

March 27, 2017

Announcement

TonenGeneral Sekiyu K.K.

Express × Hello Kitty Campaign

TonenGeneral Sekiyu K.K. (head office: Minato-ku, Tokyo; president: Jun Mutoh; “TonenGeneral” herein) announces the implementation of the following campaign in collaboration with Hello Kitty, a character of Sanrio Company, Ltd. (head office: Shinagawa-ku, Tokyo; President Chief Executive Officer: Shintaro Tsuji), beginning March 31, 2017.

TonenGeneral’s collaborations with Hello Kitty, held since 2013 at its Express self-service stations, located throughout Japan, have been favorably received by customers. We aim to further increase customer satisfaction through this campaign, in which we will once again offer delightful Hello Kitty collaboration goods.



Campaign overview

Name: Express × Hello Kitty Campaign

Locations: Approximately 1200 Express self-service stations nationwide

Click the link below to find participating service stations (Japanese language only).

http://ss-search.emg-ss.jp/b/kitty_17/

Campaign period: March 31 – May 7, 2017

Description: The Hello Kitty towel pictured below will be offered in exchange for three campaign coupons, which customers can receive at Express self-service stations with the purchase of 20 liters or more of gasoline or diesel (one coupon per purchase) using the Synergy Card, Speedpass or nanaco.



Size: Approximately 300×700mm

Material: 100% cotton

About the TonenGeneral Group

The TonenGeneral Group has a nationwide network of service stations operated under the Esso, Mobil and General brands, and is engaged in business operations, centered on Group company TonenGeneral Sekiyu K.K., which include crude oil procurement, petroleum and petrochemical product manufacturing and sales, and electric power supply. The TonenGeneral Group strives to contribute to the development of a vibrant society by maintaining a stable supply of energy and offering high-quality products and services while working to reduce effects on the environment. For more information, please visit our website at <http://www.tonengeneral.co.jp/english>.

About Express

Express is operated under the concept of providing the quickest, easiest refueling service in the cleanest, most comfortable facilities. In order to further advance this brand value, we continuously strive to enhance both the technical and customer-oriented aspects of our services by strengthening our sales promotion programs, enhancing our customer services, ensuring the cleanliness of our SS, and other efforts. For more information, please visit our website at <http://www.emg-ss.jp/brand/express/> (Japanese language only).

Media inquiries

Campaign Office

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Customer inquiries

Esso/Mobil/General Administrative Office

Phone: 0120-247-490 (weekdays 9:30 – 11:45, 12:45 – 18:00; closed Saturdays, Sundays and holidays)

[The official language for TonenGeneral Sekiyu's filings with the Tokyo Stock Exchange and Japanese authorities, and for communications with our shareholders, is Japanese. We have posted English versions of some of this information on this website. While these English versions have been prepared in good faith, TonenGeneral Sekiyu does not accept responsibility for the accuracy of the translations, and reference should be made to the original Japanese language materials.]