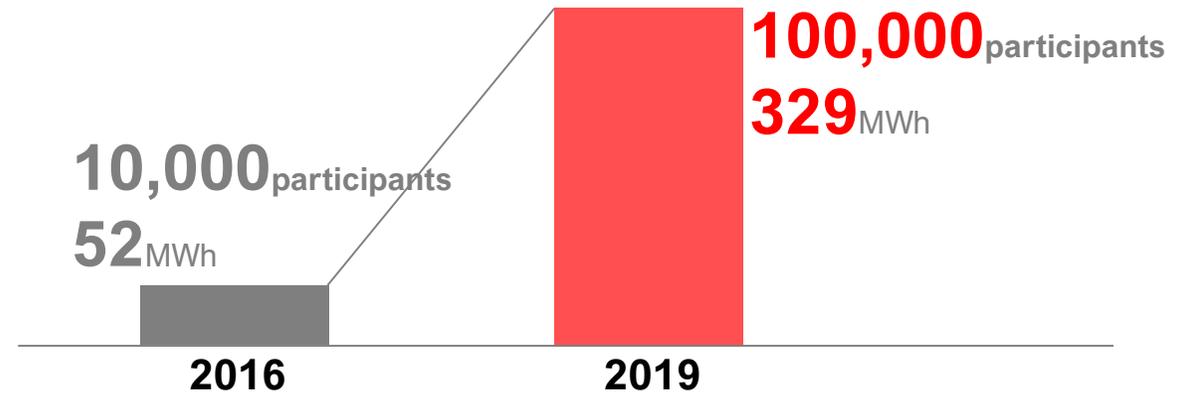
2. Cool Share Campaign

■ Tokyu-denki had launched a “cool-share” campaign since 2016 to promote families to spend time outside to conserve energy.

■ a summary of the campaign
 In every summer, Tokyu-denki offered several attractive benefits when our customers participated “cool-share” campaigns. “cool-share” attracts family to spend time outside of the home to conserve energy.



■ The results of the cool share campaign
 the number of participants
 the total saving of electricity consumption



Promotion for all customers



Promo1 : Earn TOKYU POINT by riding on the train on a hot day



Promo 2 : A glass of Beer in Beer garden



Promo 3 : ice cream cake



Promo4 : Invitation to a movie preview



Promo5 : Invitation to exclusive Harvesting event



3. The first urban train powered by 100% Renewable energy

- In order to promote the wider use of renewable energy and create a low-carbon and recycling society, Tokyu Corporation began running the Setagaya Line in Tokyo with 100% electricity generated from renewable energy sources.



The departure ceremony of the train powered by 100% renewable energy, Mar 25, 2019



The stamp collecting campaign in the area along Setagaya-line.



4. Purchasing Post-FIT electricity from Homeowners

- Japan's feed-in tariff, initiated in November 2009 is coming to an end. Households with a combined generating capacity of 6.7 million kilowatts will stop qualifying for this program by 2023.
- Tokyu Power Supply have launched a service to purchase excess electricity generated by PV systems installed on houses in Tokyu-area. The initial purchase price is 10.9 yen/kWh.



The design of the hung poster advertising on a train

Concept of “ City as a Service”

- For urban development, Tokyu group challenges to realize the concept of “City as a Service” through the integration of digital technologies with real life and cities.

Wellbeing

Providing services customized for the lifestyle of each person

Flexible ways of working, living, and moving

Improved child bearing and education environments

Foods, wellness, and healthy life expectancy

Social harmony

Structuring a system for supporting autonomous local economies and communities

Urban spaces where people can enjoy better safety and comfortability

Recycling society
(local currency, local production and consumption, sharing economy, resources reproduction, etc.)

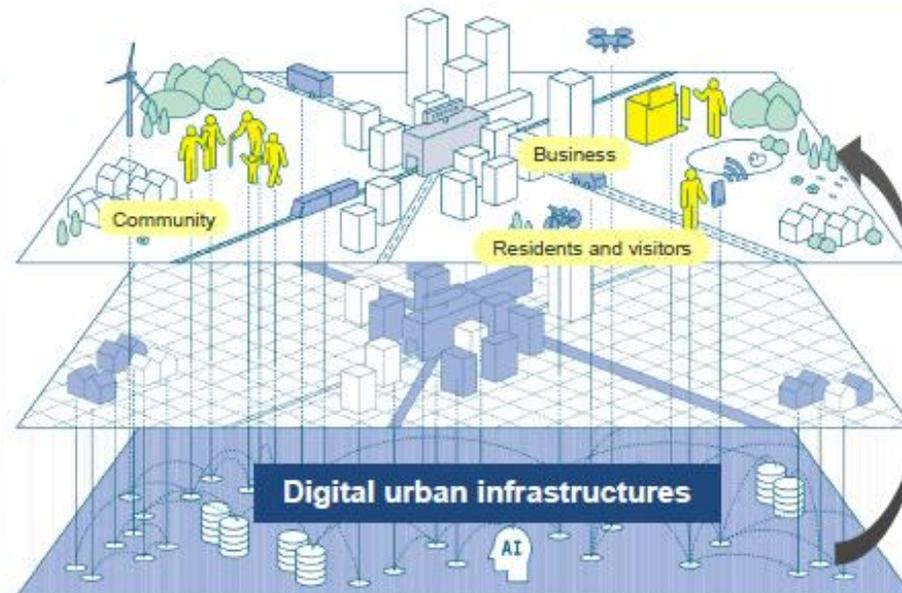
Development of digital urban infrastructures

Unified ID; cashless transactions

Infrastructures for large-capacity communication

Sensing; digital space mapping

and others



Feedback to the real urban infrastructures

Easily accessible urban data

Optimization of urban operations
(mobility; energy, logistics)

Deliberately developed urban planning projects

and others